

IN THE FOURTH

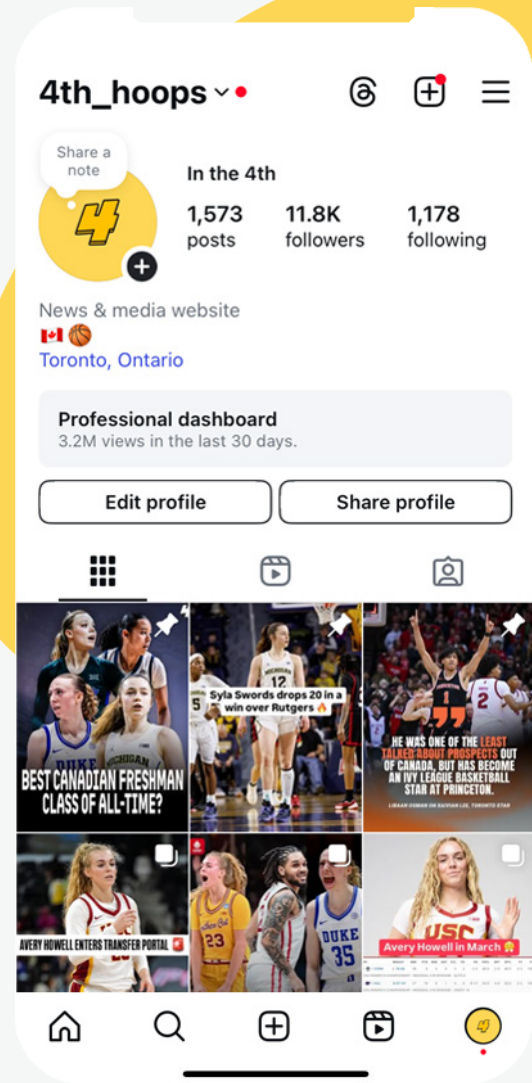
2025 Summer/Fall Media Kit



Brand Overview

In The Fourth started in 2019 with the drive to give university basketball student-athletes in Canada the media exposure that they deserved.

Since then, our brand has grown to become a staple in Canada's digital basketball community, shining light on some of the biggest moments for amateur hoopers while building one of the country's strongest niche digital sports communities that is trusted by Canada's athletes, coaches, and basketball decision makers.



11.5K

INSTAGRAM FOLLOWERS

3.2M

POST VIEWS IN MARCH 2025

18-34

PRIMARY AGE RANGE OF AUDIENCE¹

Est. 2019

OVER 5 SEASONS BUILDING CANADA'S AMATEUR BASKETBALL DIGITAL COMMUNITY

32.7K

CONTENT SHARES DURING THE 2024-25 SEASON

23.4K

ACCOUNTS REACHED PER POST DURING THE 2024-25 SEASON

1.7K

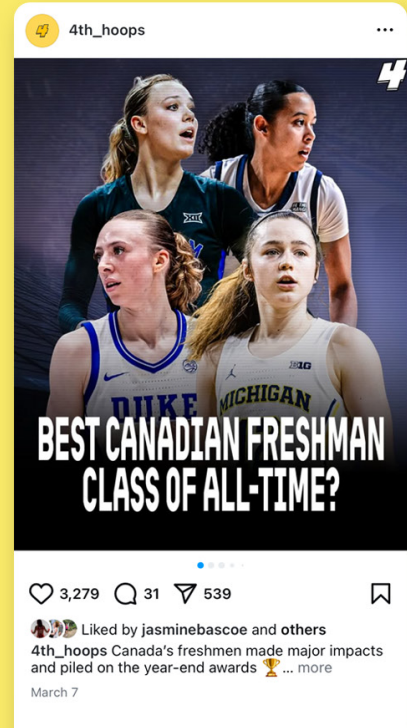
ACCOUNTS ENGAGED PER POST DURING THE FINAL 8 AND MARCH MADNESS TOURNAMENTS

350+

U SPORTS, NCAA, AND FIBA GAMES FILMED/COVERED IN-VENUE

All statistical figures via Instagram Insights

¹ Demographic insight based on Mar 7 - Apr 5, 2025 period, with 41.8% ages 18-24, and 31.1% ages 25-34 - additionally, 11.1% of audience ranged 35-44, and 7.0% 45-54



