

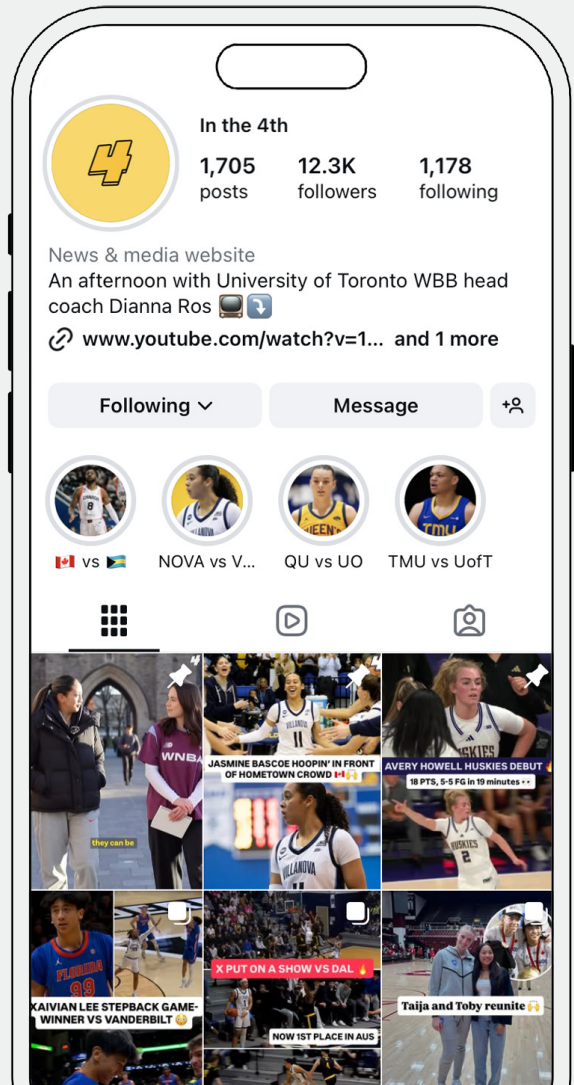


IN THE FOURTH

2026 MEDIA KIT

BRAND OVERVIEW

Since 2019, In The Fourth has grown to become a staple in Canada's digital basketball community, shining light on some of the biggest moments and stories in amateur hoops. We are proud to have built one of the country's strongest niche digital sports networks that is trusted by Canada's athletes, coaches, fans, and community members.





In The Fourth's content generates organic results. Our commitment is in creating content that builds relationships between viewers and our stories, bringing a unique sports viewing experience to the Canadian basketball digital market.

FALL INSTAGRAM INSIGHTS (SEPT - DEC, 2025)

VIEWS

8.2M

Posts and reels

ENGAGEMENT

180K

Likes, comments, and shares

REACH

32.1K

Average accounts reached per post

SHARES

18.4K

Total number of shared posts

STORIES VIEWS

2.4K

Average stories views during featured games

FOLLOWERS

12.3K

Total number of Instagram followers

GEN Z (18-24)

