



MEDIA PLANNER 2024

TEAM INSIGHT[®]
+
TEAM INSIGHT[®] EXTRA
E-NEWSLETTER

Formula4Media[®]

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

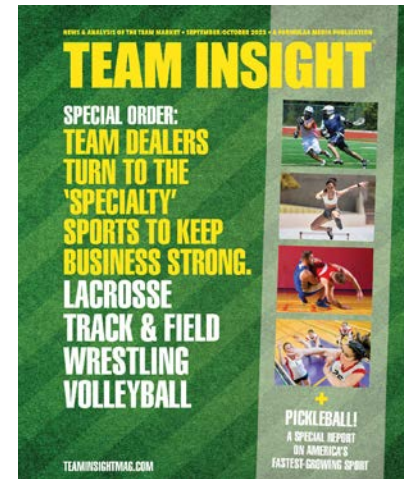
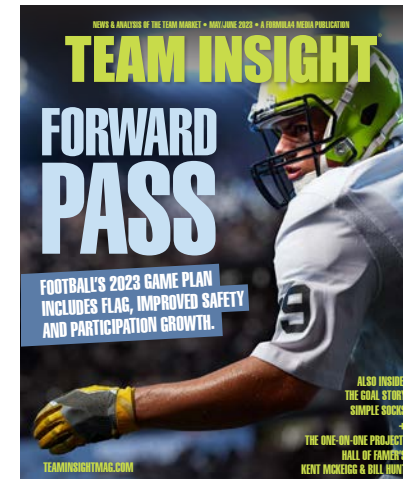
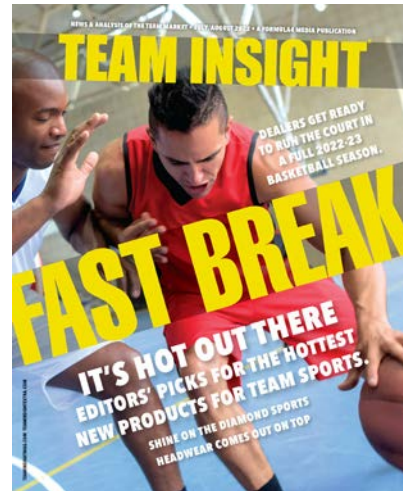
With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

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

TEAM FOOTBALL

NEW GAME PLAN

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



With football players already in the fall in America, football isn't about being back a year and a half after the pandemic. It's about the new season and the new challenges that come with it. Football players are not just athletes; they are also students, workers, and community members. They are also people who are passionate about their sport and their team. They are also people who are passionate about their school and their community. They are also people who are passionate about their country and their world.

Football players are not just athletes; they are also students, workers, and community members. They are also people who are passionate about their sport and their team. They are also people who are passionate about their school and their community. They are also people who are passionate about their country and their world.

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.



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

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

Business

EQUIPMENT GOALS

GOAL GALLERY

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



A collection of various portable goals, including soccer goals, basketball hoops, and volleyball nets.

Equipment

SPORTS MEDICINE BRACES

BRACE YOURSELF

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



A person wearing a black and white brace on their knee.

Protective Gear

APPAREL / HEADWEAR

HEAD GAMES

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



A man and a woman wearing baseball caps, smiling.

Accessories

APPAREL / ACCESSORIES

TREND RIGHT

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



A person in a black and white athletic outfit, jumping.

Decorating

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

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



A person in a red and white athletic outfit, running.

Sublimation

TEAM FOOTBALL

9 FOR THE DIAMOND



A collection of baseball equipment, including bats, gloves, and caps.

