



MEDIA PLANNER 2020

TEAM INSIGHT[®]

Formula4Media[®]

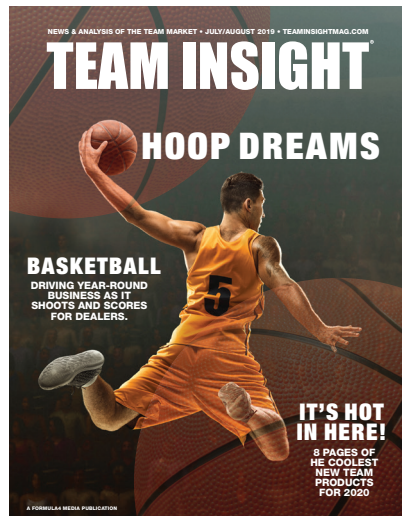
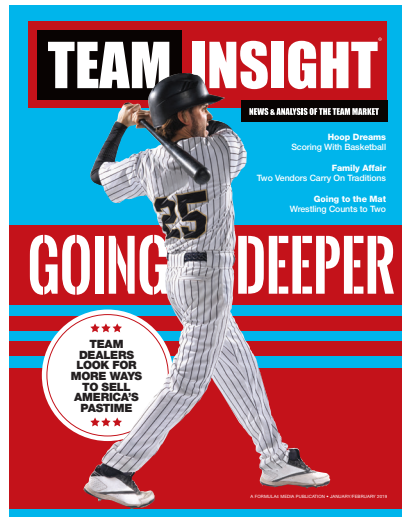
Team Insight: designed to exclusively serve the team sports market. With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

Michael Jacobsen, Editor/Associate Publisher

Leading the *Team Insight* editorial staff, Mike has been covering the sporting goods industry since 1991 and has more than 30 years of trade magazine editorial and publishing experience. He has assembled a team of writers and researchers that has been involved in the sporting goods and team sports business for most of the past three decades. They have seen and written about it all. It is this unparalleled experience that provides the insight into the world of team sports in every issue.



News,
Trends
And
Analysis
Of the
Team
Sports
Market.



Basketball
Baseball
Soccer
Football
Softball
Lacrosse
Wrestling
Track & Field
Swimming
Pickleball
Volleyball
Field Hockey
Technology

Features

Category Insight Softgoods Report Hardgoods Report New Products

TEAM FOOTBALL

NEW GAME PLAN

North football in America is changing with the times — and team designs are changing along with it.



Team Football players already in the fall in America, football isn't about doing back a year-round sport for team athletes. Even after the heat of the summer and fall, football is a sport that's about to change with the times. In some schools, like in Florida, football is a year-round sport. In other schools, like in the Northeast, it's a fall sport. In some schools, like in the Northeast, it's a fall sport. In some schools, like in the Northeast, it's a fall sport.

McDavid Goes Stealth. As the marketplace becomes more fragmented with direct sales and direct distribution, the advantage from the team sports industry is by working to have a more integrated team sports and athletic gear company. The advantage from the team sports industry is by working to have a more integrated team sports and athletic gear company.

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Team Sport Reports

TEAM TRENDS

Good News: High School Sports Participation Increases Again

Girls' sports lead the growth, while football declines in the past year.



Team Trends shows that participation in high school sports has increased again in the past year. Girls' sports lead the growth, while football declines in the past year. The number of participants in high school sports has increased again in the past year. Girls' sports lead the growth, while football declines in the past year.

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Business

EQUIPMENT GOALS

GOAL GALLERY

A lineup of the best and brightest in portable goals for 2019.



Equipment Goals shows a lineup of the best and brightest in portable goals for 2019. The collection includes soccer goals, basketball hoops, and other sports equipment. The collection includes soccer goals, basketball hoops, and other sports equipment.

Equipment

SPORTS MEDICINE BRACES

BRACE YOURSELF

Two different types of braces for team sport athletes combine technology and style for 2019.



Sports Medicine Braces shows two different types of braces for team sport athletes. The braces combine technology and style for 2019. The braces combine technology and style for 2019.

Protective Gear

APPAREL / HEADWEAR

HEAD GAMES

For a small item, a lot goes into building and selling headwear.