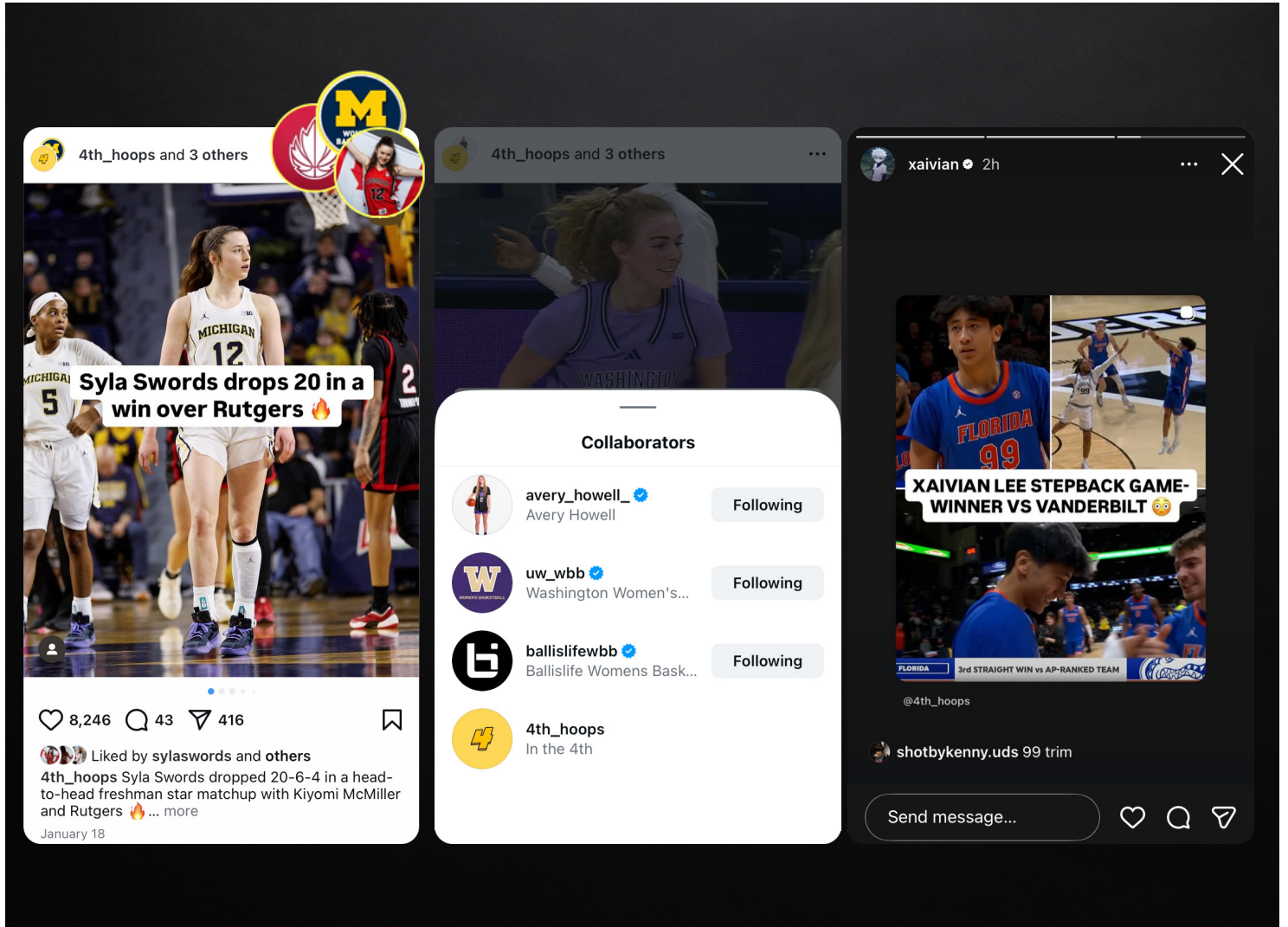
39%

Top age ranges in December 2025

MILLENNIAL (25-34)