New Products

ISSUE	TEAM ISSUES	CATEGORY INSIGHT	SOFTGOODS REPORT	HARDGOODS REPORT	EYE ON PRODUCTS	SELLING OPPORTUNITIES	BONUS DISTRIBUTION
Jan/Feb Ad Close: 1/5/24 Materials: 1/12/24	Special Report: The Decorating Business	Basketball 2024 + Baseball 2024	Performance Apparel/Headwear	Backboards	Wrestling		
Mar/Apr Ad Close: 3/5/24 Materials: 3/11/24	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	Decorating Forecast	
May/June Ad Close: 4/24/24 Materials: 5/1/24	The Football Issue	Football 2024	Football Uniforms	Goals, Cages & Nets	Team Socks	Training Aids	Sports Inc. Summer Team Dealers Show NBS Summer Athletic Market NSGA Leadership Conference
Jul/Aug Ad Close: 7/8/24 Materials: 7/15/24	The Hot Product Issue	Baseball/ Softball 2025 + Basketball 2025	Baseball Uniforms	Bats, Gloves & Accessories	Protective Technology	Headwear Decorating	
Sep/Oct Ad Close: 9/5/24 Materials: 9/12/24	Tech and the Team Dealer	Specialty Sports 2025 Team Tech	Uniform Trends	Training Aids for Specialty Sports	SM: Protective Apparel	Volleyball Wrestling Cheer Hockey Track & Field Pickleball	NBS Fall Athletic Mkt
Nov/Dec Ad Close: 10/25/24 Materials: 11/1/24	The Year Ahead in Team Apparel	Soccer 2025 + Football 2025	Soccer Uniforms Football Uniforms Team Socks		Football Training	Portable Goals/Nets	Sports Inc. Fall Team Dealers Show

December 4, 2023 10:24 AM

Mailed Circulation: 4,425

- 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 Leadership Conference
- Sports Inc. Fall Team Dealers Show
- NBS Fall Athletic Market



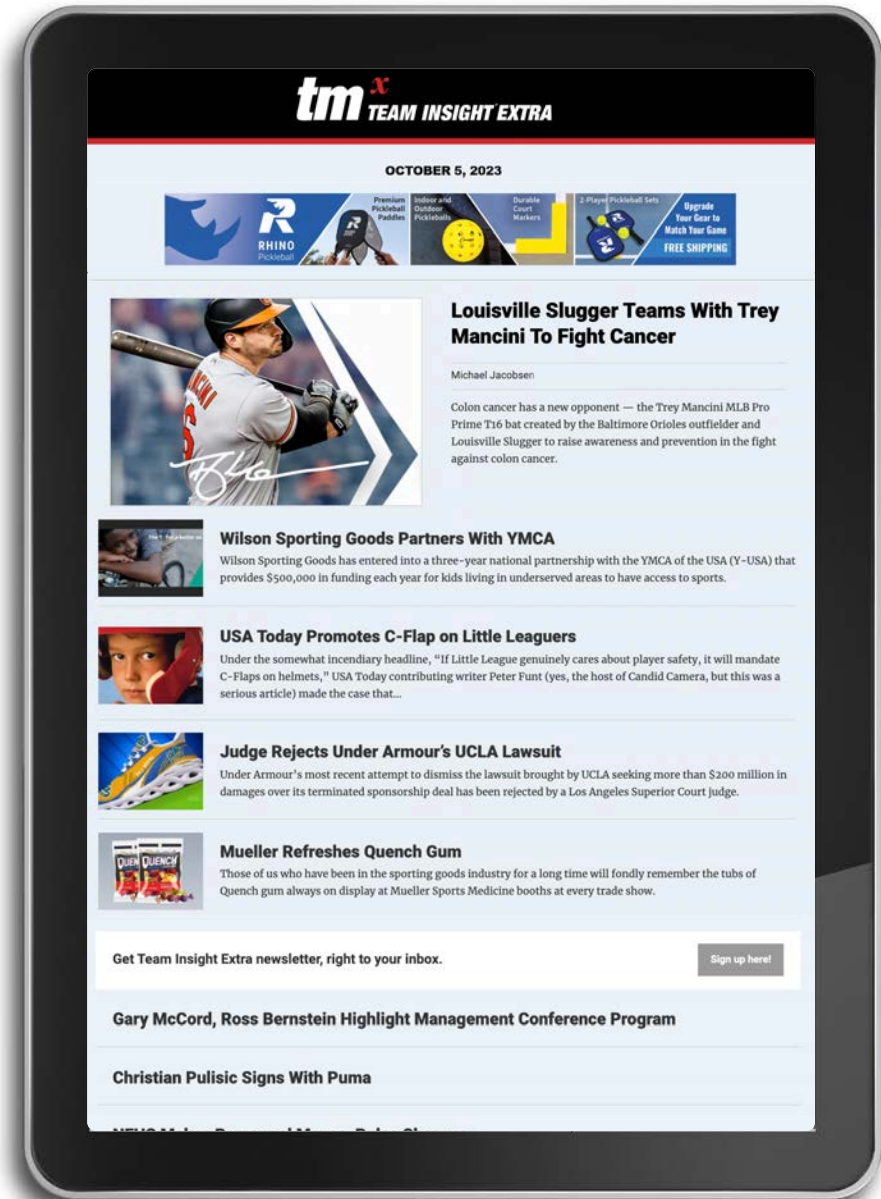
tm^x *teaminsightextra.com*

News, analysis, opinion.

