

# Sport



Top 10

General Sport site

Monthly UAs

687k

Monthly PVs

1.2m

Mins per person

2 mins 34 secs

Male

65%



Female

35%



18-24

13%

25-34

25%

35-44

22%

45-54

20%

55+

21%

Top affinity categories

Outdoor enthusiasts

Auto enthusiasts

Health & Fitness buffs

Top days

Monday

Friday

Tuesday

Top indexing audiences

Tech/computing

Politics

Gym and fitness

In-market segments

Home and garden

Financial Services

Vacation packages