



**BARSTOOL  
SPORTS®**

MCA 

# BARSTOOL SPORTS

**BARSTOOL  
AUDIENCE  
NETWORK**

**2025-2026  
MEDIA KIT**

*REACH THE UNREACHABLE.  
ADVERTISE WHERE CULTURE HAPPENS.*

**barstoolsports@russelljohns.com • (844) 864-7357  
OR TRY THE ONLINE PORTAL: BARSTOOLAUDIENCENETWORK.COM**

# DEMOGRAPHICS

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*Grow your business with us!*

**The Premiere Content Destination  
for Millennials and Gen Z**



**66M+**  
Monthly  
Unique Visitors

**110M+**  
Monthly  
Unique Fans

**1 in 3**  
18-34 Year Olds  
Reached

**41M**  
Monthly  
Video Views

# ADVERTISING SOLUTIONS

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## DISPLAY ADS

**High-impact static banners placed across Barstool Sports' website, delivering visibility and reach alongside premium content.**

- Targeted Display Ads
- RON Display Ads

## VIDEO ADS

**Engaging in-stream and on-site video placements that capture user attention and drive real results.**

- RON Non-Skippable Video
- RON Skippable Video

## WHY BARSTOOL WORKS

**Barstool Sports isn't just another media company—it's the next-gen sports brand built for today's fan. With unfiltered, nonstop content and a voice that actually connects, Barstool commands one of the most loyal, die-hard audiences in sports and culture. Barstool lives and breathes the action 24/7/365, delivering sports, entertainment, and everything in between the way fans actually want it.**

# AD SPECS

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AD TYPE	IMPRESSIONS	PRICE	AVAILABLE SIZES
RON Non-Skippable Video	Advertise across the full Barstool Network or specific categories	\$28/1000 impressions	400x300 Video, 480x360 Video
RON Skippable Video	Advertise across the full Barstool Network or specific categories	\$26/1000 impressions	400x300 Video, 480x361 Video
Targeted Display	Target your ads to a specific audience of Barstool Network	\$12/1000 impressions	Medium Rectangle, Mobile Leaderboard, Leaderboard, Half Page Ad, Billboard, Large Leaderboard
RON Display	Advertise across the full Barstool Network	\$10/1000 impressions	Medium Rectangle, Mobile Leaderboard, Leaderboard, Half Page Ad, Billboard, Large Leaderboard

## TARGETING OPTIONS

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- City/State
- Zip Code
- Device
- Lifestyle

## CREATIVE PLACEMENTS

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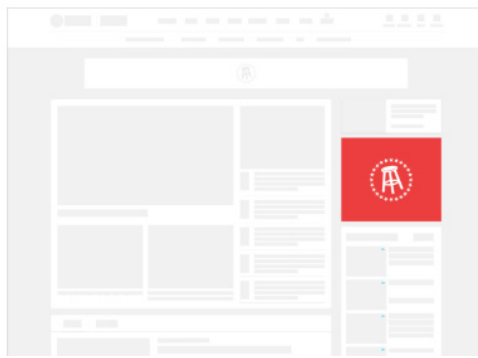
- Recommended video dimensions are 1920x1080 px
- Aspect ratio format is 16:9
- Max file size is 512MP
- Video format is .mp4
- Video length between 5-30 seconds
- Accepted codecs are: AVC, VP8
- Bit rate must be more than 5mbps