PUBLISHED
12X
EACH YEAR

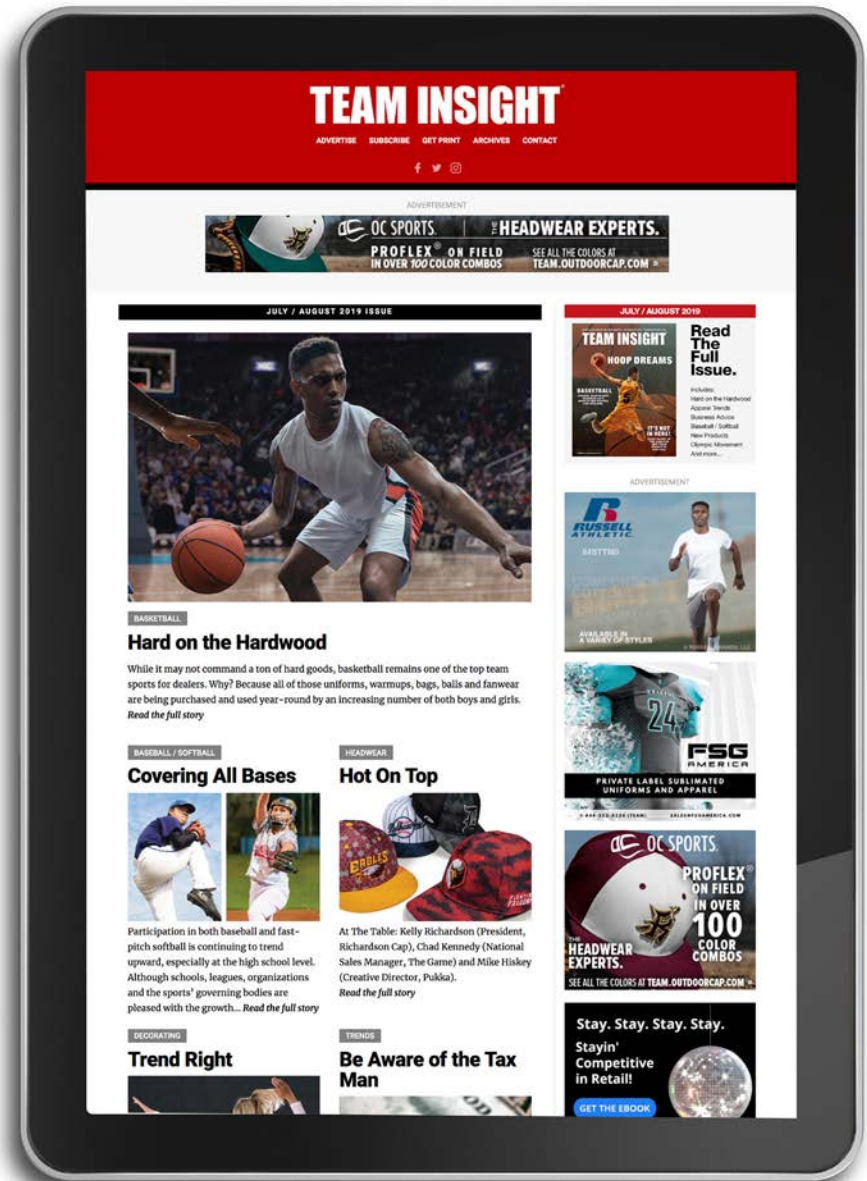
1,500+
DIGITAL
DISTRIBUTION

40.3%
OPEN RATE



30,500+

PAGE VIEWS



Publisher

Jeff Nott

516-305-4711

jnott@formula4media.com

Sales

Sam Selvaggio

212-398-5021

sselvaggio@formula4media.com

Editor/Associate Publisher

Michael Jacobsen

201-396-7005

[mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

All ad materials should be sent to [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

