



BlackSportsOnline (BSO)

A Unique Take on Sports and Entertainment Since 2005

About BlackSportsOnline

BlackSportsOnline (BSO) is one of the longest-running and most recognizable independent sports and culture publications in the digital media space. Founded by **Robert Littal** in 2005, BSO combines breaking news, thoughtful commentary, and viral storytelling across sports, entertainment, and social media. Robert Littal has appeared on ESPN, FOX Sports, and CNN, leading BSO's editorial direction and voice.

Audience & Reach

Monthly Impressions: 12+ Million

Monthly Unique Visitors: 2+ Million

Facebook – 115,000 Followers

Twitter/X – 100,000 Followers

Instagram – 30,000 Followers

TikTok – 20,000 Followers

YouTube – 16,000 Subscribers

BSO's audience is 18–45, diverse, and highly engaged — passionate about sports, entertainment, and culture. The site's viral stories and trending coverage often set the tone for national discussions across platforms.

Advertising & Partnership Opportunities

We work directly with brands, agencies, and networks to create meaningful integrations. Opportunities include:

- Sponsored Articles & Branded Content
- Display Advertising (Header, Sidebar, In-Article)
- Social Media Campaigns
- Podcast Mentions & Integrations
- Event Partnerships and Celebrity Activations

Partnerships & Media Presence

BSO and Robert Littal have been featured by major outlets including **ESPN, Sports Illustrated, TMZ, Complex, The New York Times, and The Athletic**. BSO's reporting and social commentary frequently

shape national conversations in sports and entertainment media.

Contact & Collaboration

For media inquiries, partnerships, or to request our full rate card:

Robert Littal

Founder & Editor-in-Chief

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