



A place for parents seeking balance, sanity and an edge in youth sports

ABOUT THE SITE

Just because youth sports is out of control, doesn't mean we have to be. ILTWYP.com is a place for parents to gain knowledge, insight, and a sense of humor about this crazy youth sports world with the goal of raising happy, healthy and successful athletes. We provide authentic written and digital content drawing on our journalistic background and professional and personal contacts in the sports world. We are a resource for information, a forum for discussion and a hub for like minded families and parents.



ABOUT US



Asia Mape is a veteran sports broadcaster and youth sports parent, raising three young athletes. She has more than 15 years experience in sports production for the top networks in the country, NBC, Fox, ESPN, CBS and NFL Network.

DEMOGRAPHIC

58% are women
38% are 35-44
30% are 45-54
84% are from U.S
8% are from Canada.

SITE TRAFFIC

2,771,000

Unique Visitors Since Launch

44,700

Monthly Avg. Unique Visitors
Last 3 Months

4537

Newsletter Subscribers

680,000

Most Views For One Video



1 Million

Avg. Monthly
Reach

7-10%

Avg. Monthly
Engagement



SPONSORSHIP AND CAMPAIGN OPTIONS

We offer a comprehensive range of options for partnering. Below are several available options for immediate implementation.

- Sponsored Posts
- Pre and post video rolls
- Podcasts and Facebook live hits
- Native video projects
- Banner ads
- Direct Email on newsletter

CONNECT

Contact us to find out more about how we can work together.

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AS SEEN ON ON:

