

# TEAM INSIGHT 2010 MEDIA PLANNER

**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 25 years of trade magazine editorial and publishing experience.

**Tim Sitek, Senior Editor**  
Tim boasts nearly three decades in the publishing business, including more than 15 of those covering sporting goods and the team market.

**Mike Kennedy, Senior Writer**  
Ranking among the busiest sportswriters in the business, Mike is also the editor of Sports Spin.com and has covered the sports industry for more than ten years.

**Jonathan Hayden, Senior Industry Correspondent**  
Jonathan is a business consultant who brings over 20 years of executive and management experience in the sporting goods industry. His extensive background from retail to manufacturing gives him a unique perspective on the issues affecting the marketplace.



## Team Dealers and Retailers Want Team Insight

***"Please send Team Insight for Dixie Sporting Goods, Inc. to the ALL salesmen at their respective locations. Here is a list of salesmen with their addresses..."***

**VALERIE J. GILMORE DIXIE SPORTING GOODS**

***"...I would like to add that Team Insight is a must read for all sporting goods team dealers."***

**MICHAEL STEWART, DIVISION MANAGER, JOHNNY MAC'S**

***"You guys are putting out a very informative magazine and I want everyone of our Team Salesmen and Customer Service people to have the opportunity to read your publication."***

**BILL DAVIS, PRESIDENT KIMMEL ATHLETIC SUPPLY**

***"...Wow, did you hit the team nails on the head. Thanks for a great wake-up call to some of our team."***

**RANDY RUCH, SCHUYLKILL VALLEY SPORTS**

**Efficient.  
Effective.  
Targeted.**

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.

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

## TEAM INSIGHT 2010 EDITORIAL CALENDAR

ISSUE	TEAM INSIGHT ISSUES	SPORT REPORT	SOFTGOODS REPORT	HARDGOODS REPORT	EYE ON PRODUCTS	SELLING OPPORTUNITIES	BONUS DISTRIBUTION
January Close: Dec 8 Mats: Dec 15	Dealer Educational Series Part 1	State of Baseball	Baseball Uniforms Performance Apparel Headwear	Bats, Balls, Gloves & Protectives	Wrestling SM: Mouthguards	Sport Bags	PIA
March Close: Feb 9 Mats: Feb 16	State of Women's Team Sports Dealer Educational Series Part 2	State of Softball State of Cheer	Women's Uniforms Women's Performance Undergarments	Top 30 New Women's Products	Field Hockey, Basketball, Volleyball, Soccer & Lacrosse	Decorating	
May Close: April 6 Mats: Apr 13	America's Best Roadmen Dealer Educational Series Part 3	State of Football	Football Uniforms Team Jackets Gloves	Cages & Nets	Soccer SM: Braces Hosiery	Training Aids Field Accessories	TAG, Sports, Inc.
July Close: Jun 8 Mats: Jun 15	Top 10 Issues Facing the Team Industry Dealer Educational Series Part 4	State of Basketball	Basketball Uniforms and Warm Ups Fabric Tech. Update	Inflatables Backboards	Baseball/Softball Sport Bags	Headwear Decorating	ADA, PIA, NBS
September Close: Aug 10 Mats: Aug 17	How to Sell Specialty Sports Dealer Educational Series Part 5	State of Lacrosse	Lacrosse Uniforms	Training Aids for Specialty Sports	Coaches & Officials SM: Protectives Fitness Training	Field Hockey, Wrestling, Cheer, PE, Track & Field	TAG Crown Conference
November Close: Oct 1 Mats: Oct 8	How to Run a Better Team Business in 2011 Dealer Educational Series Part 6	State of Soccer	Soccer Uniforms Hosiery	Soccer Equipment	Track & Field Football	Cleated Footwear	ADA, NBS Sports Inc

### TEAM BRAND BOOK 2010



#### Spring Brand Book

Space Close ..... Feb 1  
Product Due ..... Feb 10

#### Fall Brand Book

Space Close ..... Aug 1  
Product Due ..... Aug 10

#### TEAM INSIGHT RATE CARD #2

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

#### BRAND BOOK RATES

Single Page	2,000
Spread	3,500

### CIRCULATION: 8,000

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

### TeamInsightMag.com

The website for **Team Insight** is designed as the ultimate resource for the team sports business, offering searchable archives, current news, links to advertisers and the leading industry groups; plus the ability to communicate with others in the team business by posting comments on the website.

**TeamInsightMag.com averages over 6,000 unique visitors every month! These visitors view an average of 5 pages within the site during each visit!**



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