



**MEDIA PLANNER 2023**

**TEAM INSIGHT<sup>®</sup>**

**+**

***TEAM INSIGHT<sup>®</sup> EXTRA***  
***E-NEWSLETTER***

***Formula4Media<sup>®</sup>***

## Team Insight: designed to exclusively serve the team sports market.

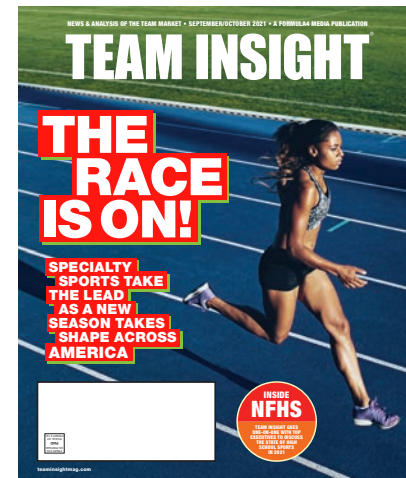
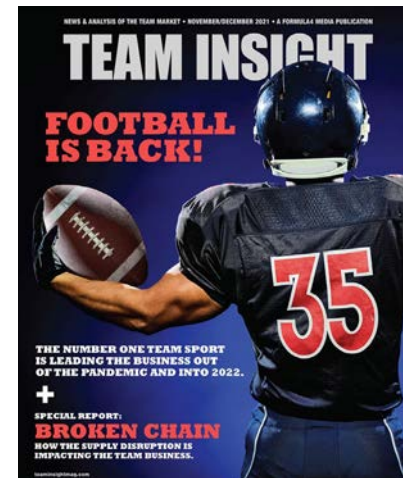
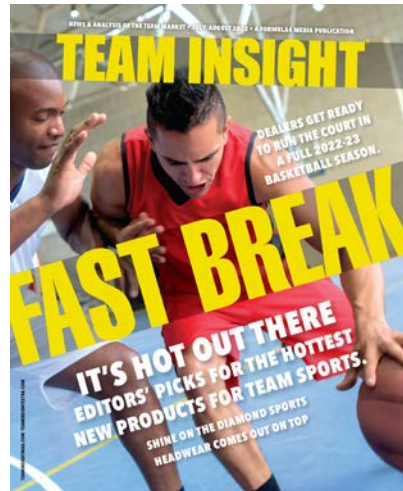
With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

### 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

With football in America in changing with the times — and team desires are changing along with it.



With college players already in the fall in America, football isn't about being back a year around again for team coaches. Even after the last season's end, the fall football season is still in the air. For many, the fall is the best time to play. For some, the fall is the best time to watch. For others, the fall is the best time to be a fan. For all, the fall is the best time to be a part of the game.

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14 Team Insight | August 2023

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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.



The number of participants in high school sports in 2022 fell by 1.1 percent from 2021, according to a report from the National Federation of State High School Associations (NFHS). The report shows that girls' sports participation increased by 1.1 percent, while boys' sports participation decreased by 1.1 percent.

The report also shows that girls' sports participation increased by 1.1 percent, while boys' sports participation decreased by 1.1 percent.

13 Team Insight | November 2023

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Business

EQUIPMENT GOALS

GOAL GALLERY

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



Portable goals are a popular choice for many sports teams and individuals. They are easy to set up and take down, making them a great option for those who need a goal for a specific event or location.

There are many different types of portable goals available, including soccer goals, basketball hoops, and volleyball nets. Each type has its own unique features and benefits.

14 Team Insight | November 2023

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Equipment

SPORTS MEDICINE BRACES

BRACE YOURSELF

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



Braces are a common sight on many athletes, providing support and stability to joints and muscles. They are often used to prevent injuries or to provide additional support during a game or practice.

There are many different types of braces available, each designed for a specific purpose. Some braces are designed to provide support to the knee, while others are designed to provide support to the ankle or wrist.

15 Team Insight | May/June 2019

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Protective Gear

APPAREL / HEADWEAR

HEAD GAMES

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



Headwear is a popular choice for many teams and individuals. It is a great way to show team spirit and to provide protection for the head. There are many different types of headwear available, including baseball caps, visors, and helmets.

When choosing headwear, it is important to consider the team's colors and logo. It is also important to choose a headwear that is comfortable and durable.

16 Team Insight | January 2019

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Accessories

APPAREL / ACCESSORIES

TREND RIGHT

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



Team uniforms are a key part of a team's identity. They are a way for fans to show their support for their favorite team. There are many different types of team uniforms available, including jerseys, shorts, and pants.

