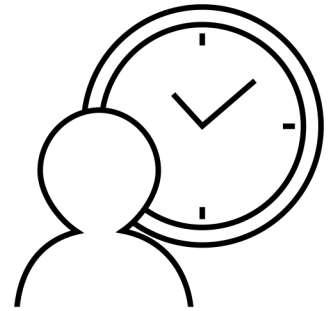
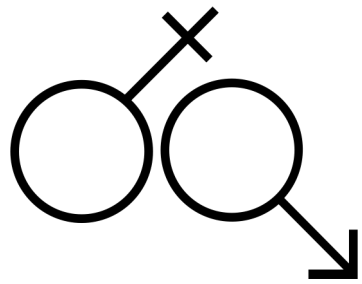


ABOUT OUR AUDIENCE



AGE

40 Female Average
42 Male Average



GENDER

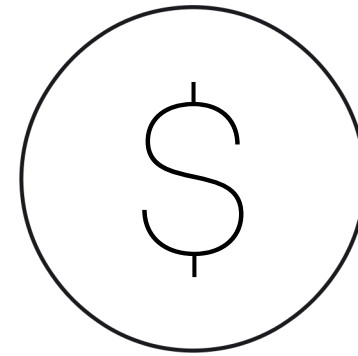
35% Female
65% Male



NADC SATISFACTION

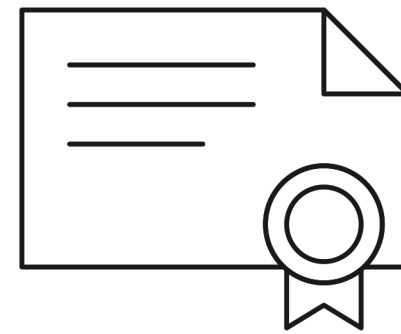
78% Satisfaction Rate

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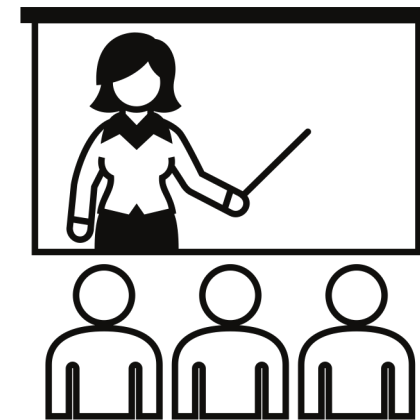
INCOME

\$80,000 Salary Average



EDUCATION

100% Bachelors Degree
50% Masters Degree



EMPLOYMENT

100% Teachers & Athletic Directors

- 10% 1 Year
- 12% 2 Years
- 26% 3-5 Years
- 17% 6-10 Years
- 35% 10+ Years



IN THE NEXT 18 MONTHS:

ARE VERY LIKELY TO:

- Purchase school sports team uniforms
- Purchase a block of hotel rooms for a tournament
- Rent a bus, van, or other form of transportation
- Stream a game or tournament
- Purchase school spirit wear
- Purchase equipment for school sports teams
- Purchase equipment for the Physical Education Department
- Purchase medals, ribbons, plaques, & trophies

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MAY BE CONSIDERING:

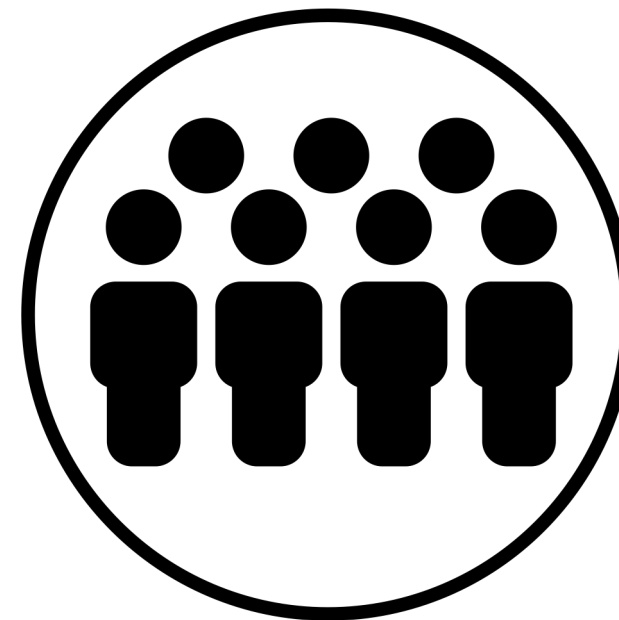
- Renovations to athletic facilities
- Purchasing weight room equipment
- Increasing their athletic social media presence
- Purchasing a new clock or scoreboard
- Purchasing Coaching Resources



OUR AUDIENCE IS RESPONSIVE



Our **open rate** on emails and newsletters to our database is typically 37% with a click through rate of 5%.



Not only does our audience want to hear from us, but they want to know who we are working with (companies just like yours!)