



The IX Sports

Where Women's Sports Coverage Never Stops

2026 Media Kit

A background image of an ice hockey game. In the center, a player in a blue USA jersey is skating with the puck. To the right, a player in a red and white jersey is also skating. In the background, another player in a blue USA jersey is visible. The scene is set on an ice rink with a blue and yellow wall behind the players.

Our Mission

**TO PROVIDE UNPARALLELED COVERAGE AND
ANALYSIS OF WOMEN'S SPORTS.**

Our Vision

**TO BE THE CORNERSTONE OF WOMEN'S
SPORTS JOURNALISM, WITH DEDICATED
NEWSROOMS THAT COVER WOMEN'S SPORTS
365 DAYS A YEAR.**

Traditional Sports Media Wasn't Built with Women's Sports in Mind

IX

We fill that gap.

We exist to cover women's sports the way they deserve to be covered: with journalists, editors, and experts across all major women's sports leagues, conferences, teams and athletes.



Despite Being Left Below the Fold, Women's Sports are Growing...and Fast

IX

\$2.5 BILLION

Projected value for rights holders in women's sports by 2030

McKinsey "Closing the monetization gap in women's sports" (2025)

League Expansion

OVER 30

Women's sports teams and leagues launched between 2020-2030

Audience Engagement

2x ENGAGEMENT

Female athletes drive twice the amount of engagement on social media as male counterparts

Wasserman's The Collective "The New Economy of Sports" (2022)

Commercial Momentum

50% FASTER

Women's sports sponsorship is growing 50% faster than men's major leagues

SponsorUnited "Women In Sports Marketing Partnerships 2024-25" (2025)

Brands are Leaving Money on the Table If They Aren't Investing Now

Market Gap

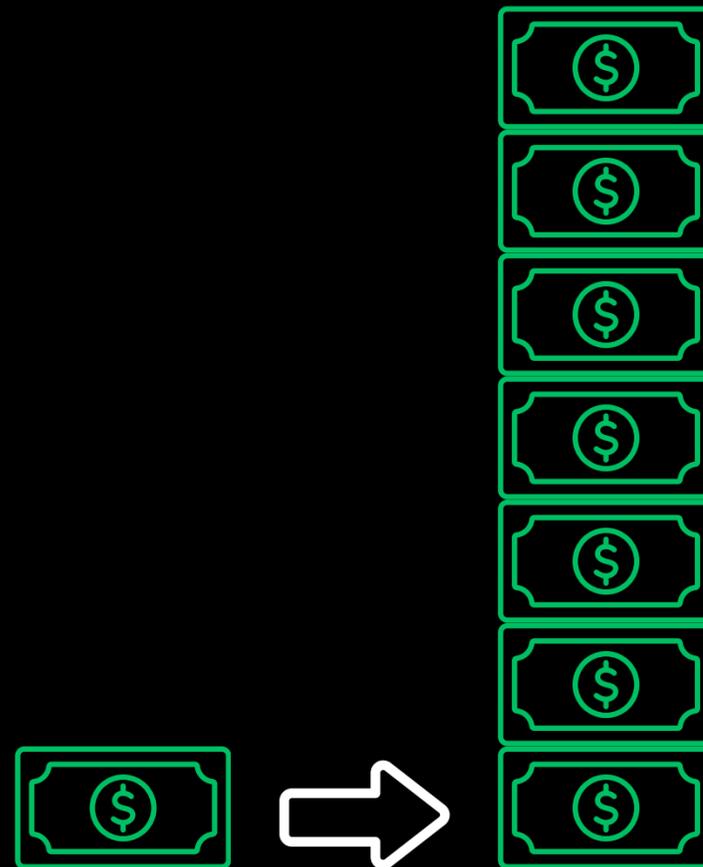
28%

of Fortune 500 companies sponsor men's sports

13%

of Fortune 500 companies sponsor women's sports

Return on Investment



For every \$1 corporate sponsors invest in women's sports, they see an average customer value return of \$7

Victoria State Government "The Value of You Can Be What You Can See" (2023)

64%

believe there is not enough media coverage of professional women's sports

Parity & SurveyMonkey "From Moment to Mainstream" (2024)

53%

say brands are not investing enough in women's sports

Parity & SurveyMonkey "From Moment to Mainstream" (2024)

86%

of surveyed sponsors said their investment in women's sports met or exceeded expectations

WST "The Buck Stops Here" (2024)

32%

are more likely to purchase products from a brand that supports women's sports or partners with female athletes

Parity & SurveyMonkey "From Moment to Mainstream" (2024)

We Connect Brands to the Premium Audience That Converts

IX

Fans, executives, coaches, and everyone in between turn to us for reliable, in-depth coverage. The IX Sports connects brands with a premium, high-intent audience...not passive impressions.

HIGHLY ENGAGED

50K+

unique active readers in 2025

LOYAL READERS

0.05%

unsubscribe rate in 2025

LONG-TERM TRUST

14K

new contact on average YoY from 2022

HIGH INTENT

30%

open rate in 2025

HIGH NET WORTH

41%

of our readers have a net worth of \$250K or more

EDUCATED

54%

of our readers have a college or graduate degree

GENDER BALANCED

52%

of our readers identify as female, while 48% identify as male

The Most Credible Voice in Women's Sports

IX

Decades of experience. Writers in every major North American market. A team of journalists dedicated to covering every aspect of women's sports.



Trusted Journalists

We have experienced reporters with deep sourcing across league offices, team executives, and athletes.

Editorial Integrity

We provide independent reporting, and never clickbait. We always prioritize accuracy, context, and accountability.

Industry Access

We have trusted relationships with key decision-makers across the top leagues and operators in women's sports.

Consistent Coverage

We publish consistent, beat-level journalism across the women's sports ecosystem, every single day.

If It's Women's Sports, We've Got You Covered

IX

EDITORIAL

We publish more than 100 reported articles each month across three dedicated newsrooms: basketball, hockey, and soccer.

In addition, we produce weekly national Sport Insiders covering six women's sports: tennis, soccer, basketball, golf, hockey, and gymnastics.

PODCASTS

Women's Sports Daily delivers a concise, five-minute breakdown of the biggest headlines in women's sports — every weekday.

The IX Sports Podcast releases three weekly episodes featuring deep dives and expert analysis on women's soccer, basketball, and hockey.

SOCIAL MEDIA

We amplify our most impactful headlines, features, and podcast moments across our social platforms — driving meaningful engagement around every story we publish.

Our social channels spotlight the rigorous reporting, expert analysis, and original storytelling that sets us apart from other media outlets.



Opportunities to Align Your Brand With The IX Sports

*Let's make your brand
front-page news.*



Alignment Opportunities

IX

Campaign Partnership

Short term, quick-win opportunities.

Strategic ad placement

Strategic, a la carte ad placements through our newsletters, podcasts, social media, or other mediums.

Single send email campaign

Reach all of our readers with an ad or message that goes directly to their inbox.

Social media campaign

Reach our followers on social media with a strategic, content-forward social media campaign.

Strategic Partnership

Long term, integrated sponsorships.

Official partner

Be the presenting partner for our company, a newsroom, sport insider, segment, or podcast.

Special coverage presenting partner

Align your brand with dedicated coverage for a newsworthy event, and make it available to a wide-reaching audience.

Or...let's get creative!

We know there's no one-size-fits-all model when it comes to partnerships. We would love to work with you to find creative solutions to partner or advertise with us!

Contact Us

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Check us out!

www.theixsports.com

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