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"The world's most visited sports blog"
- **Financial Times**

"[Deadspin] has become the world's most popular independent sports blog in just a little over two years, thanks to its funny, irreverent and entertainingly crude approach to sports and professional athletes."
- **Macleans**

"Rapidly becoming a major player on the national sports scene"
- **New York Times**

"Bitingly funny."
- **Sports Illustrated**

"...the most popular sports blog online."
- **MetsBlog.com**

DEADSPIN

About

Deadspin is for the sports enthusiast with a heart for the game, but a mind beyond the field. Deadspin documents the sporting life and its myriad personalities, exposing the juicy (and juicing) scandals and debunking the hero myths, while still keeping its eye on the ball.

Brands



Recent Buzz

n Newsday: Meet One of the Kings of Sports Satire
Deadspin commenter and founder of Kissing Suzy Kolber releases a book - *Men With Balls: The Professional Athlete's Handbook*

ESPN: An Open Letter to Will Leitch on His Last Day
Even with their rocky relationship, ESPN wishes Deadspin editor Will Leitch the very best, and thanks him for turning the sports blogosphere into a force to be reckoned with.

AOL Sports: AJ Daulerio Interview
AOL Sports gets the first interview with new Deadspin editor AJ Daulerio since Will Leitch's departure.

tsj The Smoking Gun: Leitch Flies the Coop
On Will Leitch's last day as Deadspin editor, The Smoking Gun offers a mugshot-based tribute to the lifelong St Louis Cardinal's fan.

MediaBistro: AJ Pageviews' Daulerio New Deadspin Editor
As founding Deadspin editor Will Leitch leaves for New York Magazine, Mediabistro examines the new site lead, AJ Daulerio.

Audience

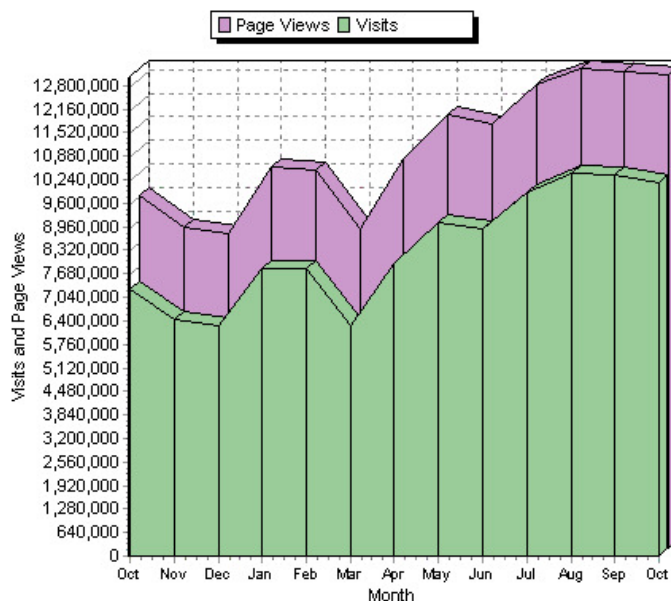
1.2 million monthly uniques

81% are 18-34

91% are male

Traffic

Chart view: WEEK MONTH YEAR



Geographic Distribution

