

SPORTS INSIGHT®

TRENDS, PERSPECTIVE AND ANALYSIS

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



CIRCULATION: 14,000

Sporting Goods Chain Stores Sporting Goods Independents Outdoor Stores Footwear Stores Running Stores Snowsports Multi-sport Tennis & Golf Bike Department Stores Mass Merchandise Catalogs Plus Store Level at the Power 12

Sports Insight gives you direct access to the industry's retailers of active lifestyle apparel, footwear, accessories and equipment.

Sports Insight gives your brand the opportunity to align itself with quality editorial that gives retailers the information they need to run a successful business – from specific product coverage to in-depth reports on the Green business to the In-Store experience plus much more.

Increased Store Level Circulation of the Power 12 Including: Academy Sports & Outdoors, Big 5, Bob's, Dick's, Dunham's, Hibbett's, MC Sports, Modell's, Olympia, Scheel's, Sport Chalet, The Sports Authority.

Available in digital format at sportsinsightmag.com



Trends, perspective & analysis on today's sports retail market.

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.

Sports Insight takes 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.



2012 Editorial Calendar

Issue Date	The Big Picture	Category Update	Apparel & Footwear Insight	Accessory Insight	Shows
Jan/Feb Close: 12/7 Mats: 12/11	Sports Licensing The In-Store Experience	Outdoor Gear Hunting Gear Baseball	Outdoor Apparel & Footwear	<i>Shoecare:</i> Insoles, Cleaners & Laces	SHOT OR Winter MAGIC
Mar/Apr Close: 2/8 Mats: 2/12	The Power 12 Report: A Special Supplement The In-Store Experience	Girls Team Sports	Performance Apparel Toning and Walking	Nutrition & Hydration Hosiery	NSGA Conference
May/June Close: 4/12 Mats: 4/16	Youth Sports The In-Store Experience	Football Mixed Martial Arts	Recovery & Compression Apparel Minimalist Footwear Trends	Mouthguard Technology	
Jul/Aug Close: 6/10 Mats: 6/14	The In-Store Experience The Boot Book	Basketball Outdoor Gear Multi-Sport Business	Hiking and Trail Footwear Outdoor Apparel	Headwear Yoga	OR Summer MAGIC
Sept/Oct Close: 8/9 Mats: 8/13	The In-Store Experience Marketing to Women	Lacrosse	Athletic Footwear	<i>Sports Medicine:</i> Braces & Sleeves <i>Shoecare:</i> Insole, Cleaners & Laces	
Nov/Dec Close: 10/11 Mats: 10/15	The In-Store Experience The Growth Issue II	Soccer Tennis & Golf	Running Shoes Performance Apparel	<i>Sports Medicine:</i> Protectives Hosiery	

Contact Information

Mark Sullivan
Editor-in-chief
646-319-7878
msullivan@formula4media.com

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

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

Troy Leonard
352-624-1561
tleonard@formula4media.com

Beth Gordon
949-293-1378
bgordon@formula4media.com

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

Jess Tendrick
201-236-6324
jtendrick@formula4media.com

Production Contact Information
Mike Jacobsen
(201) 396-7005
mjacobsen@formula4media.com

Rate Card #8 (4C gross rates)

Ad Size	1x	3x	6x
Full Page	\$9,950	\$8,995	\$8,065
Jr. Page	7,960	7,185	6,450
1/2 Page	6,475	5,845	5,245
1/3 Page	4,975	4,495	4,030
1/4 Page	3,980	3,595	3,225
Top Banner	1,000	900	800
Side Banner	800	700	600

Sports Insight Digital

sportsinsightmag.com

Your ad in *Sports Insight* Magazine will also be displayed in its full and original format on www.sportsinsightmag.com. Our exciting new website gives our readers 24/7 access to the publication in a digital format that is like reading the publication right on your computer or tablet device. In addition, web banner ads are now available on the home page for *Sports Insight*.

Inside Insight Blog

insideinsightblog.com

In addition to our digital publications, InsideInsight has been created as a forum for opinion, analysis and topics of interest to the sporting goods and active lifestyle business. Special interest stories and keys news items are part of this site along with specific. The InsideInsight portal is where the industry will gather to read news and share ideas.

WEB

AD DIMENSIONS

Full Page (bleed).....	10-3/8" x 13-1/4"
Trim	10-1/8" x 13"
Full Page (no bleed)	9" x 12"
1/2 Page Horizontal.....	9" x 5-7/8"
1/2 Page Vertical	4-3/8" x 12"
1/3 Square	5-5/8" x 5-7/8"
1/4 Page Square.....	4-3/8" x 5-7/8"
1/4 Page Horizontal.....	9" x 2-7/8"
Spread (bleed)	20-3/4" x 13-1/4"
Spread (no bleed).....	19" x 12"

Keep live matter 1/4" from head, foot and face trim.
Allow 1/8" safety in gutter for spread ads.