37%

Top age ranges in December 2025



TRUSTED BY CANADA’S ATHLETES, TEAMS, AND MEDIA COMMUNITY

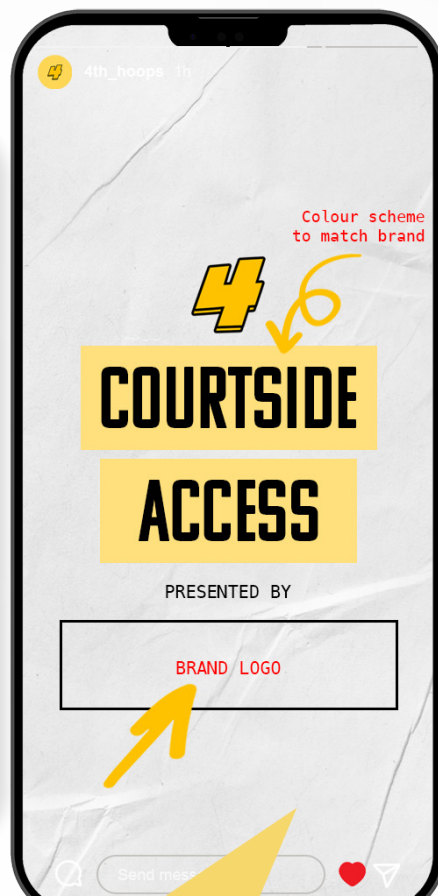
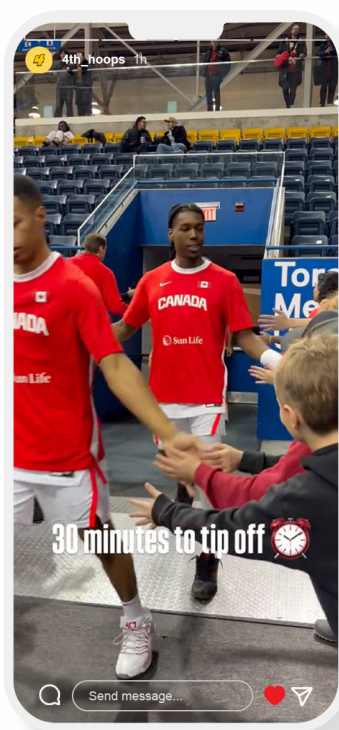
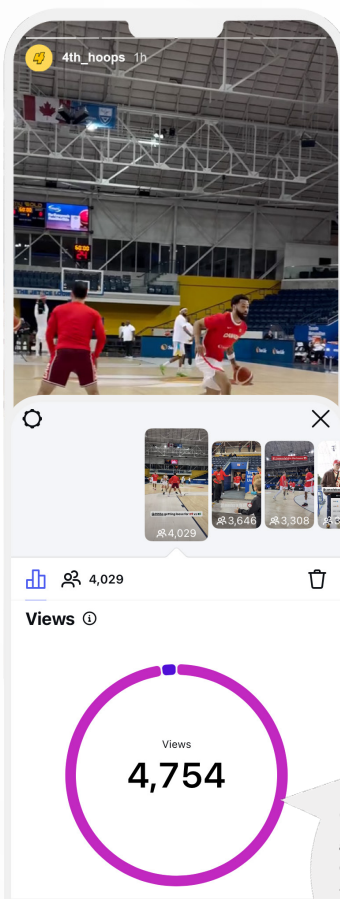
In The Fourth is proud to be a trusted platform for a large demographic of Canada’s best athletes as well as nationally-recognized basketball programs and media brands. Our commitment to high-quality work, consistency, and curating the right stories to tell are some of the ways we have thoughtfully fostered our media environment.

AD PRODUCTS AND OFFERINGS

In The Fourth currently has a number of advertising and brand partnership opportunities available for the remainder of the 2025-26 season.

During our featured game coverages, our Instagram stories can be an ideal space for your brand to become part of the Canadian basketball fan experience. From the moment players step on to the floor to the final buzzer (and beyond), we capture unique up-and-close moments to the game, athletes, and community that invites genuine interest and engagement.

INSTAGRAM STORIES: Full slide dedicated to brand highlighting



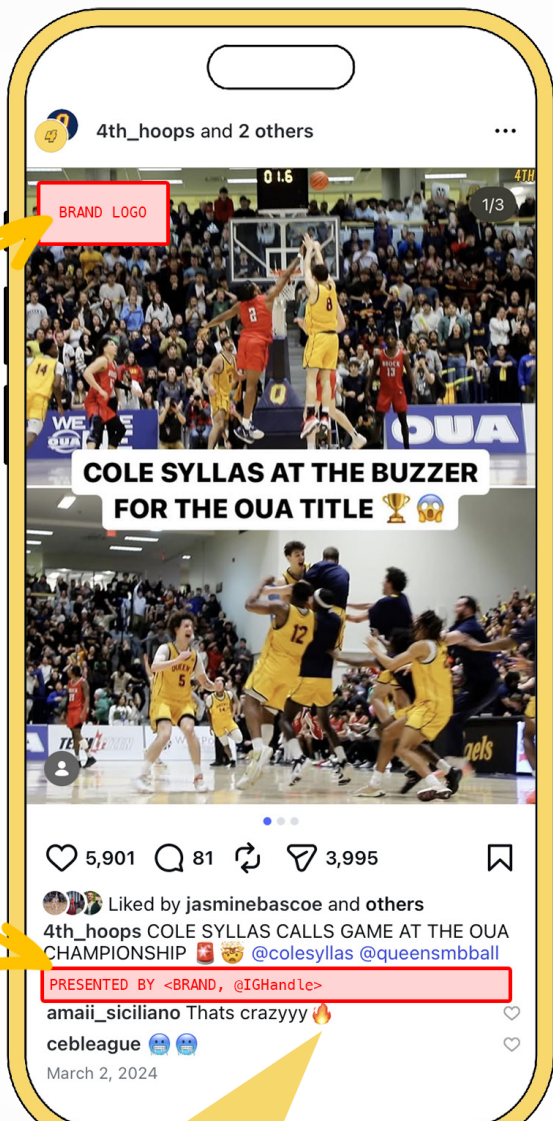
Integrate your brand in the Canadian basketball fan experience.



