

We Deliver Soccer



Newsletters

- Reach your customers every day with newsletter display advertising for a unique daily connection with readers.
- 30 email newsletter editions are sent every week to over 100,000 devoted soccer players, coaches, parents, fans, and consumers.
- Publications include:
 - SoccerAmericaDaily
 - Soccer on TV
 - Soccer World Daily
 - Youth Soccer Insider
 - College Soccer Reporter
 - Camps & Academies
 - Tournament Calendar
 - Soccer America Confidential
 - SoccerTalk
 - Soccer America Classifieds

Website

- SoccerAmerica.com is the U.S. soccer community's go-to site for the latest news, information, analysis, and opinion.
- Over 1.8 Million Unique Visitors, 4 Million Visits, and 6.8 Million Page Views a Year (Source: Google Analytics).
- Your banner ads on the website reach America's most passionate, informed, and involved soccer fans.



Print

- The USA's premier soccer magazine for 45 years.
- 10,000 subscribers with 30,000 readers from pass-along.
- 5000 additional copies of each quarterly magazine are distributed to major retailers in the USA and Canada including Wal-Mart, Barnes & Noble, K-Mart, and Target.
- Reach Soccer America subscribers plus premium newsstand buyers with your print ad in the "bible of American soccer."

Connect With Your Customers Daily Through Newsletter Display Advertising

SoccerAmericaDaily

- All the latest breaking soccer news
- Our expert editors deliver exclusive coverage and analysis of events
- Links to the day's biggest soccer stories
- Sent Monday through Friday



Camps & Academies

- Nationwide listings with dates, locations, ages, & contacts
- Select international listings
- Searchable web directory
- Sent twice a week



Soccer World Daily

- Covers the top soccer stories from around the world
- Focus on European Leagues
- Reports on Americans Abroad
- Sent Monday through Friday



Tournament Calendar

- Nationwide youth tournament listings including dates, locations, & contacts
- Select international listings
- Searchable web directory
- Sent twice a week



Soccer on TV

- Listings of games on cable, satellite and network TV
- MLS, College, International Leagues
- Includes highlight shows
- Sent seven days a week



College Soccer Reporter

- Men's and Women's Top 25
- Key scores from Top 25 teams' games
- College soccer on television
- Sent 4 days a week mid-August through mid-December



Soccer America Confidential

- Soccer insider's take on the biggest stories in the USA and the world
- Exclusive access, commentary, expert analysis, and readers' comments blog
- Sent five days a week



Soccer America Classifieds

- Job openings
- Soccer products and services
- Camps, tryouts, and tours
- Sent twice a week



Youth Soccer Insider

- Industry pros write on topics involving youth development
- Coaching and parenting advice from expert columnists
- Readers' comments blog
- Sent four days a week



SoccerTalk

- Veteran soccer journalist Paul Gardner's insightful and provocative opinion column
- Covers many topics
- Readers' comments blog
- Sent weekly



Reach America's Core Soccer Audience

Soccer America Magazine 2016 Editorial Calendar

ISSUE	EDITORIAL FOCUS	RESERVE ADS	ADS DUE	NEWSSTAND
WINTER 2015-16	THE BEST OF AMERICAN SOCCER 2015	NOV 17, 2015	NOV 26	JAN 1, 2016
SPRING 2016	COMPLETE GUIDE TO MAJOR LEAGUE SOCCER 2016	JAN 7, 2016	JAN 19	FEB 21
SUMMER 2016	SUMMER OF SOCCER: EURO 2016 & RIO OLYMPICS	MAR 20	APRIL 10	MAY 12
FALL 2016	COMPLETE GUIDE TO EUROPEAN SOCCER 2016-17	JULY 8	JULY 18	AUG 20

Soccer America Delivers the Customers You Need

50% of *Soccer America* readers are parents of soccer players; 48% are soccer coaches; 48% are soccer players; 30% are under 21 years old; 19% are team administrators; 16% are referees.

Covering All Levels of the Beautiful Game

- USA Men's and Women's National Teams
- Major League Soccer • European Leagues
- Competitive Boy's & Girl's Youth Clubs
- College • Men's & Women's World Cups

With Unrivaled Editorial Access To Players, Coaches, and Executives

Our expert editors provide exclusive behind-the-scenes coverage of the people and events shaping soccer in America and throughout the World.



