

SOCCER AMERICA MEDIA KIT

Soccer America delivers a one-of-a-kind package of electronic and print publications for a unique daily connection with readers.



Soccer America Newsletters

- Reach your customers every day with banner ads in Soccer America's free email newsletters delivering your advertising message directly to their in-boxes.
- 35 free newsletter editions every week, each sent to 25,000-60,000 soccer players, coaches, parents, and fans for a total readership of over 100,000.
- Publications include: *SoccerAmericaDaily*, *Soccer On TV*, *Youth Soccer Insider*, *Camps & Academies*, *Tournament Calendar*, *College Soccer Reporter*, *Soccer America Confidential* and more.

SoccerAmerica.com Website

- SoccerAmerica.com is where the USA's soccer community goes for news, analysis, information, and opinion.
- Over 300,000 visits, 175,000 unique visitors, and 560,000 page views a month.
- Your banner ads on the website reach America's most passionate, informed, and influential soccer fans.



Soccer America Magazine

- The USA's premier soccer magazine for over 43 years.
- 10,000 subscribers with 30,000 readers from pass-along.
- 5000 additional copies of each quarterly magazine distributed to major retailers in the USA and Canada including Wal-Mart, Barnes & Noble, K-Mart, and Target.
- Reach Soccer America members plus premium newsstand buyers with your print ad in the "bible of American soccer."

SoccerAmerica

SOCCER AMERICA NEWSLETTERS

Deliver your advertising message with banner ads in Soccer America's wide array of free e-newsletters.

SoccerAmericaDaily

- The Best Two Minutes in Soccer
- Our expert editors deliver all the latest breaking news of the day
- Links to the biggest soccer stories
- Publishes ten times a week



Soccer on TV

- TV listings for cable, satellite and network broadcasts
- MLS, College, International Leagues
- Includes highlight shows
- Publishes daily



Section Two: Around the Net

- Covers the world of soccer
- Recaps the best online stories
- Saves time searching the Internet
- Publishes Monday through Friday



SoccerAmerica Confidential

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



Youth Soccer Insider

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



Camps & Academies

- Nationwide listings with dates, locations, and ages
- Select international listings
- Searchable web directory
- Publishes twice a week



Tournament Calendar

- Nationwide youth tournament listings including dates and locations
- Searchable web directory
- Publishes twice a week



Youth Soccer Reporter

- Focusing on the competitive youth soccer scene
- Profiles on emerging stars
- Youth tournament results
- Publishes weekly



College Soccer Reporter

- Men's and Women's Top 25
- Key scores from Top 25 teams' games
- College soccer on television
- Publishes 5X a week mid-August through mid-December



Soccer America Classifieds

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



SoccerTalk

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



SOCCER AMERICA MAGAZINE

Soccer America Magazine 2014 Editorial Calendar

ISSUE	EDITORIAL FOCUS	RESERVE ADS	ADS DUE	NEWSSTAND
SPRING 2014	COMPLETE GUIDE TO MAJOR LEAGUE SOCCER 2014	JAN 2, 2014	JAN 18	FEB 21
SUMMER 2014	2014 WORLD CUP: STARS OF SOCCER	MAR 2, 2014	MAR 18	APRIL 25
FALL 2014	COMPLETE GUIDE TO EUROPEAN SOCCER 2014-2015	JULY 2, 2014	JULY 18	AUG 22
WINTER 2014	THE BEST OF AMERICAN SOCCER 2014	NOV 2, 2014	NOV 18	DEC 27

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.

Reach Highly Educated Soccer-Involved Consumers

- 83% of adult readers are college graduates and 36% have post-graduate degrees.
- 60% of readers have a player 18 or younger living in the house and 22% have two or more.
- Soccer purchases planned in the next 12 months: Shoes 73%; Team Merchandise 59%; Travel to Youth Tournaments 50%; 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.
- Importance of Soccer in Readers' Lives: Passionate 49%; Fanatic 21%; Obsessed 13%.



Soccer America Covers All Levels of the Game

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

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.

Soccer America is the USA's most influential, respected and trusted soccer brand, providing expert analysis and opinion on all levels of the Beautiful Game since 1971.

SoccerAmerica

SOCCER AMERICA RATES & SPECS

Newsletter Banner Advertising 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	10	55,000	1800	1620	1440	1260
Soccer On TV	7	60,000	1100	990	880	770
Section Two: Around the Net	5	55,000	800	720	640	560
Soccer America Confidential	3	50,000	500	450	400	350
College Soccer Reporter *(Mid-August–Mid-December)	5*	45,000	700	630	560	490
Youth Soccer Insider	2	50,000	400	360	320	280
Youth Soccer Reporter	1	30,000	110	100	90	75
Camps & Academies	2	30,000	280	250	220	195
Tournament Calendar	2	25,000	280	250	220	195
SoccerTalk	1	30,000	110	100	90	75
Soccer America Classifieds	2	25,000	220	200	175	150

Website Banner Advertising 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 Advertising 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 Advertising 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.

2/14

Digital Banner Advertising Specifications

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

Print Advertising Dimensions

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

Print Advertising 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** and send single files for each page of a two-page spread.
- INCLUDE 1/8" BLEED** on all full-page ads.
- Safety: No type .375" from trim edge on all sides.
- Email ad files to: jonnymack@mediapost.com
cc: doug@socceramerica.com