Head Games shows that for a small item, a lot goes into building and selling headwear. The man is wearing a baseball cap. The man is wearing a baseball cap.

Accessories

APPAREL ACCESSORIES

TREND RIGHT

Everything you need to know about team uniform trends for 2020.



Trend Right shows everything you need to know about team uniform trends for 2020. The person is wearing a black and white athletic outfit. The person is wearing a black and white athletic outfit.

Decorating

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

Sublimation has found its niche in team sports as vendors up their games.



Race to the Top shows that sublimation has found its niche in team sports as vendors up their games. The person is wearing a red and black athletic outfit. The person is wearing a red and black athletic outfit.

Sublimation

TEAM FOOTBALL

9 FOR THE DIAMOND



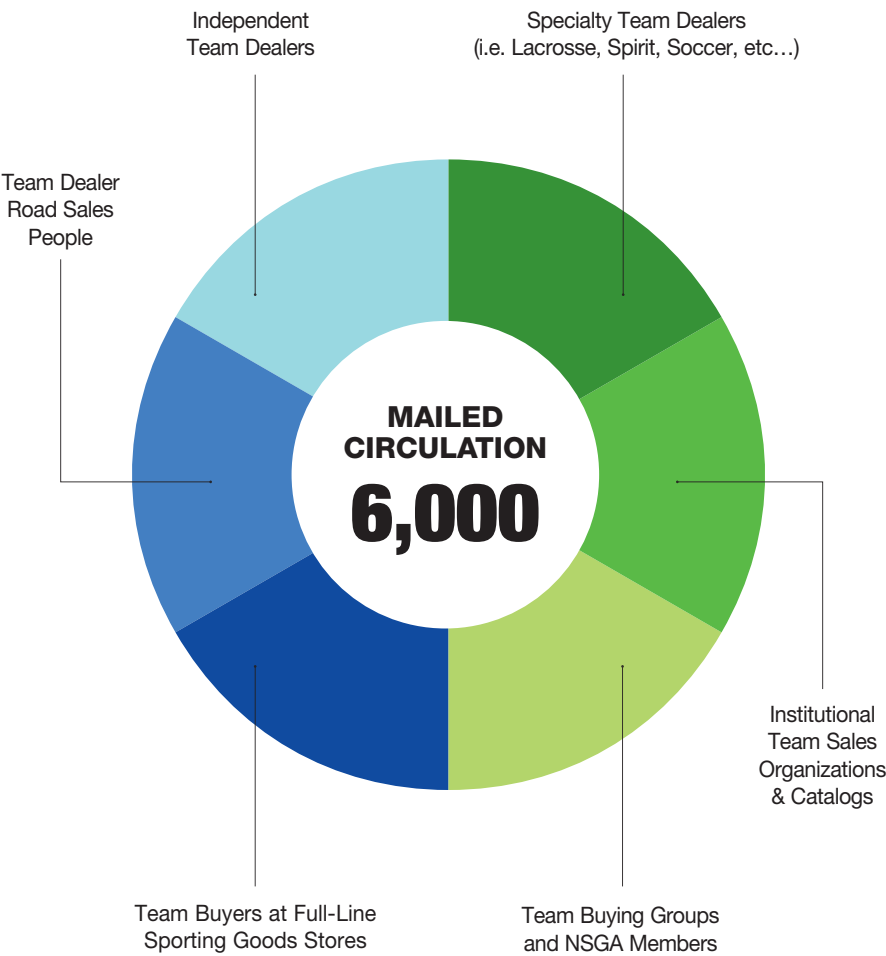
9 for the Diamond shows a collection of various football-related items. The items include a helmet, a jersey, a glove, and a ball. The items include a helmet, a jersey, a glove, and a ball.