AD PRODUCTS AND OFFERINGS

Our team's range in production capabilities and experiences translates into the diverse ways we're able to craft stories in our main posts. From top player performances, moments, or happenings around the game, our original content offers an opportunity for your brand to stand out in the Canadian basketball conversation.

INSTAGRAM POSTS: Logo placement + "presented by"



Be a part of some of Canadian basketball's biggest moments by sponsoring In The Fourth posts and become part of the conversation.

COVERAGE OF CANADA VS BAHAMAS (DEC 1, 2025)

4th_hoops and 4 others

1/13

WHATEVER ROUTE YOU TAKE, YOU CAN STILL DO A LOT OF GREAT THINGS.

David Muenkat on representing Canada alongside U SPORTS players at the FIBA WC Qualifiers

1,229 20 10 114

Liked by d55bo and others

4th_hoops Some of @usportsca's greatest took the floor for Canada vs. Bahamas in the first window of the 2027 FIBA World Cup Qualifiers 🇨🇦 🗣️ ... more

December 3, 2025



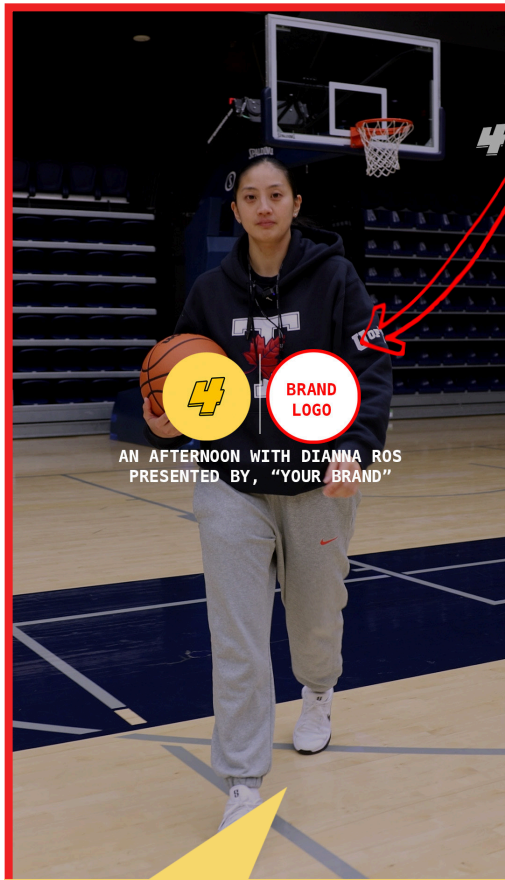
Our team offers a wide range of storytelling capabilities, including photography, video highlights, graphic editing, and reporting.



AD PRODUCTS AND OFFERINGS

New for the 2025-26 season, our original features are a top priority in our growing content mix. Our videos are produced with the goal of giving insight into the worlds of individuals who shape the basketball community in Canada. In the fall, we released our first project featuring University of Toronto women’s basketball head coach Dianna Ros.

ORIGINAL FEATURES: Title sponsor, logo in intro cut, + “Presented by”



Become the sole and title sponsor of our features telling the stories of the Canadian basketball community.

Overview ⓘ

Views	46,822
Watch time	5d 17h 30m 46s
Interactions	1,228

WORK WITH IN THE FOURTH

Unique brand positioning.

In The Fourth is the only digital media outlet that has the proven track record, quality, and balance of coverage throughout multiple levels of basketball in Canada, including U SPORTS, NCAA, FIBA, and high school.

Simplicity and flexibility.

As an independent and startup media brand, we're able to have ongoing dialogue with your team throughout the entire process in connecting your brand to our audience.

Original content.

What makes our connection with the Canadian basketball market unique is our ability to utilize our expertise in content strategy, sports photography, videography, and reportage to create content that is distinct.

We care.

When you work with us, your brand's success becomes our priority. Our small team is dedicated to bringing you the best partnership experience in both the process and the outcome.

GENERAL AND CONTACT INFORMATION

GENERAL INFORMATION

Based in Toronto, ON
Primary leagues covered: U SPORTS, NCAA, FIBA
Instagram: @4th_hoops / Website: inthefourth.ca

CONTACT

Advertising and partnerships:
Trung Ho, Editor
trung@inthefourth.ca