



## Where Fans Live The Game

CBSsports.com has everything the truly passionate fans needs and more:

- Relevant editorial with timely game recaps and stats
- Extensive live video streaming and mobile apps
- An actively engaged community of fans

CBSsports.com is the premier destination for fantasy sports, the online home for NFL football, Masters Live, US Open tennis and SEC College Football Game of the Week.

## Site Stats & YOY Growth<sup>1</sup>

6.8M Unique visitors (+21% YOY)

60M Visits (+36% YOY)

434M Minutes (+25% YOY)

439M Page Views (-0.03% YOY)

## Demographics<sup>2</sup>

69% Male

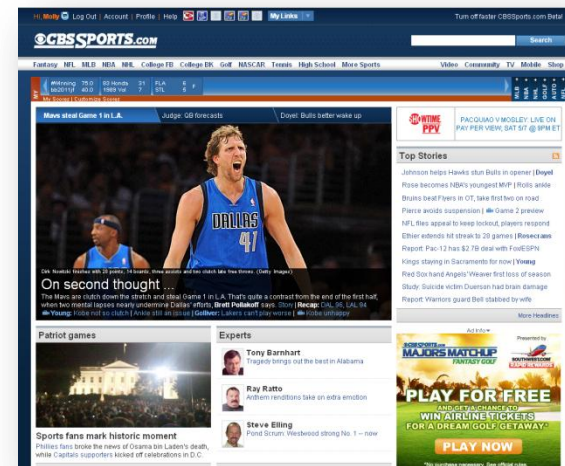
70% 18-49, 73% 25-54, 13% 18-34

51% College Grad/Post Grad

\$87K Average HHI

33% HHI \$100K+, 12% HHI \$150K+

25% Professional/managerial



## Advertiser Benefits

### Engaged and immersive environments

- Expert editorials, premium fantasy sports, top notch mobile apps and a strong social network presence attract a community of real fans.

### Sports fans year round

- Reach dedicated fans before, during and after the game as well as throughout the year. Our fans are here for all sports seasons.

### Innovative Advertising

- First to market high-profile ad units such as network pushdowns, cross-talk units, branded environments, video-in ad units, advergames, interactive gatefolds and more.

Find out more: Visit <http://www.cbsinteractive.com/advertise/>

