



# JAMAAL RICH

FOUNDER/ EDITOR/  
CREATIVE CONSULTANT

## CONTACT

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## SOCIAL MEDIA

TWITTER: @MORETHAN\_STATS

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INSTAGRAM: @MORETHANSTATS

## ABOUT ME

Jamaal Rich is a New Yorker at heart, born & raised in Brooklyn New York, and currently residing in Upper-Manhattan.

His passion for fashion, and sports led to the launch of More Than Stats in 2011 while studying for his Bachelor's Degree in Marketing at CUNY York College.

Jamaal's creative outlook on sports culture, coupled with his past work experience have led to a successful career in blogging, social media and consulting.

## ABOUT MORE THAN STATS

More Than Stats is a high-traffic media platform chronicling pro athletes fashion and providing inspiration and tips related to fashion trends, sneaker culture, and other male interest.

Our platform has formed a unique community of sports fans and fashion lovers around the world, as well as fueling the brands and likeness of star pro athletes.

More Than Stats today has a social media following of over 60,000 and website well-over one million page views.

The influence More Than Stats has built led to content-driven projects with major corporate brands who want to reach More Than Stats' niche audience. Past collaborations include Old Spice, Motorola, Pepsi, Dove Men+Care, Citizen Watches, and Neutrogena.

More Than Stats has been featured in publications such as the New York Times, Sports Illustrated, CBS Watch, Marie Claire Italia, Esquire Magazine, Toronto Star, Washington Post, Bleacher Report and Daily Beast.

# Media Kit

## WHO THEY ARE

\*Over 50% of our audience is between the ages of 25-34 and located in the United States. Our predominantly male readers are trendsetters and trailblazers. They are on the cutting-edge of what's hot, taking what they learn about sports and fashion trends from our platform and share that information within their communities.

## SOCIAL MEDIA

\*Instagram - 63k  
Facebook - 3.5k  
Twitter - 2.5k

## DEMOGRAPHICS

**Audience:**  
80% Male  
20% Female

**Top Location:**  
50% USA

## WEBSITE STATISTICS

Monthly Unique Visitors - 10K +  
Monthly Views - 15k +  
Monthly Visits - 11k +

# Sponsorship Packages

More Than Stats can offer a strong male market. 80% of our readers are male consumers. Our content is focused on sports, men's fashion, style and grooming.

We can broadcast services and products in various forms:

- Providing links in our website content (or social media.)
- Recommending particular products to our male readers.
- Share latest products or campaigns through our engaging social media channels.
- Ad Placement on website.

Our team will help increase brand awareness. We're open to:

## **Ad Programs**

- 1-5 Months
- 6-12 Months

## **Product Review/Sponsored Post**

- Option 1: Sponsored Product Review plus social amplification. (Written in signature More Than Stats style.)
- Option 2: Sponsored Product Review, Social Giveaway and social amplification. (Review and giveaway as two separate posts.)

## **Social Media Amplification:**

- 2-3 Facebook posts
- 2-3 Tweets
- 2-3 Instagram posts, stories, or /and created hashtag
- Social Media "contest" to engage readers.
- Series of post tied to brand message.
- All post would go live within 24-48 hours of confirmation.

# Brand Extensions

## **SPEAKING ENGAGEMENTS**

Jamaal can speak on various topics ranging from Style to Culture to Sports to Entrepreneurship and Digital Media.

## **VIDEOS**

Jamaal can create and distribute original video content that intergrates your product or service seamlessly.

## **EXCLUSIVE IMAGES**

Expand awareness of your brand and grow your social media audience by inclusion in exclusive photo shoots.

## **EVENTS**

Jamaal can work with your brand to create custom events that create major impact.