When choosing a team uniform, it is important to consider the team's colors and logo. It is also important to choose a uniform that is comfortable and durable.

17 Team Insight | November 2023

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Decorating

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

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



Sublimation is a popular choice for many teams and individuals. It is a great way to show team spirit and to provide protection for the body. There are many different types of sublimation available, including jerseys, shorts, and pants.

When choosing sublimation, it is important to consider the team's colors and logo. It is also important to choose a sublimation that is comfortable and durable.

18 Team Insight | November 2023

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Sublimation

TEAM FOOTBALL

9 FOR THE DIAMOND



Football is a popular sport in America. It is a game of strategy and skill. There are many different types of football equipment available, including helmets, jerseys, and pants.

When choosing football equipment, it is important to consider the team's colors and logo. It is also important to choose equipment that is comfortable and durable.

19 Team Insight | August/September 2019

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New Products

## 2023 Editorial Calendar

| ISSUE  | TEAM ISSUES  | CATEGORY INSIGHT                                  | SOFTGOODS REPORT                                       | HARDGOODS REPORT                      | EYE ON PRODUCTS  | SELLING OPPORTUNITIES   | BONUS DISTRIBUTION   |
|--|--|---|--|---------------------------------------|--|---|--|
| <b>Jan/Feb</b><br>Ad Close: 1/6/23<br>Materials: 1/12/23   | <b>Special Report:<br/>The Decorating<br/>Business</b> | Basketball 2023<br>+<br>Baseball 2023             | Performance<br>Apparel/Headwear                        | Backboards                            | Wrestling  |   |  |
| <b>Mar/Apr</b><br>Ad Close: 3/3/23<br>Materials: 3/10/23   | <b>The Annual<br/>Girls' Team Sports<br/>Issue</b>     | State of the<br>Girls' Business                   | Girls' Uniform Trends<br>Girls' Performance<br>Product | Top 30<br>New Girls'<br>Products      | Cheer<br>Fast Pitch Softball<br>Volleyball<br>Soccer<br>Lacrosse | Decorating<br>Forecast  |  |
| <b>May/June</b><br>Ad Close: 4/24/23<br>Materials: 5/1/23  | <b>The Football Issue</b>                              | Football 2023                                     | Football Uniforms                                      | Goals, Cages<br>& Nets                | Team Socks   | Training Aids   | <b>Sports Inc. Summer<br/>Team Dealers Show</b><br><br><b>NBS Summer<br/>Athletic Market</b><br><br><b>NSGA Mgmt Conference &amp;<br/>Team Dealer Summit</b> |
| <b>Jul/Aug</b><br>Ad Close: 7/7/23<br>Materials: 7/14/23   | <b>The Hot<br/>Product<br/>Issue</b>                   | Baseball/Softball<br>2024<br>+<br>Basketball 2024 | Baseball Uniforms                                      | Bats, Gloves &<br>Accessories         | Protective<br>Technology   | Headwear<br>Decorating  |  |
| <b>Sep/Oct</b><br>Ad Close: 9/8/23<br>Materials: 9/15/23   | <b>Tech and the<br/>Team Dealer</b>                    | Specialty<br>Sports 2024<br>Team Tech             | Uniform Trends   | Training Aids for<br>Specialty Sports | SM: Protective<br>Apparel  | Volleyball<br>Wrestling<br>Cheer<br>Hockey<br>Track & Field<br>Pickleball | <b>NBS Fall Athletic Mkt</b>   |
| <b>Nov/Dec</b><br>Ad Close: 10/25/23<br>Materials: 11/1/23 | <b>The Year<br/>Ahead in<br/>Team Apparel</b>          | Soccer 2024<br>+<br>Football 2024                 | Soccer Uniforms<br>Football Uniforms<br>Team Socks     |                                       | Football Training  | Portable<br>Goals/Nets  | <b>Sports Inc. Fall<br/>Team Dealers Show</b>  |

## **Mailed Circulation: 4,850**

- Independent Team Dealers
- Specialty Team Dealers (i.e. Lacrosse, Spirit, Soccer, etc...)
- Team Buyers at Full-Line Sporting Goods Stores
- Team Buying Groups and NSGA Members
- Institutional Team Sales Organizations & Catalogs
- Team Dealer Road Sales People

## **Show Distribution**

- Sports Inc. Summer Team Dealers Show
- NBS Summer Athletic Market
- NSGA Management Conference & Team Dealer Summit
- Sports Inc. Fall Team Dealers Show
- NBS Fall Athletic Market



