



THE
SPORTS
ENCOUNTER
NEWS. ANALYSIS. PASSION.

2026 MEDIA & PARTNERSHIP KIT

Reach sports fans where attention becomes intent.

International sports journalism, search-led discovery, original features and commercially responsible partnership opportunities.

LATEST VERIFIED SNAPSHOT

8,614

users | 28 days

146K

Google impressions

8.1

avg. Google position

THE PUBLICATION

Sports coverage built around what matters next

The Sports Encounter is an international sports news and analysis publication for readers who want the score, the context, and the consequences.

OUR EDITORIAL PROMISE

**Explain what happened,
why it mattered, and
what readers should watch next.**

CORE COVERAGE

- Football and global soccer
- FIFA World Cup and major tournaments
- Cricket
- NBA and basketball
- NHL and hockey
- Tennis
- American sports and motorsports
- Athlete profiles and interviews
- Comparisons, rankings and explainers
- Sports culture, performance and business

WHAT MAKES THE ENVIRONMENT VALUABLE

Search-led

Evergreen and timely stories built around real fan questions and search demand.

Original

Interviews, athlete stories, analysis, comparisons and editorial projects beyond commodity recaps.

International

Coverage and discovery across multiple sports, markets, search engines and AI-assisted platforms.

Governed

Clear commercial disclosures, editorial control and a defined brand-safety framework.

VERIFIED GROWTH

A 292% audience expansion in 28 days

Google Analytics 4 reporting period: July 25 to August 21, 2026, compared with the preceding comparable period.

8,614

TOTAL USERS

+291.7% vs previous period

8,982

SESSIONS

+248.0% vs previous period

8,556

NEW USERS

+286.6% vs previous period

CURRENT 28 DAYS VS PREVIOUS 28 DAYS

Total users



Sessions

2,199



Organic Search users

2,581



AI Assistant users

236



123

GROWTH SIGNALS

+280.1%

Organic Search users

+116.3%

AI Assistant users

+124.0%

Returning visitors

Why it matters to partners

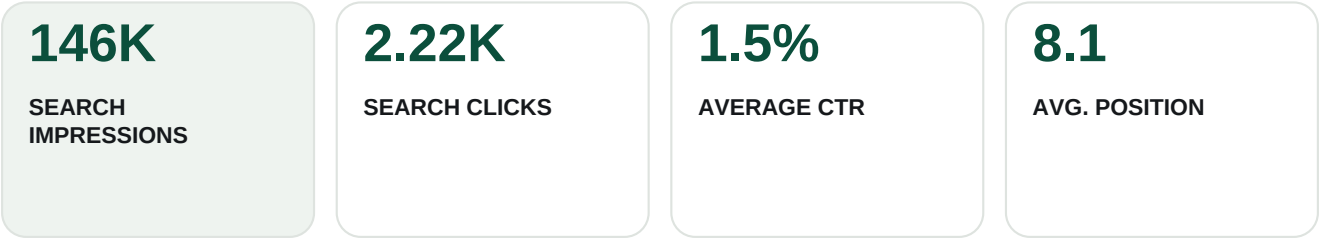
The audience is expanding quickly while TSE commercial inventory remains relatively uncluttered, giving relevant early partners room to establish visible associations as the publication grows.

