

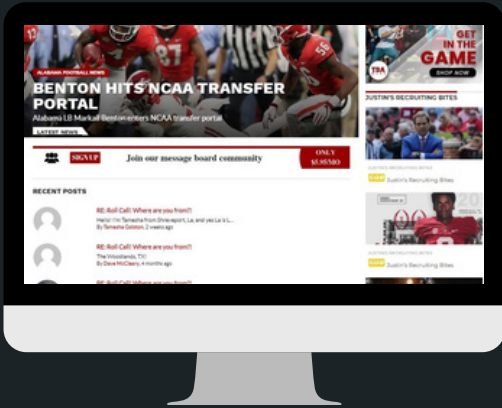
TDA

**TOUCHDOWN
ALABAMA**

M A G A Z I N E

MEDIA KIT AND PROPOSAL

TOUCHDOWNALABAMA.COM



Website

- Averages 1.7 million+ online page views per month
- Projecting 50% growth by the end of 2021
- 1 million+ online users per month
- 66.93 percent male demographic

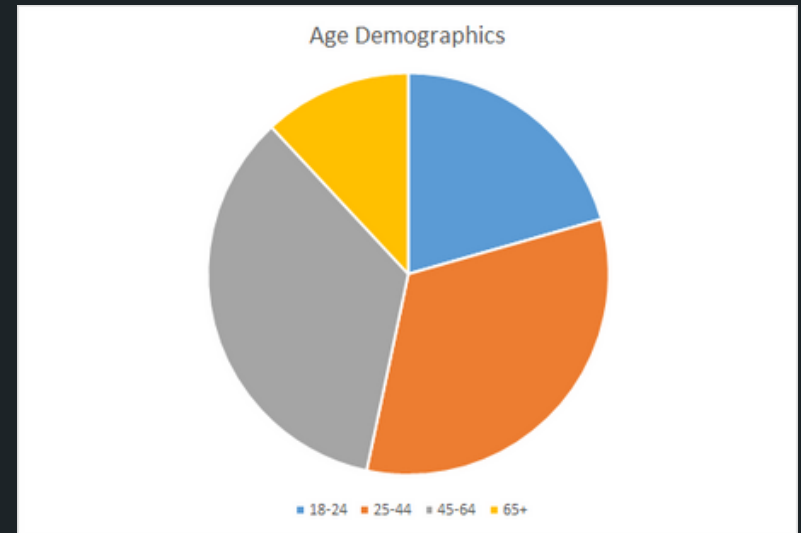
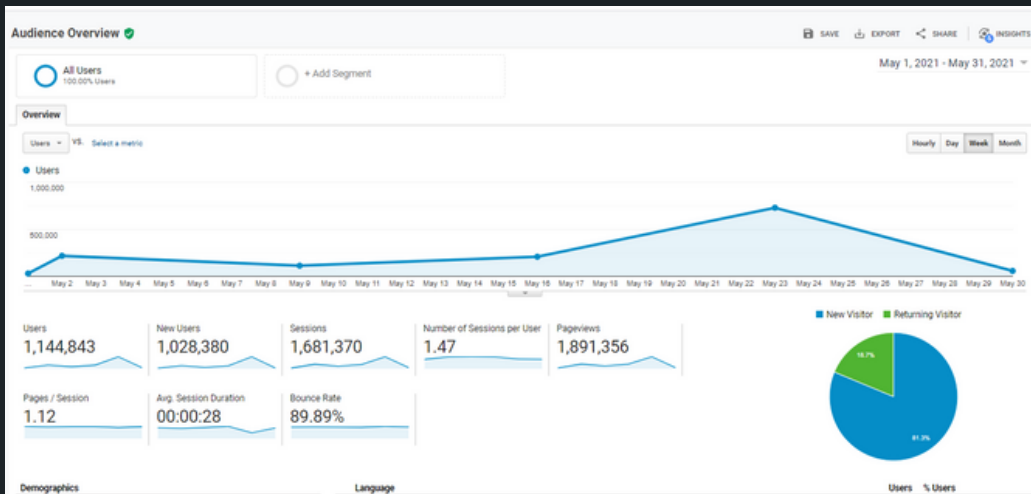
Age Demographics:

18-24= 24.33%

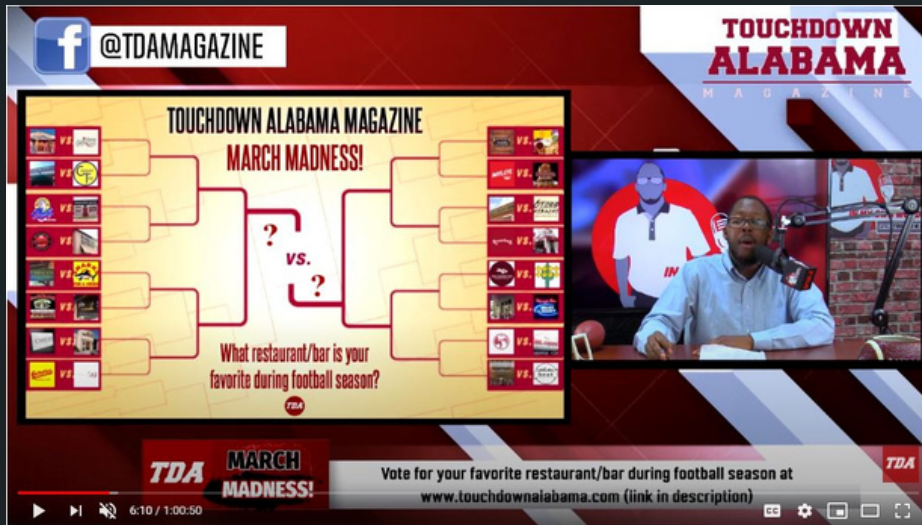
25-44= 38.66%

45-64= 41%

65+= 14.11%

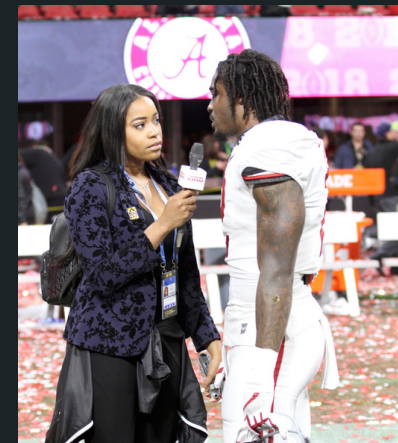
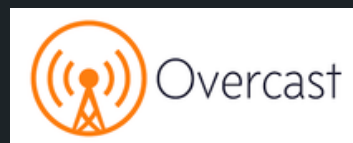
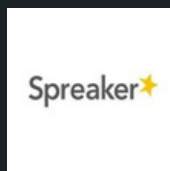


