

The Authority of Print + The Frequency of a Weekly Newsletter.



Four powerful issues. Published quarterly.

Focused on important topics, Sports Insight's print distribution and web access, allows readers to download and share content. The authority of print with 24/7 access.

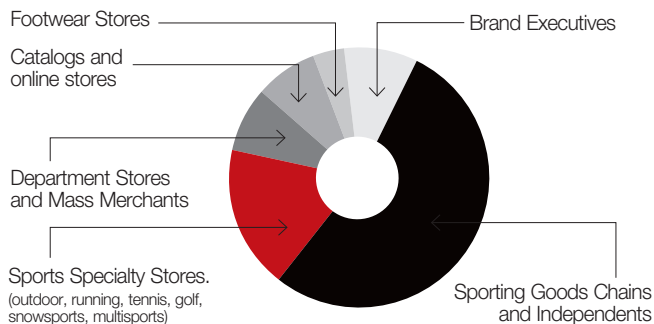
We put a little extra into your Mondays.

Sports Insight Extra delivers the most important stories of the week edited by Bob McGee. News and analysis includes the **Sports Insight Stock Index** and **Podcasts** with top industry executives.

Integration of Print & Digital

Powerful brand solutions for companies targeting sports and active lifestyle retailers.

**Sports Insight
Mailed Circulation: 12,000**



sportsinsightmag.com: Over 7,000 page views per issue.

**Sports Insight Extra
Digital Audience: 4,250**

sportsinsightextra.com



(8/1/17 -10/31/17)

ISSUE		CATEGORY	DISTRIBUTION	SPACE	MATERIAL
Q1 FEB	The Apparel Issue: How Emerging Apparel Brands Can Enhance the Retail Experience Apparel Tech Brands to Watch Categories That Matter: Sports Bras, Compression and Workwear Material & Design	Shoecare Mouthguards Baseball	MAGIC Feb 12-14	1/10/18	1/17/18
Q2 MAY	The Power Retailer Report In-depth profiles of the major players in sports retailing. Analysis and commentary on the future of retail	Hosiery Compression/Recovery Football Gloves	NSGA Conference May 20-22	4/13/18	4/20/18
Q3 AUG	The Fan Issue How the behavior of the modern sports fan is changing the business. Fantasy Sports Social Media New Endorsement Heroes	Wearable Technology 3D Printing Men's Underwear	MAGIC SFIA Summit September 13-15	7/6/18	7/13/18
Q4 NOV	Game Changers Innovative companies, brands and products that are shaping the business	Hosiery Running Performance Apparel Compression	The Running Event November 27-30	10/12/18	10/19/18

*** Published Mondays** — Ad close: one week before publication date.
Ad materials: due 3 days before publication date.

2018 Rates

Sports Insight Magazine + Sports Insight Extra Combined Print /Digital Programs

Luxury Box Package <ul style="list-style-type: none"> 4 Full Page Print Ads Full Year Side Box Placement 50 Weekly Digital Ads \$42,000	Front Row Seat <ul style="list-style-type: none"> 2 Full Page Print Ads Full Year Side Box Placements 50 Weekly Digital Ads \$29,000
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Sports Insight Extra Digital

Duration	Email Blast*	Web	Blast/Web
3 Months	\$3,600	\$4,200	\$5,580
6 Months	\$6,500	\$7,800	\$10,800
12 Months	\$10,800	\$13,200	\$18,000

Best Rate →

Sports Insight Magazine

	1X	2X	3X	4X
Full Page	\$9,950	\$8,995	\$8,445	\$7,855
Half Page	\$6,475	\$5,845	\$5,250	\$4,650

Email Blast*		sportsinsightmag.com	
Ad Size	per issue	Ad Size	3 month min
Side Box (300x250) px	\$350	Side Box (300x250) px	\$350
Banner (728x90) px	\$500	Banner (728x90) px	\$500

Embedded Video	Digital Front Cover Adjacency
<ul style="list-style-type: none"> Placed in Sports Insight digital version. \$1,500	<ul style="list-style-type: none"> Full Page ad placement adjacent to front cover of Sports Insight Magazine Digital version. \$3,000 per issue (limit one advertiser)

*Email Blast: new issue alert emailed to subscribers.

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