

SPORTS INSIGHT®

The business publication providing trends, perspective and analysis on the sports retail market.



The Apparel Issue
February / Q1



Power Retailers
May / Q2



The Fan Issue
August / Q3

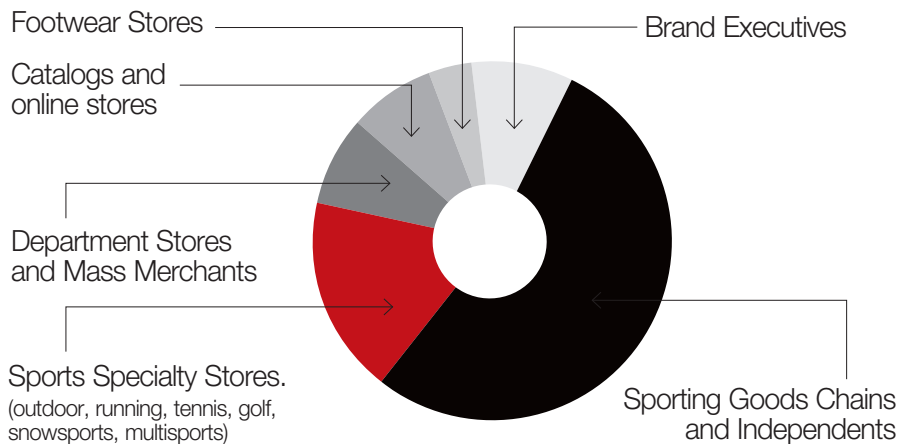


Game Changers
November / Q4

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.

Sports Insight Mailed Circulation: 12,000



Sports Insight is edited for today's retailers of active lifestyle apparel, footwear, accessories and equipment. Our readers include leading full line sporting goods and sports specialty stores, as well as independent retailers serving today's active consumer. Taking a fresh approach to today's marketplace, highlighting trends in key categories and providing its readership with perspective and analysis on the important issues affecting the global sports business. **Sports Insight** offers a focused up-to-date circulation that truly reflects today's marketplace and a cost efficient rate structure that makes sense for marketers.

2018 Editorial Calendar

ISSUE	CATEGORY	DISTRIBUTION	SPACE	MATERIAL
FEB Q1 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		1/10/18	1/17/18
MAY Q2 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
AUG Q3 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
NOV Q4 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

2018 Rates

Print Magazine Rates

	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*

Ad Size	per issue
Side Box (300x250) px	\$350
Banner (728x90) px	\$500

sportsinsightmag.com

Ad Size	3 month min
Side Box (300x250) px	\$350
Banner (728x90) px	\$500

Embedded Video

- Placed in Sports Insight digital version.
\$1,500

Digital Front Cover Adjacency

- Full Page ad placement adjacent to front cover of Sports Insight Magazine Digital version.
\$3,000 per issue (limit one advertiser)

Contact Information

Cara Griffin, Editor-in-Chief
914-309-6100
cgriffin@formula4media.com

Jeff Gruenhut, Publisher
404-849-4156
jgruenhut@formula4media.com

Jeff Nott
516-305-4711
jnott@formula4media.com

Sam Selvaggio
212-398-5021
sselvaggio@formula4media.com

Katie O'Donohue
828-244-3043
kodonohue@formula4media.com

Production Contact Information

Brandon Christie
516-305-4710
bchristie@formula4media.com

Full issues of **Sports Insight** are always available digitally at sportsinsightmag.com in a format that replicates the magazine reading experience on your iPad, computer or other digital device. **Sports Insight** is where you are.