VIDEO AND PODCAST



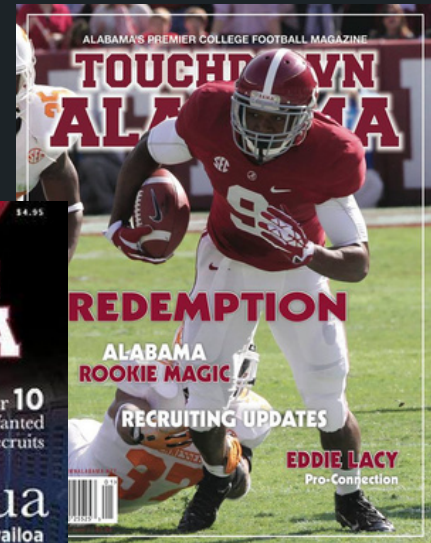
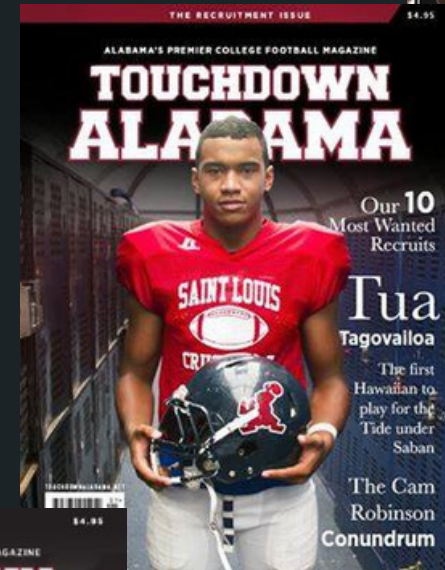
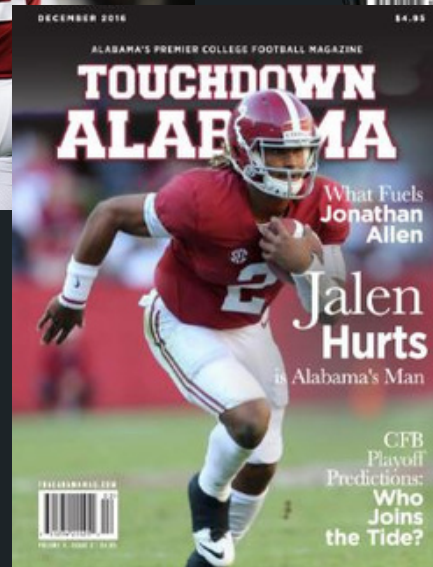
Video/Podcast
Programing

Average over 500,000 views per month
across all outlets
(Facebook, YouTube, Twitter, Podcast)



PRINT MAGAZINE

Touchdown Alabama Magazine is the most popular Alabama football magazine in the state. Our magazine is the standard for providing the most compelling news about the Alabama football program. We are at the forefront of college football media, reporting and marketing.

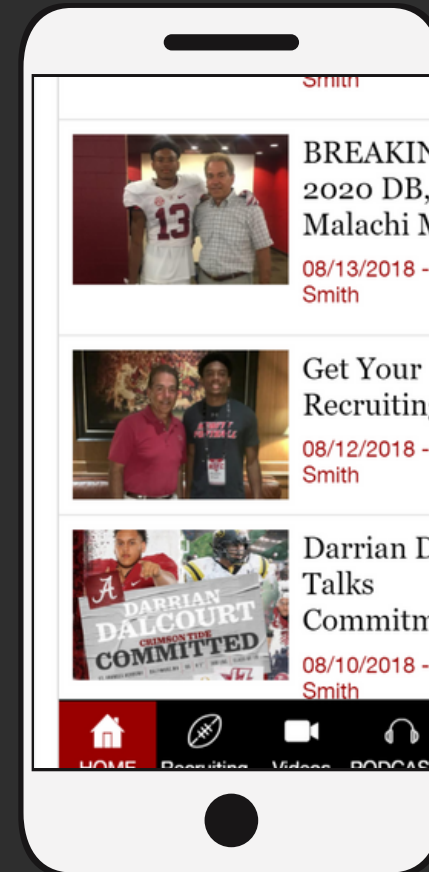


APP

Nowadays, apps are in. From young and older, we depend on apps to help circumvent a longer process to achieve our goal for whatever the intended purpose. Our app allows users to quickly catch up on news and updates without having to open and search via a web browser.

USER LOCATION

Because of privacy laws, we cannot provide age, but location of users shows Tuscaloosa and Birmingham among its top 5 of all cities (over 25 calculated) accounted for.



OTHER STATISTICS

PRINT MAGAZINE

- AVERAGE OVER 20K READERS PER ISSUE
- CUSTOM PACKAGES AVAILABLE
- FULL COLOR GLOSSY INSERTS

EMAIL

-7K + SUBSCRIBERS
(PROJECTED TO BE OVER 10K BY THE END
OF 2021)

1

EMAIL

Email

Our email analytics would not account for age due to privacy reasons, but the location listed Tuscaloosa within its top 5 of all of our plus 5,000 users.

FOLLOWERS



55K



21k



11k

TOUCHDOWN ALABAMA

M A G A Z I N E