

SPORTS

INSIGHT

TRENDS, PERSPECTIVE AND ANALYSIS

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



CIRCULATION: 15,000

Sporting Goods Chain Stores
 Sporting Goods Independents
 Outdoor Stores • Footwear Stores
 Running Stores • Snowsports
 Multi-sport • Tennis
 Golf • Bike • Department Stores
 Mass Merchandisers • Catalogs

**PLUS: INCREASED STORE LEVEL
 CIRCULATION OF THE POWER 12, INCLUDING:**

Academy Sports & Outdoors
 Big 5
 Bob's
 Dick's
 Dunham's
 Hibbett's
 MC
 Modell's
 Olympia
 Scheel's
 Sport Chalet
 The Sports Authority

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Trends, perspective and 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.

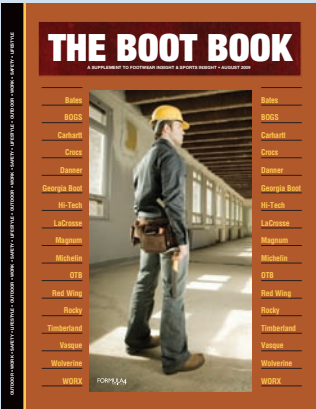
Sports Insight takes a fresh approach to today's marketplace, highlight-

ing 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.

2010 EDITORIAL CALENDAR

	The Big Picture	Retail Insight	Consumer Insight	Category Update	Accessory Insight	Shows
Jan/Feb Close: 12/7 Mats: 12/11	Licensing The Boot Book The In-Store Experience I	Big Box	The New Consumer 2010	Hunting: Footwear, Apparel & Gear Team Sports: Baseball	Footcare: Insoles, Cleaners & Laces	SHOT OR Winter SURF MAGIC
Mar/April Close: 2/8 Mats: 2/12	Household Spending Marketing to Women The In-Store Experience II	A Women's Retailer	The Multi-Sport Consumer	Street Activewear & Footwear Team Sports: Girls	Nutrition & Hydration Hosiery	NSGA Conference
May/June Close: 4/12 Mats: 4/16	The Emerging Consumer The In-Store Experience III	A Minority Owned Retailer Perspective	Selling to those Not Like You	Recovery & Protective Apparel Team Sports: Football	Sports Medicine: Mouthguards & Braces Mixed Martial Arts	
July/Aug Close: 6/10 Mats: 6/14	The Green Business The Boot Book The In-Store Experience IV	The Green Retailer	Lohans Consumer: Lifestyle, Health & Sustainability	Performance Footwear Team Sports: Basketball	Headwear Fitness & Yoga	OR Summer MAGIC
Sept/Oct Close: 8/9 Mats: 8/13	The Changing Retail Landscape The In-Store Experience V	Category Leaders	How Consumers Shop	Athletic Footwear Team Sports: Lacrosse	Footcare: Insoles, Cleaners & Laces Impulse Items	The Running Event
Nov/Dec Close: 10/11 Mats: 10/15	Middle America Retailing The In-Store Experience VI	Rating the Mid-Majors	Consumer Demographic Patterns	Tennis & Golf Team Sports: Soccer	Sports Medicine: Protectives	



THE BOOT BOOK 29,000+ Readers

A comprehensive report on the boot market covering the major performance categories: Work, Safety, Hunting, Rugged, Outdoor, Lifestyle. The Boot Book also runs inside *Footwear Insight* magazine giving advertisers a reach of over 29,000 retailers for complete market coverage.


The Boot Book 6th Edition . . . Jan/Feb 2010
Ad close 12/22/09
The Boot Book 7th Edition: Jul/Aug 2010
Ad close 7/1/10

Section Ad Rates (29,000 retailers)
Full page \$10,000 net
1/2 page \$7,500 net
1/4 page \$5,000 net

BRAND INSIGHT

A full page sophisticated product shot detailing brand's positioning, target consumer, marketing efforts and contact information on the pages of **Footwear Insight**.

Photo, layout and space included. **\$6,500 net**



Rate Card #6 (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

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