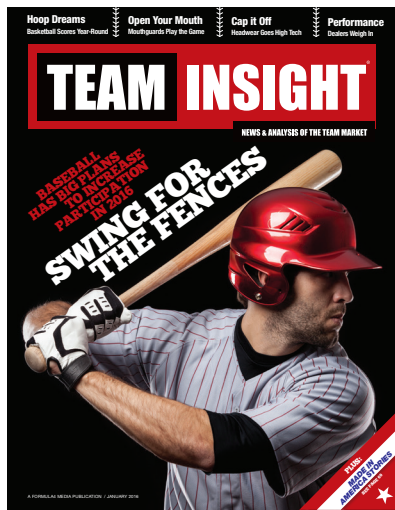


TEAM INSIGHT® 2017 MEDIA PLANNER



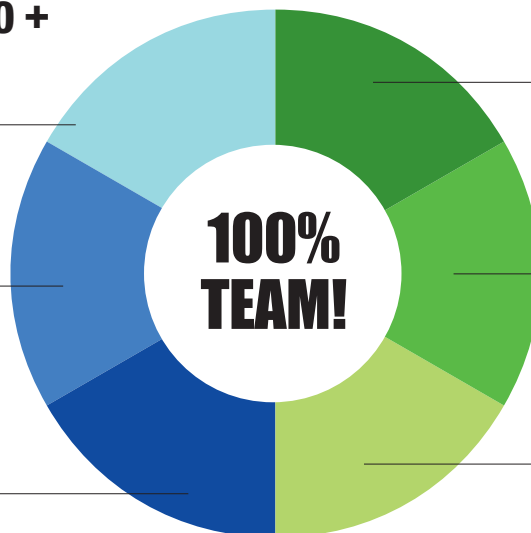
Team Insight is a Formula4Media Publication designed to exclusively serve the team sports market. With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated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

Printed Circulation: 8,000 +
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 2016)

Over 3,000 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® 2017 Editorial Calendar

Issue	Team Issues	Category Insight	Softgoods Report	Hardgoods Report	Eye on Products	Selling Opportunities	Bonus Distribution
January Close: Dec 9 Mats: Dec 16	A Family Business	Basketball 2017 + Baseball 2017	Performance Apparel / Headwear	Backboards	Wrestling SM: Mouthguards	The Ball Business	PIA
March Close: Feb 10 Mats: Feb 17	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	
May Close: Apr 3 Mats: Apr 10	Tech and the Team Dealer	Football 2017	Football Uniforms / Team Jackets	Goals, Cages & Nets	Gloves SM: Braces Hosiery	Training Aids	NSGA Charlotte Team Dealer Market
July Close: May 26 Mats: Jun 2	The Hot Product Issue	Baseball/Softball 2017 + Basketball 2017-18	Baseball Uniforms	Bats, Gloves & Accessories	Sport Bags SM: Protective Gear	Headwear Decorating	ADA PIA NBS Sports Inc.
September Close: Aug 7 Mats: Aug 14	How to Sell Specialty Sports	Lacrosse 2018 Team Tech	Lacrosse Uniforms / Basketball Uniforms	Training Aids for Specialty Sports	Officials SM: Protective Apparel	Volleyball, Wrestling, Cheer, Hockey, Track and Field	ADA Charlotte Team Dealer Market
November Close: Oct 2 Mats: Oct 9	Sublimation 5.0	Soccer 2018 + Football 2018	Soccer Uniforms Football Uniforms Hosiery	Soccer Equipment	Football Training	Portable Goals	NBS Sports, Inc. BSN

Team Insight Rate Card #13 (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

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.

• Press ready PDFs are the only ad files accepted.

Get More Insight

Digital Issues Always Available

All issues are emailed out digitally and are always available at www.teaminsightmag.com.

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

Team Insight is where you are.



Follow us on Facebook: facebook.com/teaminsight

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