

FBIN PLATFORM

INVENTORY PRICING



FBIN

PODCAST

FBIN PODCAST

~20

episodes / year

~380+

listeners / episode

19% DACH **7%** Benelux

15% UK **5%** Spain

12% US

45-75

minutes playtime

> Guests from the **global football business industry**

FBIN

OPTIONS

EPISODE PRESENTING

- ✓ Host-read pre roll (max. 30 sec)
- ✓ Host read post roll (max. 60 sec)
- ✓ Full communication (incl. naming as partner in the written podcast summary and the posting on LinkedIn)

250 € / episode

FULL EPISODE

- ✓ Guest and topic
- ✓ Host-read pre roll (max. 30 sec)
- ✓ Host read post roll (max. 60 sec)
- ✓ Full communication (incl. naming as partner in the written podcast summary and the posting on LinkedIn)

600 €

WRITTEN CONTENT

ADVERTORIAL

3.000

active users / month

25.000

page impressions / month

EXAMPLES



FBIN

PRESENT YOUR SUCCESS CASE WITH FBIN

- ✓ Full article on www.footballbusinessinside.com
- ✓ Posting on LinkedIn
- ✓ Included in the "Weekly Update Newsletter"

500 €

NEWSLETTER

WEEKLY UPDATE

3.000+

recipients / edition

38%

opening rate

9%

CTR

› Full focus on the
Football Business niche

› Sent out every
Wednesday morning

FBIN

OPTIONS

PRESENTING PARTNER OF THE EDITION

- ✓ Text, logo and photo provided by the partner
- ✓ Max. 100 words
- ✓ Logo integration in the header (presented by)
- ✓ Text and photo integration in the mid part of the newsletter

800 € / month (4 editions)
250 € / newsletter

STANDALONE NEWSLETTER

FULL FOCUS

on your case study, nothing else

3.000+

standard recipient database size

- › Present your offer to the **Football Business target group** in a high quality way
- › Sent **max. once / month**



PRESENT YOUR SUCCESS CASE

- ✓ Content (case study; text, photos) provided by the partner
- ✓ Content creation by FBIN is possible as well
- ✓ The Standalone Newsletter includes one exclusive case study by the client. A high quality content piece is therefore also of high value for the receivers working in the football business industry

600 €

WEBINAR

~90

minutes duration

(includes several speakers and a panel discussion)

70 -
150

registrations

› The webinar takes place in **MS Teams** or similar platforms

OPTIONS

PRESENTING PARTNER

- ✓ Logo integration on the event platform and in all communication
- ✓ Access to the data of the registered users
- ✓ Integration in the program (for example with a keynote, as part of a panel discussion, etc.)
- ✓ Integration of clients in the program
- ✓ Access to the recording of the event for marketing purposes
- ✓ Access to promotional material
- ✓ Promotion of the webinar by FBIN via all channels

750 €

ORGANISED FOR A PARTNER

- ✓ FBIN acts as service provider for the client
- ✓ Topic and guests provided by client or developed by FBIN based on client request
- ✓ Logo integration on the event platform and in all communication
- ✓ FBIN organizes the event based on the clients briefing
- ✓ Client decides who can access the event (free for all, registered users only, invite only, etc.)
- ✓ Full promotion on all channels included
- ✓ Access to the data of the registered users
- ✓ Access to the recording of the event for marketing purposes
- ✓ Access to promotional material
- ✓ Written event summary published on the FBIN platform, LinkedIn and Newsletter

1.500 €



www.footballbusinessinside.com

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