

# 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

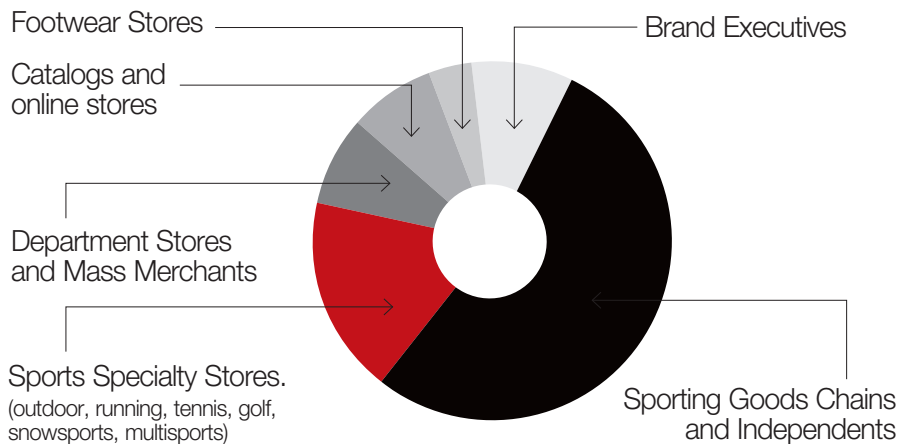


Game Changers  
November / Q4

**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
<b>FEB</b> Q1	<b>The Apparel Issue: How Emerging Apparel Brands Can Enhance the Retail Experience</b> Apparel Tech Brands to Watch Categories That Matter: Sports Bras, Compression and Workwear Material & Design	Shoecare Mouthguards Baseball		1/10/18	1/17/18
<b>MAY</b> Q2	<b>The Power Retailer Report</b> In-depth profiles of the major players in sports retailing. Analysis and commentary on the future of retail	Hosiery Compression/Recovery Football Gloves	<b>NSGA Conference</b> May 20-22	4/13/18	4/20/18
<b>AUG</b> Q3	<b>The Fan Issue</b> 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	<b>MAGIC</b>  <b>SFIA Summit</b> September 13-15	7/6/18	7/13/18
<b>NOV</b> Q4	<b>Game Changers</b> Innovative companies, brands and products that are shaping the business	Hosiery Running Performance Apparel Compression	<b>The Running Event</b> 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*		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"> <li>Placed in Sports Insight digital version.</li> </ul> <p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>Full Page ad placement adjacent to front cover of Sports Insight Magazine Digital version.</li> </ul> <p><b>\$3,000 per issue (limit one advertiser)</b></p>

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