New Products

2020 Editorial Calendar

Issue	Team Issues	Category Insight	Softgoods Report	Hardgoods Report	Eye on Products	Selling Opportunities	Bonus Distribution
Jan/Feb Ad Close: Jan 10 Material: Jan 17	Special Report: The Decorating Business	Basketball 2020 + Baseball 2020	Performance Apparel / Headwear	Backboards	Wrestling SM: Mouthguards	The Ball Business	
Mar/Apr Ad Close: Mar 12 Material: Mar19	The Annual Girls' Team Sports Issue	State of the Girls' Business	Girls' Uniform Trends Girls' Performance Product	Top 30 New Girls' Products	Cheer, Fast Pitch Softball, Volleyball Soccer, Lacrosse	Fashion/Decorating Forecast	NSGA Management Conference & Team Dealer Summit
May/Jun Ad Close: May 5 Material: May 19	Tech and the Team Dealer	Football 2020	Football Uniforms Team Jackets	Goals, Cages & Nets	Gloves SM: Braces Hosiery	Training Aids	Sports Inc. Summer Team Dealers Show NBS Summer Athletic Market
Jul/Aug Ad Close: July 10 Material: July 17	The Hot Product Issue	Baseball/Softball 2021 + Basketball 2021	Baseball Uniforms	Bats, Gloves & Accessories	Sport Bags SM: Protective Gear	Headwear Decorating	
Sep/Oct Ad Close: Sep 10 Material: Sep 17	The Tech Issue	Specialty Sports 2021 Team Tech	Uniform Trends	Training Aids for Specialty Sports	Officials SM: Protective Apparel	Volleyball Wrestling Cheer Hockey Track & Field	
Nov/Dec Ad Close: Oct 24 Material: Nov 11	Sublimation 7.0	Soccer 2021 + Football 2021	Soccer Uniforms Football Uniforms Hosiery	Soccer Equipment	Football Training	Portable Goals	Sports Inc. Fall Team Dealers Show NBS Fall Athletic Market BSN Sports Annual Sales Meeting

Circulation and Advertising Rates



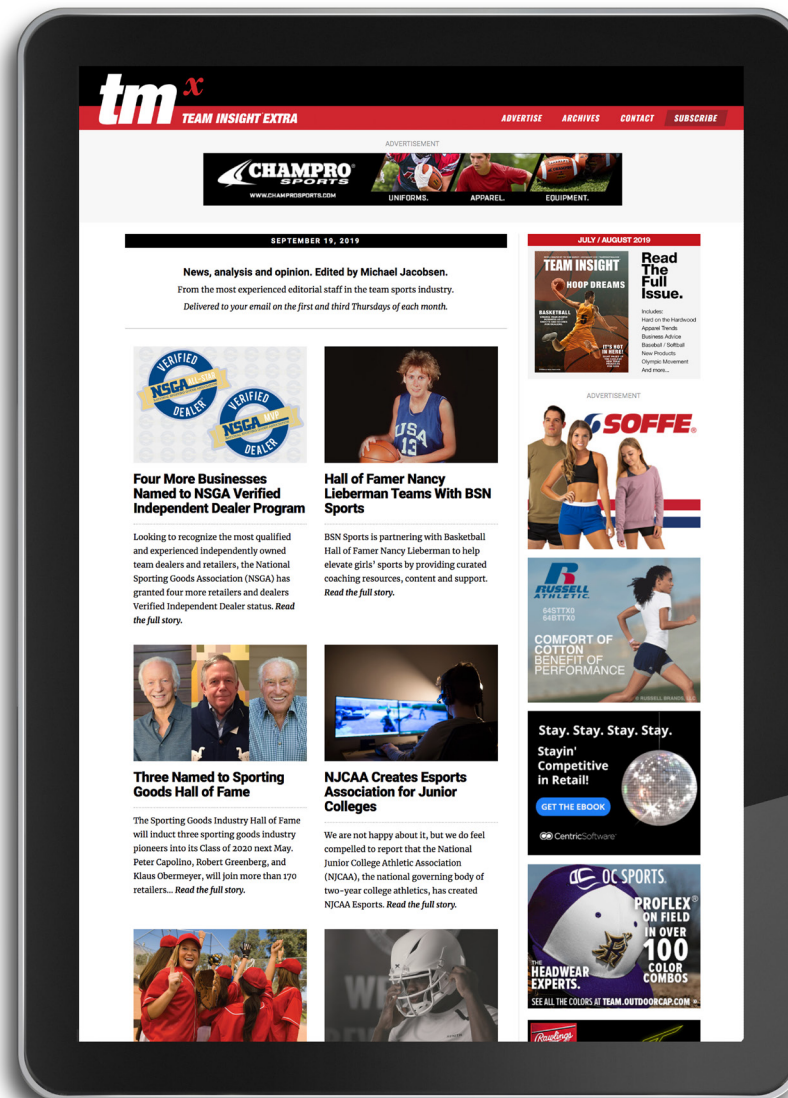
Advertising Rates

Ad Size	1x	3x	6x	12x
Full Page	\$5,000	\$4,750	\$4,525	\$4,350
1/2 Page	\$3,250	\$3,085	\$2,950	\$2,825
1/3 Page	\$2,750	\$2,615	\$2,485	\$2,375
1/4 Page	\$2,000	\$1,900	\$1,865	\$1,725



News, analysis, opinion.