Targeting Highly Educated Soccer-Involved Consumers

- 83% of adult readers are college graduates and 36% have post-graduate degrees.
- 60% of readers have a soccer player 18 or younger living in the house and 22% have two or more players 18 or younger living at home.
- Soccer purchases planned in the next 12 months: Shoes 73%; Team Merchandise 59%; Balls 49%; Shin Guards 39%; Team Uniforms 38%; Warmups 35%; Training Equipment 34%; Gloves 21%.
- 48% will make purchasing decisions for their team or league on apparel, gear, or equipment.
- Travel planned in the next 12 months: Soccer-Related Travel in the U.S. 86%; Travel to Youth Tournaments in the U.S. 50%; Foreign Travel 40%.
- Importance of Soccer in Readers' Lives: Passionate 49%; Fanatic 21%; Obsessed 13%.

Newsletter Banner Ad Rates

Publication	Editions Per Week	Circulation	Weekly Rate 1-9 weeks	Weekly Rate 10-24 weeks	Weekly Rate 25-39 weeks	Weekly Rate 40+ weeks
SoccerAmericaDaily	5	55,000	900	810	720	630
Soccer World Daily	5	55,000	800	720	640	560
Soccer On TV	7	60,000	1100	990	880	770
Soccer America Confidential	5	40,000	700	630	560	490
Youth Soccer Insider	4	50,000	700	630	560	490
College Soccer Reporter	4*	30,000	650	585	520	455
*(Mid-August-Mid-December)						
Camps & Academies	2	30,000	280	250	220	195
Tournament Calendar	2	25,000	280	250	220	195
Soccer America Classifieds	2	25,000	220	200	175	150
SoccerTalk	1	30,000	110	100	90	75

Website Banner Ad Rates

- Banner ads rotate with 2 or 3 other ads in each ad slot.

Weekly Rate 1-9 weeks	Weekly Rate 10-24 weeks	Weekly Rate 25-39 weeks	Weekly Rate 40+ weeks
300	270	240	200

Print Ad Rates

- Camps and tournaments qualify for the 4X rate.

Ad Size/Number of insertions	1X	2X	3X	4X
Half-page ad	1500	1350	1200	1050
Full-page ad	2000	1800	1600	1400
Cover 2 or Cover 4	2500	2250	2000	1750
Two-page spread	3000	2700	2400	2100
Cover 2/page 3 spread	3500	3150	2800	2450

Classified Ad Rates

- 100-word text ad & link in twice-weekly *Soccer America Classifieds* e-newsletter (50 cents per word over 100; \$5 per additional link).
- Ads appear under Premium Classifieds at the top of the publication for the first four weeks then under categorized listings.

4 weeks	13 weeks	26 weeks	52 weeks
200	400	600	1000

NOTE: Rates and information subject to change without notification.

8/20/15

Digital Banner Ad Specifications

- Sizes: 728 pixels wide x 90 px high & 300 px wide x 250 px high
- JPEG or GIF format
- 70 KB maximum file size

Print Ad Dimensions

Ad Size	Width	Height
Full-Page with 1/8" Bleed	8.625"	11.125"
Full-Page Final Trim Size	8.375"	10.875"
Half-Page Horizontal No Bleed	7.625"	4.75"
Half-Page Vertical No Bleed	3.75"	10.125"
Two-Page Spread with 1/8" Bleed	17"	11.125"
Two-Page Spread Final Trim Size	16.75"	10.875"

Print Ad Requirements

- We prefer PDFX-1a files made with the export to PDFX-1a feature in Quark or InDesign with factory job settings provided by Quark or Adobe. Distilling to PDF version 1.3 (Acrobat 4 compatible) with Adobe Acrobat Distiller is also acceptable.
- Resolution: **300 DPI** minimum.
- INCLUDE CROP MARKS** on full-page ads and two-page spreads.
- INCLUDE 1/8" BLEED** on full-page ads and two-page spreads.
- Safety: No type .375" from trim edge on all sides.
- Email ad files to: jonnymack@mediapost.com
cc: doug@socceramerica.com