The Sports Encounter | Media & Partnership Kit 2026

DISCOVERY ENGINE

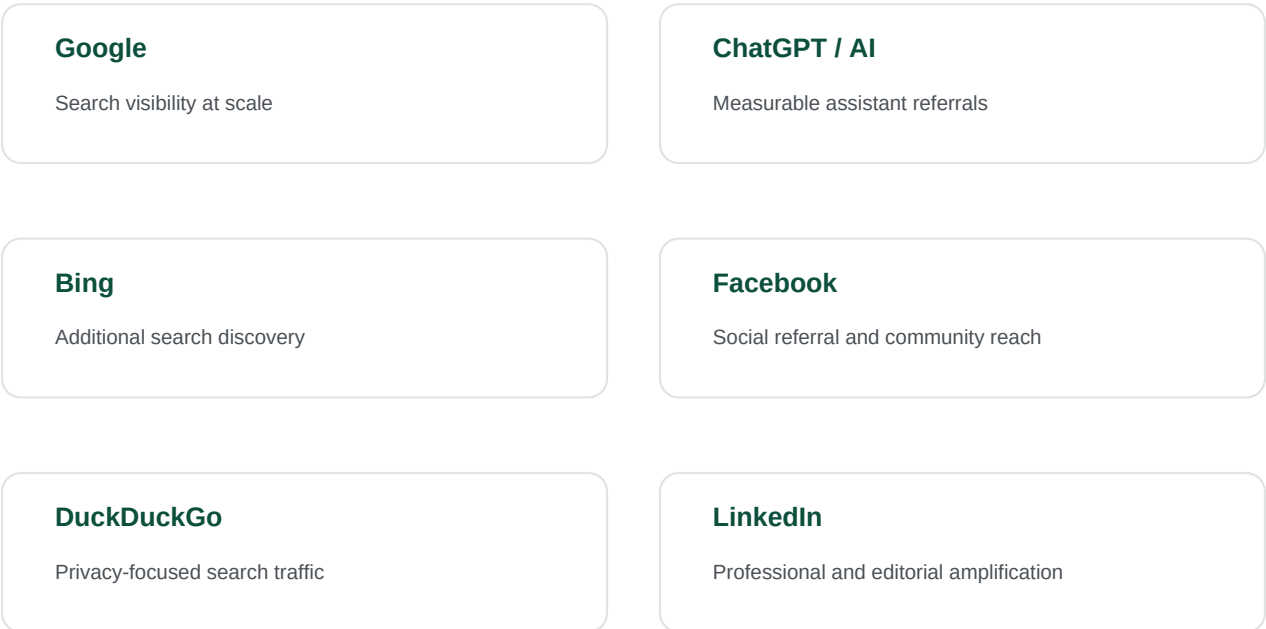
146,000 Google Search impressions

The latest Google Search Console snapshot shows TSE appearing at scale across sports-related searches while AI-assisted discovery is already measurable in GA4.



MULTI-CHANNEL DISCOVERY

TSE is increasingly discovered across traditional search, AI platforms, social networks and direct readership.



COMMERCIAL ADVANTAGE

A campaign can live inside content that remains discoverable after publication, rather than depending only on a short social-media window.

COMMERCIAL FORMATS

Built for brands that belong in sports

Partnerships are selected for reader relevance, campaign fit and editorial compatibility. Larger programs are scoped around objectives, inventory, duration and exclusivity.

Sponsored Article

Paid editorial-style feature subject to TSE review, disclosure and quality standards.

From USD 150

Contextual Sponsored Link

Relevant placement inside an existing article, with appropriate sponsored-link treatment.

From USD 100

Article Partner

Brand association with one high-interest editorial feature or special project.

Custom quote

Event Partner

Tournament, event, conference or competition partnership around a defined coverage package.

Custom quote

Category Partner

Longer-term association with a relevant TSE coverage category, subject to availability.

Custom quote

Native Brand Feature

Story-led commercial content around a relevant brand, product, initiative or organization.

Custom quote

Affiliate / Product Integration

Contextual merchandise and product opportunities in high-intent editorial environments.

Partnership dependent

Custom Campaign

Multi-article series, launches, athlete projects and bespoke editorial-commercial programs.

Custom quote

WHO WE WORK WITH

Relevance beats volume

The best partnerships feel natural inside the sports environment. We prioritize brands and organizations that add value for readers and fit the context of the coverage.

STRONG FIT

- Sports brands
- Licensed merchandise companies
- Sports technology businesses
- Fitness and performance brands
- Teams, leagues and competitions
- Sports events and conferences

ALSO RELEVANT

- Equipment manufacturers
- Sportswear companies
- Fan products and services
- Media and entertainment businesses
- Agencies representing relevant brands
- Other sports-aligned organizations

HIGH-INTENT CAMPAIGN MOMENTS

Championships

Team and winner merchandise, fan products, event activations

Major matches

Match-day campaigns, team products, sponsor visibility

Transfers / signings

Player and club relevance, new-season demand

Season launches

Kits, merchandise, equipment and fan collections

Gift periods

Sports merchandise and fan-focused buying content

Original features

Athlete stories, interviews and branded editorial projects

GOVERNANCE

Commercial reach without selling editorial authority

TSE has a formal commercial disclosure policy and an internal publishing SOP designed to keep sponsored activity transparent, reviewable and separate from independent editorial conclusions.



Clear disclosure

Sponsored articles and affiliate relationships are identified for readers.



Sponsored-link treatment

Paid links receive appropriate rel="sponsored" handling.



Editorial control

Sponsors cannot purchase favorable conclusions, rankings or reviews.



Content review

Commercial submissions remain subject to accuracy, relevance and quality checks.



URL and anchor checks

Destination pages and anchor text are reviewed before publication.



Brand safety

Unsafe, deceptive or unsuitable campaigns may be rejected.

COMMERCIAL CATEGORIES WE DO NOT ACCEPT

Casino, gambling and sports betting promotions are prohibited. TSE also reserves the right to reject deceptive, unsafe, illegal or editorially unsuitable campaigns.

Full policy: thesportscounter.com/commercial-editorial-disclosure-policy/



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WHY NOW

Grow with a sports publication whose audience is accelerating.

TSE is expanding its search footprint, original reporting, athlete coverage, commercial infrastructure and international discovery. Early partners can establish meaningful visibility while the publication continues to scale.

LET'S BUILD THE RIGHT SPORTS CAMPAIGN

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thesportsencounter.com

Please include your company, website, campaign objective, target market and expected timeline.

The Sports Encounter is a project of Pak Assist Healthcare Management, a UAE-registered company.

Audience and search figures in this kit are based on Google Analytics 4 and Google Search Console data available in August 2026.