

# THE HERD WITH COLIN COWHERD

## 2021 PARTNERSHIP OPPORTUNITIES



**RUN WITH THE HERD EVERY WEEKDAY**  
**MONDAY – FRIDAY, 12:00PM – 3:00PM EST**



Alongside Joy Taylor, Colin Cowherd offers his iconic voice on The Herd to give fans some of the most interesting sports takes. Colin is the most interesting man in sports, a preeminent sports talk voice, and one of the few personalities that creates a tribal following.

Own the FOX Sports digital conversation — our studio shows account for nearly half of all social views on FOX Sports platforms and make up 70% of all minutes consumed by our digital audience.

### VIEWERSHIP

**1.64M** Daily total avg. views

#### SOCIAL

**1.5M**

Avg. daily views  
 TW, FB, IG, YT

#### LINEAR

**144K**

Avg. daily viewers

### AUDIENCE AGE



**31**

Median Age (social)

### AUDIENCE INDICES\*



**49**

Median Age (linear)

**183**

Male

**213**

African American



## KEY FOCUS AREAS

### 2 MINUTE PODS

Deliver Colin's hottest takes to fans all over the country. This two-minute, branded placement will offer high-impact exposure and alignment with some of the most important conversations in sports.

- Executed 1x/week. Branded animation, logo bug, VO

### DIGITAL HIGHLIGHTS

Sponsored digital highlights reach an audience that skews younger, more affluent, and more engaged. The Herd's digital audience consumes 80 million minutes of content per month.

- 1.8 million followers (Instagram, Twitter, YT)

\*Audience indices are compared to the average TV viewer. Sources: Nielsen Media Research, Shareablee, Facebook Insights, Twitter Analytics, YouTube Analytics