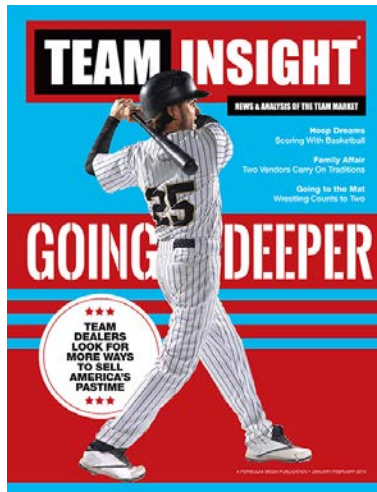


# TEAM INSIGHT® 2019 MEDIA PLANNER



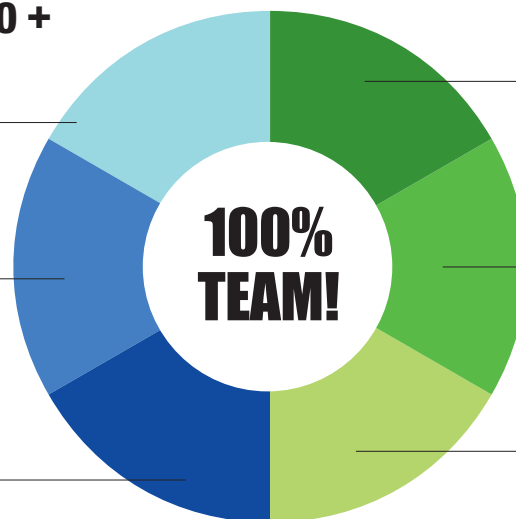
*Team Insight* is a Formula4Media Publication designed to exclusively serve the team sports market. With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

**Printed Circulation: 5,000 +**  
**Digital Delivery: 3,000 +**

Independent Team Dealers

Team Dealer Road Sales People

Team Buyers at Full-Line Sporting Goods Stores



Specialty Team Dealers (i.e. Lacrosse, Spirit, Soccer, etc...)

Team Buying Groups and NSGA Members

Institutional Team Sales Organizations & Catalogs

**Digital Views:** (January - September 2018)

Over 4,000 unique readers. Over 4,000 unique issue views. Over 75,000 page views. Over 5,000 zooms. Over 800 pages printed.

**Brought to you by the most experienced team in sports.**

**Michael Jacobsen, Editor**  
 Mike has been covering the sporting goods industry since 1991 and has more than 30 years of trade magazine editorial and publishing experience.

**Tim Sitek, Senior Editor**  
 Tim boasts nearly three decades in the publishing business, including more than 25 of those covering sporting goods and the team market.

**Mike May, Senior Writer**  
 For more than 25 years Mike has been one of the sporting goods industry's busiest writers and was previously director of communications for the Sporting Goods Manufacturers Association (SGMA).

# THE EXPERIENCED APPROACH TO TODAY'S TEAM SPORTS MARKET.

## Team Insight® 2019 Editorial Calendar

Issue	Team Issues	Category Insight	Softgoods Report	Hardgoods Report	Eye on Products	Selling Opportunities	Bonus Distribution
<b>Jan/Feb</b> Close: Dec 7 Mats: Dec 14	A Family Business	Basketball 2019 + Baseball 2019	Performance Apparel / Headwear	Backboards	Wrestling SM: Mouthguards	The Ball Business	PIA
<b>Mar/Apr</b> Close: Feb 27 Mats: March 6	The Annual Girls' Team Sports Issue + Special Report: The Decorating Business	State of the Girls' Business	Girls' Uniform Trends / Girls' Performance Product	Top 30 New Girls' Products	Cheer, Fast Pitch Softball, Volleyball Soccer & Lacrosse	Decorating Trends	
<b>May/June</b> Close: Apr 22 Mats: Apr 29	Tech and the Team Dealer	Football 2019 + Soccer 2019	Football Uniforms / Team Jackets	Goals, Cages & Nets	Gloves SM: Braces Hosiery	Training Aids	NSGA Charlotte Team Dealer Market
<b>Jul/Aug</b> Close: July 8 Mats: July 12	The Hot Product Issue	Baseball/Softball 2019 + Basketball 2019	Baseball Uniforms	Bats, Gloves & Accessories	Sport Bags SM: Protective Gear	Headwear Decorating	PIA NBS Sports Inc.
<b>Sep/Oct</b> Close: Aug 2 Mats: Aug 9	THE TECH ISSUE	Specialty Sports 2020 Team Tech	Lacrosse Uniforms / Basketball Uniforms	Training Aids for Specialty Sports	Officials SM: Protective Apparel	Volleyball, Wrestling, Cheer, Hockey, Track and Field	NC Team Show
<b>Nov/Dec</b> Close: Oct 1 Mats: Oct 8	Sublimation 6.0	Soccer 2020 + Football 2020	Soccer Uniforms Football Uniforms Hosiery	Soccer Equipment	Football Training	Portable Goals	NBS Sports, Inc. BSN

### Team Insight Rate Card #15 (gross)

Ad Size	1x	3x	6x	12x
Full	\$5000	\$4750	\$4550	\$4350
1/2 Page	4000	3750	3550	3350
1/3 Page	3500	3250	3050	2850
1/4 Page	3000	2750	2550	2350
Top Banner	1000	900	800	700
Side Banner	800	700	600	500

### 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.  
• Press ready PDFs are the only ad files accepted.

## GET MORE INSIGHT!

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In addition to the printed and mailed copies, *Team Insight* is emailed to over 7,000 recipients. Full issues of are available in a format that replicates the magazine reading experience on your iPad, computer or other digital device. **Team Insight is where you are.**



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