# AD SPECS CONTINUED

300x600 Half Page



300x250 Medium Rectangle



970x250 Billboard



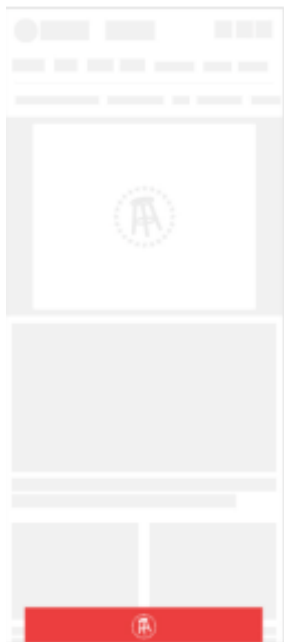
728x90 Leaderboard



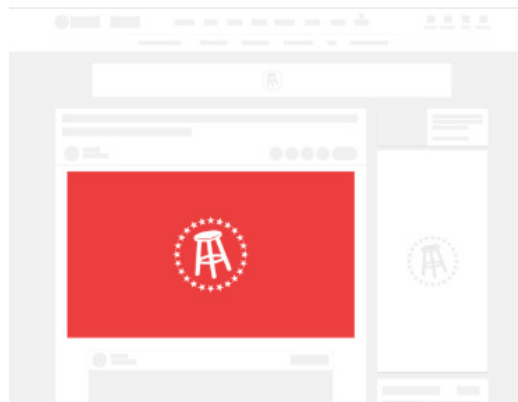
970x90 Large Leaderboard



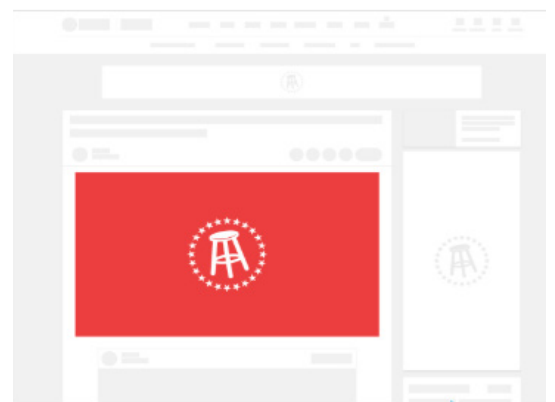
320x50  
Mobile  
Leaderboard



400x300 Video



480x361 Video





**TRY THE  
ONLINE PORTAL:  
BARSTOOLAUDIENCENETWORK.COM**



# GO LIVE IN 5 SIMPLE STEPS


## 1. SELECT YOUR PRODUCT

Choose between high-impact Display Banners or our immersive Pre-Roll Video experience to tell your story.

 Display Ad	 Video Ad
<b>\$12.00</b> (USD) per 1,000 impressions	<b>\$28.00</b> (USD) per 1,000 impressions
<b>Image</b> This option allows you to build custom ads or upload ones you already have.	<b>Video</b> This option allows you to upload a video ad up to :15 seconds long.
<b>SIZES</b> <div>300x250 160x600 336x280</div> <div>728x90</div>	<b>SIZES</b> <div>300x250 728x90 336x280</div>

## 2. CHOOSE YOUR BUDGET

Your budget determines your campaign's scale. Our forecaster will show you the impact you can make before you spend a dime.

<b>Budget</b> <div>\$ 1,200.00</div>	<b>Available impressions</b> 150,000 
<b>Impressions</b> <div>72,000</div>	<div>✓ Campaign Setup</div>
<b>Avg. budget per day</b> <div>\$ 12.00</div>	

## 3. DEFINE YOUR TARGET AUDIENCE


Move beyond basic demographics. Pinpoint your ideal customer using powerful targeting tools designed to reach specific locations, interests, and fanbases.

<b>Interests</b>
<div>All <input type="radio"/> Specific <input checked="" type="radio"/></div> <div>World <input type="radio"/> Business <input type="radio"/></div>
<b>Geography</b>
<div>Enter locations</div>

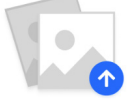
# 5 STEPS CONTINUED

## 4. UPLOAD YOUR AD CREATIVES

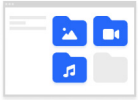
Bring your vision to life. Upload your existing ad creative, or use our simple ad-builder to design an ad creative that pops.



**Build your creative**  
Create your ad in a few simple steps.



**Upload your creative**  
Upload your image, video or HTML creatives.



**Use from your creative library**  
You can select a creative that you have used before.


## 5. CHECKOUT AND LAUNCH


Finalize your campaign with a secure credit card or invoice payment and prepare for liftoff. Your brand is ready to go live!

Order summary (USD)


Autumn Sale	\$1,200
Subtotal	\$1,200
Promo code	<input type="text"/>
Tax (0%)	\$0.00
<b>Total</b>	<b>\$1,200</b>

[Pay](#)


 **Pay by card**



\*\*\*\* 3456  
Expires 02/26



\*\*\*\* 1234  
Expires 12/26

 **Pay by invoice**

## *Become Part of the Story*

Put your brand where the action is with Barstool Audience Network—high-impact ads, simple management, and real results that turn fans into loyal customers.