Engaging Content

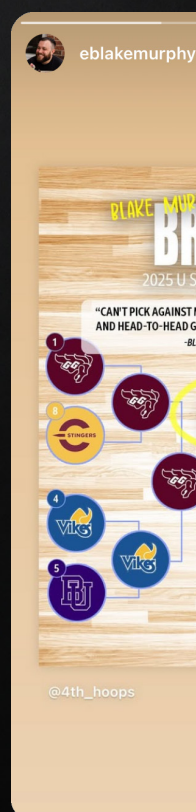
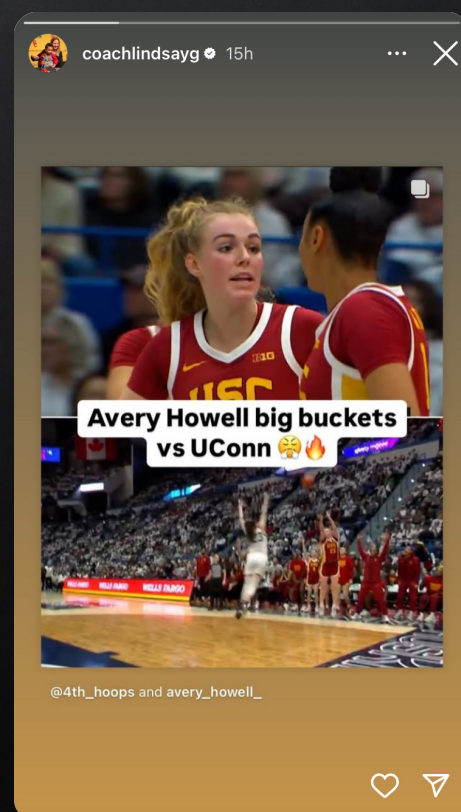
In The Fourth’s content generates real results. Our commitment to producing quality social media work while upholding journalistic values is what allows us to bring unique storytelling experiences to the Canadian basketball digital market.

Organic growth also means that we care less about numbers and more about how we reach each individual person on our platform. “Why does this matter? Why should people care?” These are questions we put thought into when producing our work in any form.

Work that gets shared

We believe people only share when they really care, and we take pride in the fact that users shared the content we produced over 32,700 times during the 2024-25 season.

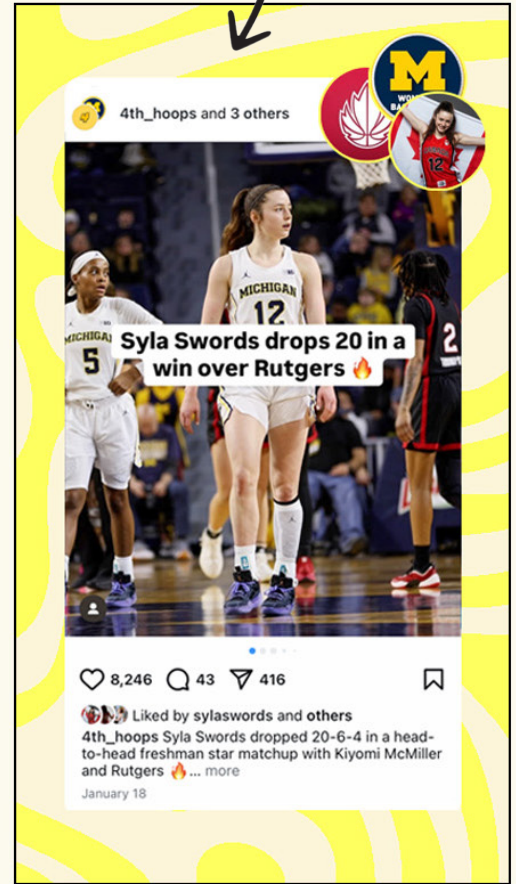
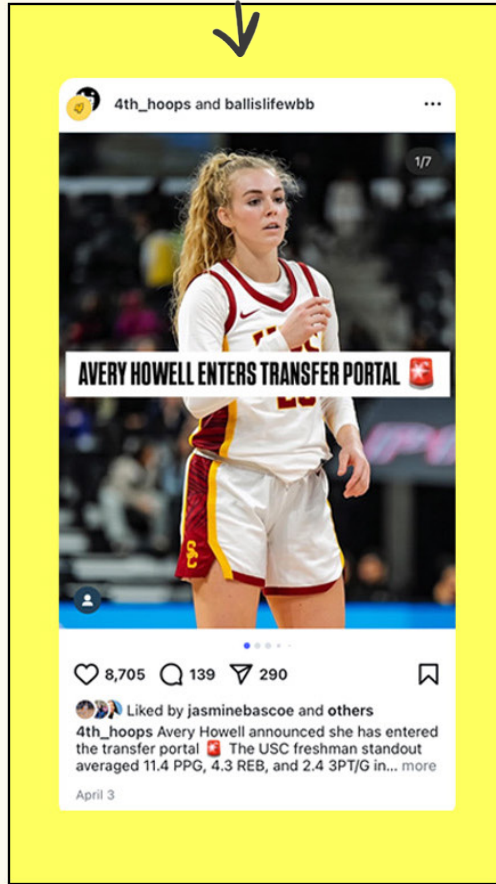
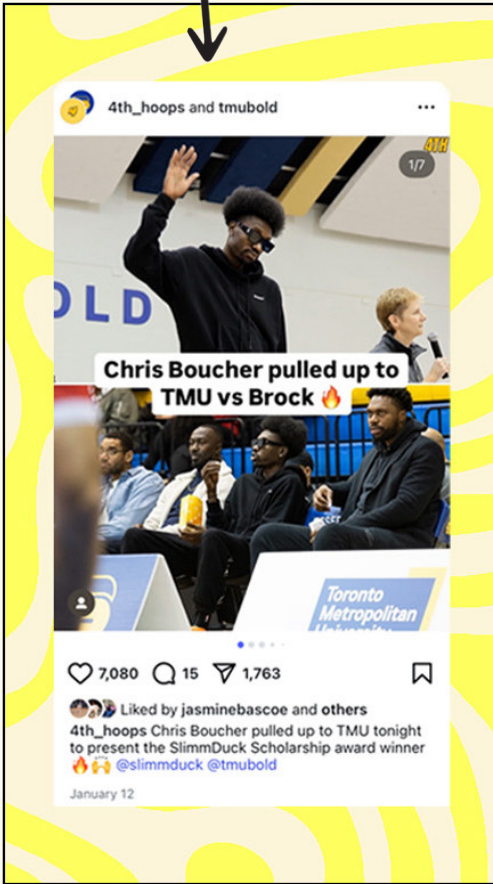
From professional athletes to seasoned names in coaching, and to supporters of the game, people want the opportunity to talk about the growing sport at every turn they can.