**tm<sup>x</sup>** *teaminsightextra.com*

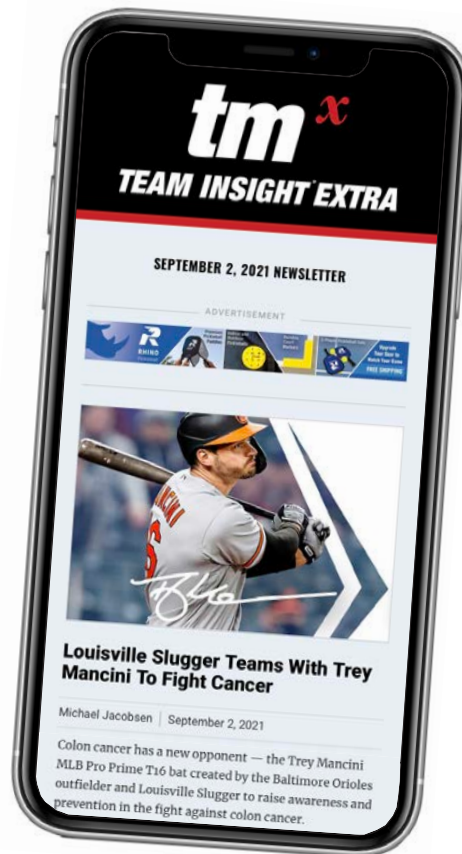
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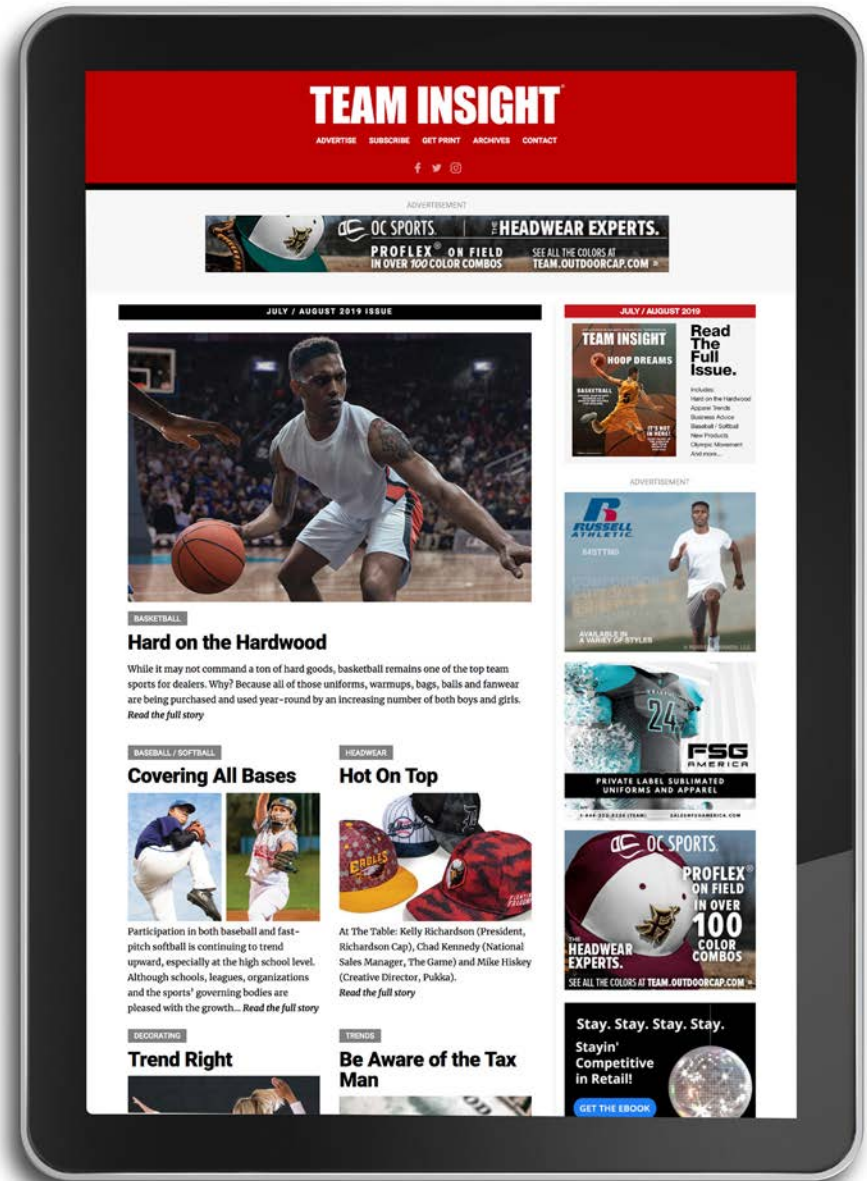
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