# DON'T-MISS DATES & SPORTS

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- **NFL Regular Season**
- **NFL Playoffs**
- **Super Bowl LIX**
- **NFL Draft**
- **NFL Pro Bowl**
- **NCAA Football Regular Season**
- **NCAA Football Bowl Games**
- **NCAA College Football Playoff**
- **National Championship Game**
- **NBA Regular Season**
- **NBA Finals**
- **NBA All-Star Weekend**
- **NBA Draft**
- **WNBA Regular Season**
- **WNBA Finals**
- **WNBA Draft**
- **2026 Winter Olympics**  
**Torch Relay**
- **2026 Winter Olympics**
- **NCAA College Basketball**
- **NCAA March Madness**
- **FIFA World Cup**
- **U.S. Open Tennis**
- **Wimbledon**
- **MLB Regular Season**
- **MLB Playoffs**
- **MLB World Series**
- **MLB All-Star Game**  
**& Home Run Derby**
- **NCAA Baseball**  
**Regular Season**
- **NCAA Baseball**  
**Championship**
- **NCAA Softball**  
**Regular Season**
- **NCAA Softball**  
**Championship**
- **NHL Regular Season**
- **Stanley Cup Finals**
- **NHL Draft**
- **NASCAR**
- **Daytona 500**
- **NASCAR Playoffs**
- **MLS Cup Final**
- **MLS All-Star Game**
- **The Masters**
- **PGA Championship**
- **U.S. Open**
- **The Open Championship**
- **The Kentucky Derby**
- **The Preakness Stakes**
- **The Belmont Stakes**
- **Breeders Cup World**  
**Championships**
- **MMA (UFC)**
- **and more TBA....**



# MORE THAN JUST SPORTS

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## *Limitless Options*

## **PUT YOUR BRAND IN THE SPOTLIGHT HEADLINE**

The Leader in Sports Media Barstool Sports produces Content that is crafted to resonate with the most passionate audience in the world. Barstool sports is everywhere, with more than 65 content franchises that capture the attention of a passionate and highly engaged audience spanning sports, entertainment, lifestyle, business, finance, and beyond.

All the way from the newspaper days to where the media is today—we drive business to our partners by creating content that resonates with coveted audiences. Barstool hosts once in a lifetime experiences for passionate fans to meet other fans and their favorite personalities.

## **Barstool Sports Passion that Converts**

58% of surveyed Barstool fans have purchased a product or service from another company after hearing it advertised in/on Barstool content on Barstool Sports.

(Survey of 1.3K fans, March 2022)

Barstool audio ads drive an increase in purchase intent 2x the Nielsen norm.

(Source: Nielsen)

*Bringing you the biggest names in Sports Today*

**AUTHENTIC.**

**UNFILTERED.**

**24/7.**

## **“How soon is creative approved?”**

We recommend purchasing and publishing your campaign 48 to 72 hours ahead of when you would like your campaign to go live on site. This allows for all of our checks and balances to be made and re-viewed to ensure we protect our community and brand standards.

## **“Can I stop my campaign early?”**

Yes! At any time on our self-serve portal you are able to pause or even stop your campaign. The unspent funds will be returned to your method of payment once the original end date has passed.

## **“Am I able to track via a site pixel?”**

Unfortunately at this time we do not have that functionality enabled on the site.

## **“If I book on the site can I also get an on-air read?”**

At this time the self-serve Barstool Audience Network portal only supports digital and video advertising on the Barstool site and the Barstool Youtube Channel. To apply for a partnership position, please visit our site at <https://www.barstoolsports.com/partnerships>

## **“Is my campaign able to be edited during its run?”**

While we can pause and adjust minor changes during a campaign's run, if it is a larger issue, it is easier to pause/stop the campaign and have it restart with a new campaign to avoid any issues.

## **“If I have an issue on site, who can I contact?”**

Please feel free to contact our customer service team  
Monday - Friday 9am until 5pm EST at 844-864-7357 or by  
e-mailing [barstoolsports@russelljohns.com](mailto:barstoolsports@russelljohns.com)

# CONTACT US

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**BARSTOOL  
SPORTS®**

**MCA** 

**SELF-SERVE SITE?**

**Yep.**

**LEFT ON YOUR OWN?**

**Never.**

**Our sales  
team's here  
whenever  
you need us.**

**SEND US AN EMAIL AT:**

**[barstoolsports@russelljohns.com](mailto:barstoolsports@russelljohns.com)**

**OR GIVE US A CALL AT:**

**(844) 864-7357**



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