Official Athletics Accounts

Global Basketball Brands

Multi-collabs with athletes and programs




Collaboration is


Building excitement and driving the conversation around Canadian hoops takes more than one voice, and we're proud to be trusted collaborators with some of basketball's most reputable media organizations, players, and schools.


Content products and capabilities


Interested in working with us? In The Fourth provides a thoughtfully designed Canadian media platform that drives curiosity and engagement around the game.


When you partner with our team, it becomes our mission to design content that will integrate your brand into the conversation and experience.


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Filming game and practice highlights (offered in 4K)
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Targeted Canadian basketball community of over 11K
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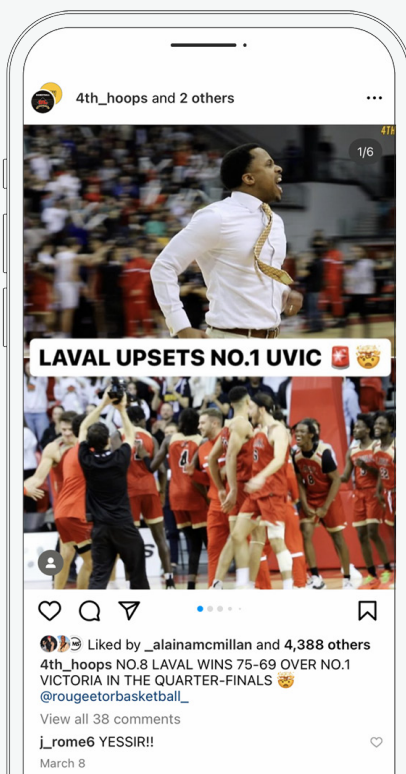
In-game photography for post-game and stock photo usage
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Interviews and social media content with players and coaches
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Creative graphics for creating hype around games and players
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Leagues covered include U SPORTS, NCAA, FIBA, and elite high school

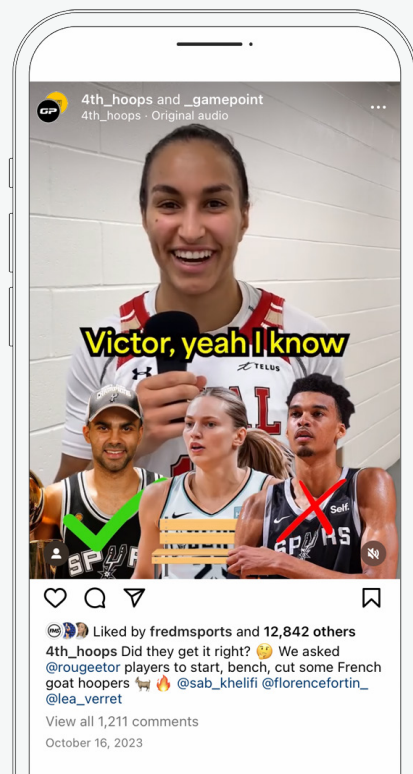
Highlights in big moments



Interviews with athletes



Fun social content



Let's work together!

Get in touch with us to discuss opportunities to work together → hello@inthefourth.ca

