STtM

MEDIA KIT

Put your brand in front of NFL fans who stay

Where NFL fans play GM, run mock drafts, play daily games and settle arguments with real numbers.

Numbers updated Oct 26, 2026

26.3M
views on X in the last 30 days

3.7M
views on one chart (Sep 30): who the refs favor, all 32 teams

48.8K
newsletter subscribers; a sponsored issue goes to our 30,000 most active

2.37M
pageviews on the site in the last 30 days

THE AUDIENCE

24,471 readers have told us their favorite team (Oct 20), so one fanbase can get its own email.

A **Bills-only test send** (Oct 12, 620 Bills fans) opened at 59%, against about 50% for the whole list.

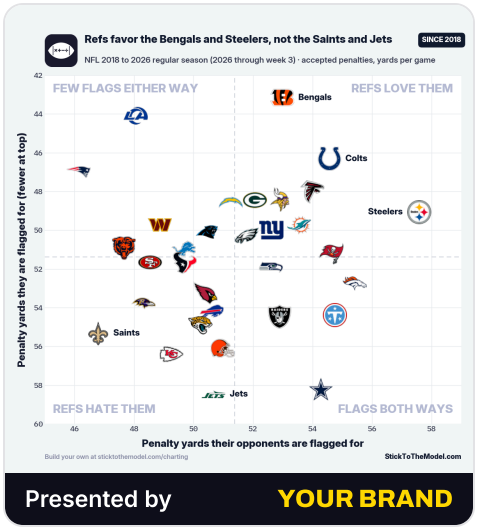
56,201 people used the site last week, about 12 minutes and 6 pages a visit.

45,172 Google clicks last week. Site display ads run through Raptive; sponsor spots are direct.

WHAT A PLACEMENT LOOKS LIKE

StickToTheModel @StickToTheModel

Every fanbase swears the refs screw them.



First reply: yourbrand.com/stm (tracked)

Presented-by chart on X. The real refs chart did 3,728,140 views. Your name rides on it.

Giants at Texans · Sunday 1:00 ET · Week 7

PRESENTED BY

YOUR LOGO

Your brand here. Two lines about the thing your customer wants this week, in your words.
yourbrand.com/stm

The Giants are 3-2-1.

The Texans are 2-4 and somehow giving 10 points.

New York's run game is 28th in the league. Houston's run defense is 12th. So can New York throw its way through this?

CAN NEW YORK THROW WHEN IT CAN'T RUN?

The Giants' passing game is **17th** in the league. Houston's pass defense is **25th**. That door is open.

Top of the weekly email. Logo, two lines and a tracked link above the first story, on our real team edition.

PRICES

Newsletter send	Top spot in one weekly email: logo, two lines, tracked link	**$250 first, then $500**
Presented-by chart	Your name on one league-wide chart on X, link in the first reply	**$1,000**
X month	Four presented-by charts in one month	**$3,500**
Team package	One team's weekly email for a month, plus one chart on that team PROPOSED	**$1,250 a month**

Labeled sponsored, you see the copy first, one sponsor per category, and a results report two days after it runs.

Book a spot: email jack@sticktothemodel.com or DM @StickToTheModel

Pay by card here

See more stats and rankings at **StickToTheModel.com**