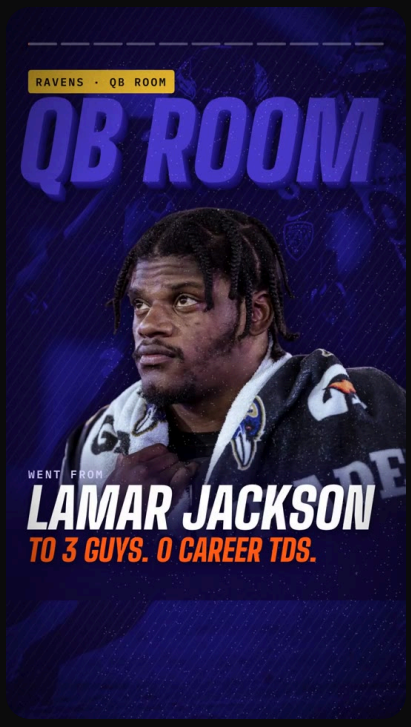
paper trail

MEDIA KIT · NOV 2026

THE MONEY BEHIND THE BIGGEST STORIES IN SPORTS.

Contracts, buyouts, bonuses and cap tricks, explained in under a minute.
Fast, factual, animated breakdowns posted twice a day.







617K+
VIEWS IN 28 DAYS

4
PLATFORMS

2×
POSTS PER DAY

@PAPERTRAILSPORTS

INSTAGRAM · TIKTOK · YOUTUBE · FACEBOOK

LAST 28 DAYS · OCT 7 – NOV 3, 2026

617K VIEWS IN OUR FIRST MONTH.

Paper Trail launched in October 2026. Every number below is from the platforms' own analytics.

INSTAGRAM

348K

views

Interactions	14,281
New follows	433

FACEBOOK

218K

views

Engagements	6,504
New follows	484

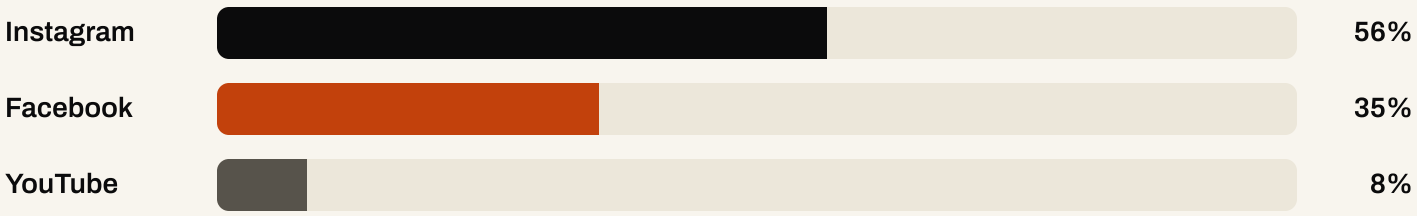
YOUTUBE

51K

views

Watch hours	271.9
Monthly audience	23.5K

SHARE OF VIEWS



99% of our views come from people who don't follow us yet. The algorithm is pushing Paper Trail to new sports fans every day, so your brand reaches far beyond our follower count.

SOURCES: META BUSINESS SUITE, YOUTUBE STUDIO

WHO'S WATCHING

ADULT MEN. U.S. SPORTS FANS. ON THEIR PHONES.

79–97%

MEN

YouTube viewers 96.5% · Instagram followers 87.8% · Facebook followers 78.8%

62.6%

AGED 25–54

Share of YouTube views. Instagram followers peak at 35–44.

89%

UNITED STATES

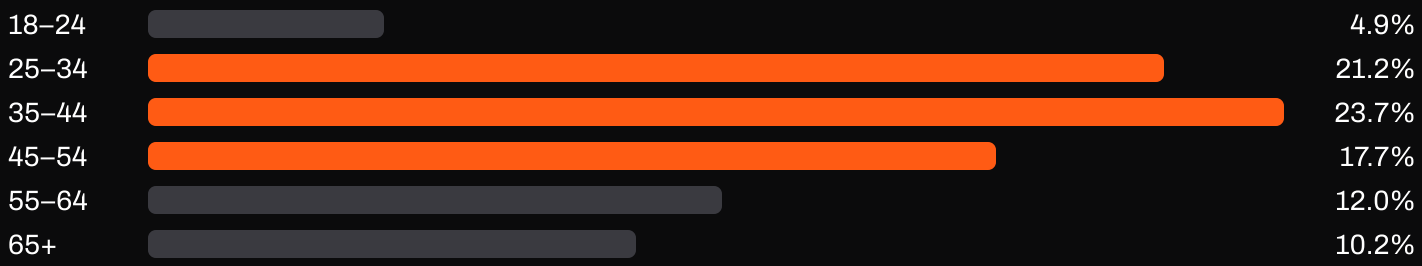
Share of YouTube views. Facebook followers 94.7% U.S.

80%

MOBILE

Share of YouTube watch time on phones.

YOUTUBE VIEWS BY AGE (ADULTS)



TOP FOLLOWER MARKETS

New York · Philadelphia · Chicago · Houston · Nashville

SOURCES: META, YOUTUBE STUDIO · OCT 7 – NOV 3, 2026

OUR BIGGEST BREAKDOWNS SO FAR

CONTENT THAT TRAVELS.

205K

Jalen Williams' $287M extension
Instagram views on a single Reel

115.8K

Titans pay Simmons $25.3M, then trade him
Facebook views · 29s average watch · 239 new followers from one video

62.5K

Jalen Hurts' $1.2M base salary
Instagram views

74%

Mahomes' $1.3M salary, explained
Average share of the video watched on YouTube. Our top Shorts hold 70–78%.



NEW · YOUTUBE DEEP DIVES

THE CREDIT CARD TRICK

Weekly long-form breakdowns with broadcast-style motion graphics. Room for a full sponsor read.

SOURCES: META, YOUTUBE STUDIO · OCT 7 – NOV 3, 2026

WAYS TO WORK TOGETHER

PUT YOUR BRAND IN THE STORY.

Every partnership runs across Instagram, TikTok, YouTube and Facebook, made in-house in our broadcast style.

01

SPONSORED SHORT

A short brand read and your logo on the end card of one of our daily breakdowns.

RATES ON REQUEST

02

DEDICATED BREAKDOWN

A full Short built around your product, launch or story, told the Paper Trail way.

RATES ON REQUEST

03

SERIES SPONSOR

"Deadline Money, presented by you." Your brand on every episode of a running series.

RATES ON REQUEST

04

LONG-FORM INTEGRATION

A 60–90 second read inside a YouTube deep dive, plus your link in the description and pinned comment.

RATES ON REQUEST

LET'S TALK.

Custom packages and multi-week deals available.

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