



# EDITORIAL MISSION STATEMENT

SPIN (Sports Interactive Network Philippines) is a pioneering full-staff, standalone sports website in the Philippines. SPIN.ph aims to provide readers with round-the-clock and real-time sports news, giving them a ringside seat to everything that is happening in a wide swath of sporting events, both here and abroad, as it happens. It also lets readers in on the lives of their sports heroes by way of feature stories and personality sketches that give fans a glimpse of who they are outside the court. It also discusses stories other media outlets won't dare touch, letting readers in on the stories behind the news, both fairly and accurately, as only SPIN.ph can.

## WEBSITE METRICS

16,917,781

PAGE VIEWS

1,976,004




UNIQUE VISITORS

\*Google Analytics, Q3 2015  
Please digital advertising rates, please see page 162.

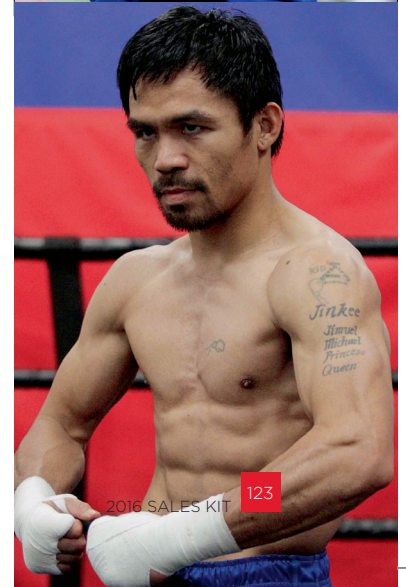
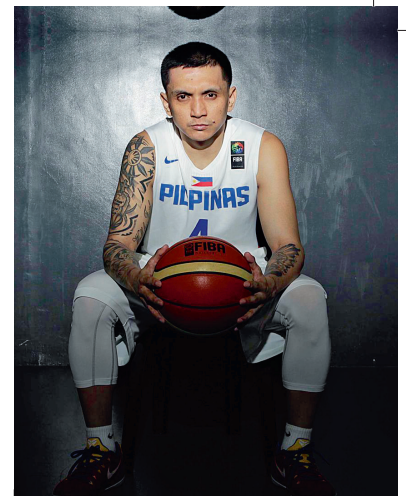
## AUDIENCE

- *SPIN.ph* readers are mostly 90.79% male while 9.21% are female.
- 90% of readers belong to socio-economic classes A, B, and C.
- Majority of *SPIN.ph* readers are aged 20-39.
- *SPIN.ph* readers are avid sports fanatics who actively seek information about their favorite teams and athletes, and regularly watch the games live at the stadium, at a sports bar, or at home with fellow fans.
- *SPIN.ph*'s readership is huge even in other countries. While the Philippines tops the list, not far behind it are the United States, United Arab Emirates, and Saudi Arabia.

## FAST FACTS

Social Media		459,229
		64,900
		14,100

\*As of October 2015  
Ask us how you can partner with us for our social media platforms.



2016 SALES KIT

123



## EDITORIAL CONTENT

- *SPIN.ph* allows its readers to get the final score right after the buzzer, learn how the game went, and find out who made it all happen with up-to-the-minute news.
- The *SPIN.ph* Active Lifestyle section features the latest in triathlon, running, and cycling, as well as the latest gadgets, diet and nutrition, workouts and fitness programs.
- The *SPIN.ph* Opinion page takes a deeper look into sports as veterans, professional coaches, seasoned athletes, and sports medicine experts provide insights into what's happening on and off the playing arenas.
- Special reports focusing on legends of the past, big shots of the present, stars of the future, sports celebrities, players' bios, team profiles, and many more.
- Just in case you missed out on the games, *SPIN.ph* features photo galleries, videos, and even podcasts for a total media experience.



# EDITORIAL CALENDAR

- *SPIN.ph* Sportsman of the Year
- 2016 Rio de Janeiro Olympics
- PBA Commissioners Cup
- Manny Pacquiao's Fight
- UAAP
- NCAA
- NBA Playoffs and Finals
- PBA Governor's Cup
- US Open
- Pacific Xtreme Combat (PXC)
- Ultimate Fighting Championship (UFC)
- Shakey's V League
- Ironman 70.3 Philippines, Tri-United Events, Challenge Philippines, and Other Multisport Events
- 2016 FIFA World Cup
- Philippine Azkals at Asian Football Confederation

