



FORMULA4MEDIA'S

# sportstyle

INSIGHT + TRENDS

## A Show Of Support

Hi-Tech Innovations  
In Sports Bras



## Spring Awakening

Independent Retailers Plan  
For A Post-Pandemic Future

## Back In The Game

Female Team Athletes Are  
Eagerly Resuming Play

HOW TO  
BE CLIMATE  
ACTIVE

AND WHAT ELSE  
YOU NEED TO  
KNOW

## Running Stars

These Shoes  
Are Made For  
The Modern Runner

MAY 2021  
sportstylemag.com

### 2021 MEDIA PLANNER

## THE PERFECT MIX OF PERFORMANCE, FASHION AND LIFESTYLE.


*A single source to inform the market on the latest trends and newest brands.*

Including a curated collection of feature stories published in  
Footwear Insight, Outdoor Insight, Textile Insight and Team Insight.

**Digital Distribution: 9,000**


## SPONSORED CONTENT OPPORTUNITIES

**STYLE INSIGHT**




Brands can present an image in a powerful cost-effective way. Supply us with a photo and 50 words of promotional copy and we will design and produce a beautiful full page for you.  
**Rate: \$950**

**STYLE INSIGHT**




**TUF Apparel**  
TUF (True Life Further) makes premium women's and men's athletic and lifestyle apparel and accessories. Through fit and function, TUF aims to offer an exclusive sense of style. Garments are made with quality fabric, construction and performance in mind.

**WHAT'S NEW. WHAT'S NEXT**



Brand product placement with an image and up to 40 words of text.  
**Rate: \$250**



## 2021 ISSUE DATES

2021	Close Date
January	1/4/21
March	2/22/21
May	4/26/21
July	6/28/21
September	8/30/21
<b>November</b>	<b>10/18/21</b>

**NEW!**  
PRINT  
DISTRIBUTION  
**7,500**

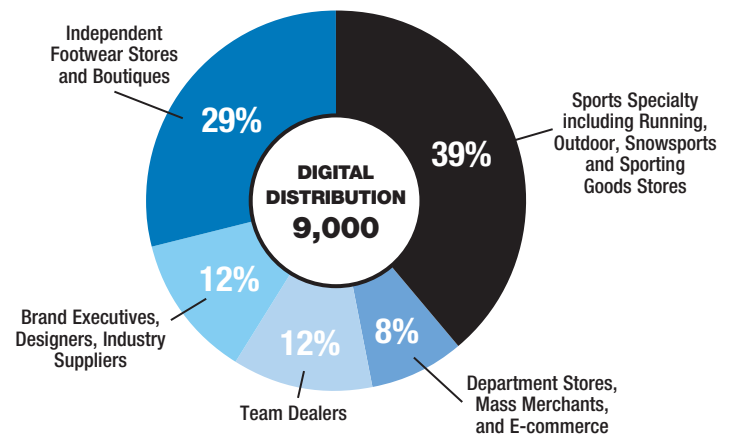
## 2021 ADVERTISING RATES

Digital Magazine	
Full Page	\$950
Half Page	\$575
Quarter Page	\$325

Digital Sponsored Content	
Style Insight	\$950
What's New What's Next	\$250
Cover Image	\$1,750

Web Site (2 months)	
Top Banner	\$500
Side Box	\$350

Print Magazine	
Full Page	\$2,250
Half Page	\$1,875
Quarter Page	\$1,500



## Formula4Media

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