Published on the first and third Thursdays of every month.



PUBLISHED
24X
EACH YEAR

4,500+
DIGITAL
DISTRIBUTION

4,110+
PAGE VIEWS

24.7%
OPEN RATE

Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$2,500	\$2,000
6 Months	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Team Insight Extra launch June 2019. Statistics Source: Google Analytics June, 2019 - October, 2019

teaminsightmag.com

5,000+
PAGE VIEWS

Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$1,500	\$1,000
6 Months	\$2,750	\$2,000
12 Months	\$5,000	\$4,000

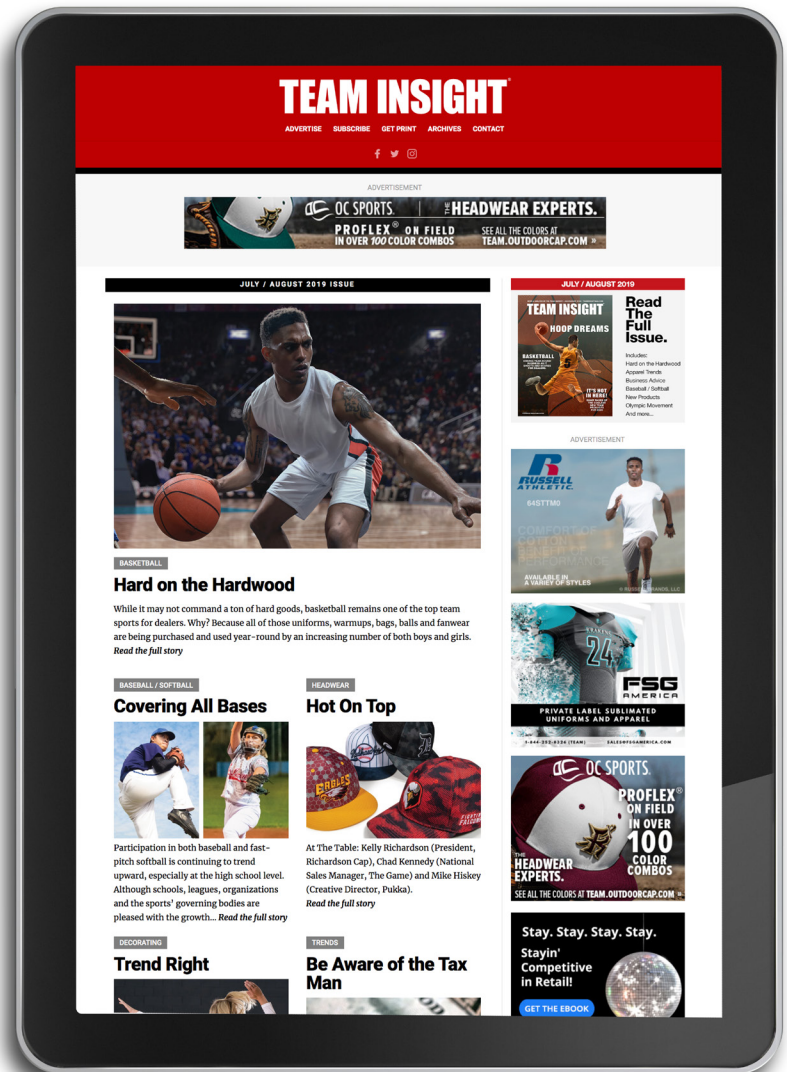
Issue Delivery Email Blast Rates (6x per year)

Ad Size	Per Issue
Side Box	\$350
Banner	\$500

Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics Source: Google Analytics October, 2018 - October, 2019



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