

BOXNATION

MAGAZINE

MEDIA KIT

2026 / 2027

Get In The Ring With Us.

Where 185,000+ hungry fight fans land every month.

Advertise:

@BoxNationMag.com | www.boxnationmagazine.com | @boxnation_magazine

WHO WE ARE

BoxNation Magazine is the digital home for hardcore and casual fight fans from Ghana's rising stars like Theophilus Allotey to world-title stages in the US and UK. We cover fights, fighters, training culture, and the business of boxing with daily news, interviews, and exclusive magazine issues.

Our audience doesn't scroll past. They watch, they bet, they buy, they show up.

WHY ADVERTISERS WIN

- **Brand-safe, fight-obsessed environment** your ad lives next to premium boxing content, not random noise.
- **High-intent 18-49 male audience** with strong spend in sports betting, fitness, apparel, and lifestyle.
- **Mobile-first & social-amplified** 78% mobile, 95K+ social following driving viral fight moments.

AUDIENCE DEMOGRAPHICS

Metric	Detail
Gender	86% Male/ 14% Female female audience growing YoY
Age	18-34:29% 135-49:48% 150+: 23% Median age: 38
Geography	US 45% Ghana 25% UK 18% Rest of World 12%
Median Household Income	\$68,500 US £42,000 UK GH 85,000 Ghana (LSM 8-10)
Education/Work	62% some college+ Entrepreneurs, skilled trades, military, fitness pros

INTERESTS & BEHAVIOR

- **Combat sports:** Pro boxing (100%), MMA (54%), amateur/Olympic boxing (38%)
- **Fitness:** Boxing gyms, strength & conditioning, supplements, athletic apparel
- **Betting & PPV:** Avg. 3-4 PPV buys/year, 47% engage in sports betting/fantasy
- **Lifestyle:** Streetwear, sneakers, watches, automobiles, hip-hop / afrobeats, fight travel
- **Media:** 78% mobile-first, heavy Instagram/YouTube/TikTok, 65% watch replays weekly

TRAFFIC & REACH

Metric	Detail
Monthly Unique Visitors	1,85,000
Monthly Pageviews	5,20,000
Avarage Time On Site	3:45 Min
Newsletter Subscribes	12,000+
Social Following	95,000+ (IG/FB/Threads)

Traffic based on 2026 YTD. Updated quarterly. Full analytics available on request.

ADVERTISING RATES

Metric	Detail	1 Month	3 Months
Homepage Hero Takeover	970x250 + 320x100	\$1,500	\$4,000
Leaderboard (ROS)	728x90	\$850	\$2,200
In-Article Display	300x250 / 336x280	\$650	\$1,650
Sidebar Sticky 300x600	Half Page	\$750	\$1,950
Sponsored Article	800+Words, SEO+Homepage	\$950/Post	\$2,500/3
Newsletter Spotlight	600x200	\$400/Blast	\$1,000/3

All rates net. 15% agency discount. Geo/device targeting +20%. Category exclusivity available. Custom event sponsorships on request.

LET'S TALK

Get in the ring with BoxNation Magazine where fight fans become customers. Contact us today for availability, custom packages, and our latest analytics.

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