



Media kit · **launch pricing**

howtowatchsoccerusa.com is a free guide to the cheapest legal way to watch club soccer in the US: every match, its US channel and what it costs.

SITE AT A GLANCE

274

team pages with channels
and calendar feeds

14

competitions, refreshed
nightly

2x

newsletter a week (Mon and
Thu)

ET + PT

kickoff times on every match

AUDIENCE

- **US soccer fans** of the Premier League, La Liga, Serie A, Bundesliga, Ligue 1, Champions League, MLS and Liga MX.
- **Cord-cutters** comparing Peacock, Paramount+, ESPN, Apple TV, beIN, ViX and FOX One.
- **Spanish-speaking fans** looking for Spanish broadcasts.
- **Kit buyers** comparing official jersey prices at US retailers.

WHY IT WORKS

- Readers arrive with intent: where is the game, and what does it cost?
- Big-match pages for derbies, clásicos and Champions League nights catch search spikes.
- Every paid placement is labeled. Sponsors never change which service we list as cheapest.
- Legal, licensed businesses only. No unlicensed streams or counterfeit kits.

PLACEMENTS

Newsletter sponsor

One sponsor per issue, top of the Monday or Thursday email. Logo, about 60 words and one link, marked as sponsored.

Team and league page banner

One sponsor per league or competition, or site-wide. Lightweight image or text banner. No pop-ups, autoplay or third-party trackers.

Jersey tracker feature

Featured spot at the top of the jersey tracker for an official, licensed retailer, with a "Featured" label.

LAUNCH PRICING

The site launched in October 2026, so we don't quote traffic numbers yet. Early sponsors get launch rates, current numbers on request before booking and a click report after the run.

Email for launch rates

hello@howtowatchsoccerusa.com

howtowatchsoccerusa.com/advertise/