FIVE ASIDE ENTERTAINMENT • MEDIA KIT • OCTOBER 2026

Partner with Five Aside

Atlanta's football media outfit — podcast, video, social, watch parties, jerseys, Ball Knowledge, and the 5A Awards.

Audience

6,640 — **YouTube subscribers**
181 videos • 23.4K channel views (90 days) • +137 subs in 90 days

5,762 — **Facebook followers**
611K views in 90 days • 331K video views • +2,181 follows in 90 days

4,355 — **TikTok followers**
504 videos • 32.4K total likes

1,157 — **Instagram followers**
281K reel views in 90 days • +270 followers in 90 days

2,800 — **Podcast downloads (all-time)**
126 in the last 30 days • +24% month over month • via RSS.com

Who's watching & listening

Instagram audience: 69% Nigeria, 19% US — 72% aged 25–44, 73% male. Podcast listeners across 13 locations in 5 countries — 71% US, plus Japan, Netherlands, UK and Serbia. Top US cities: Los Angeles, Ashburn, Dallas, Houston.

Why Five Aside

Football obsessives across the US, UK, Europe and beyond — Premier League, Champions League and African football, every week. A tight 31-person core community that fills our watch parties and drives the conversation. Based in Atlanta, one of America's great football cities.

What we can do together

- **Podcast sponsorships** Host-read ads and segment sponsorships, in our voices.
- **Branded content** Ball Knowledge features and video pieces built around your brand.
- **Social campaigns** Co-created content across YouTube, TikTok and Instagram.
- **Watch-party activations** Your brand in the room at our Atlanta watch parties.
- **Jersey & merch collaborations** Limited-run drops with your mark on the kit.

Let's talk

Rates and detailed analytics available on request.

contact@fiveasideent.com

fiveasideent.com • @thefive_aside • @FiveAsidePod

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