

## We Deliver Soccer



### Newsletters

- Reach your customers every day with newsletter banner advertising offering a unique daily connection with readers.
- 38 free newsletter editions sent every week to over 100,000 devoted soccer players, coaches, parents, fans, and consumers.
- Publications include: *SoccerAmericaDaily*, *Soccer on TV*, *Youth Soccer Insider*, *Camps & Academies*, *Soccer Business Insider*, *Tournament Calendar*, *Soccer America Classifieds*, *Section Two: Around the Net*, *Soccer America Confidential* and more.

### Website

- SoccerAmerica.com is the U.S. soccer community's go-to site for the latest news, information, analysis, and opinion.
- Over 330,000 visits, 175,000 unique visitors, and 600,000 page views a month.
- Your banner ads on the website reach America's most passionate, informed, and influential soccer fans.



### Print

- The USA's premier soccer magazine for 44 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."



## A unique daily connection with readers through newsletter banner 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
- Publishes Monday through Friday



### Camps & Academies

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



### 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 ten times a week



### Tournament Calendar

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



### Soccer on TV

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



### Soccer Business Insider

- The latest corporate sponsorship deals and star endorsements
- News of online, traditional, and social media
- TV viewership and ratings
- Publishes twice a week



### Section Two: Around the Net

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



### Soccer America Classifieds

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



### SoccerTalk

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



## Soccer America Magazine 2015 Editorial Calendar

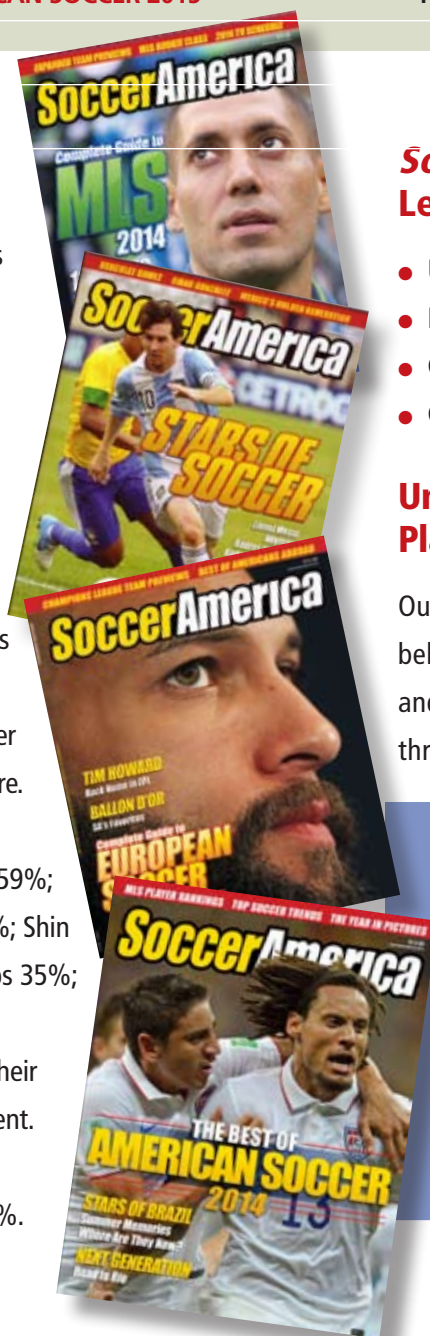
ISSUE	EDITORIAL FOCUS	RESERVE ADS	ADS DUE	NEWSSTAND
SPRING 2015	COMPLETE GUIDE TO MAJOR LEAGUE SOCCER 2015	JAN 2, 2015	JAN 18	FEB 25
SUMMER 2015	SUMMER OF SOCCER: WOMENS WORLD CUP/GOLD CUP	MAR 2, 2015	MAR 18	APRIL 22
FALL 2015	COMPLETE GUIDE TO EUROPEAN SOCCER 2015-2016	JULY 2, 2015	JULY 18	AUG 22
WINTER 2015	THE BEST OF AMERICAN SOCCER 2015	NOV 2, 2015	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
- College • Men's & 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.

Reaching  
America's  
Core Soccer  
Audience



### 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
<b>SoccerAmericaDaily</b>	5	55,000	<b>1000</b>	<b>900</b>	<b>800</b>	<b>700</b>
<b>Soccer America Confidential</b>	10	40,000	<b>1600</b>	<b>1440</b>	<b>1280</b>	<b>1120</b>
<b>Soccer On TV</b>	7	60,000	<b>1100</b>	<b>990</b>	<b>880</b>	<b>770</b>
<b>Section Two: Around the Net</b>	5	55,000	<b>800</b>	<b>720</b>	<b>640</b>	<b>560</b>
<b>Youth Soccer Insider</b>	2	50,000	<b>400</b>	<b>360</b>	<b>320</b>	<b>280</b>
<b>Soccer Business Insider</b>	2	30,000	<b>320</b>	<b>285</b>	<b>255</b>	<b>225</b>
<b>Camps &amp; Academies</b>	2	30,000	<b>280</b>	<b>250</b>	<b>220</b>	<b>195</b>
<b>Tournament Calendar</b>	2	25,000	<b>280</b>	<b>250</b>	<b>220</b>	<b>195</b>
<b>Soccer America Classifieds</b>	2	25,000	<b>220</b>	<b>200</b>	<b>175</b>	<b>150</b>
<b>SoccerTalk</b>	1	30,000	<b>110</b>	<b>100</b>	<b>90</b>	<b>75</b>

### 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
<b>300</b>	<b>270</b>	<b>240</b>	<b>200</b>

### Print Advertising Rates

- Camps and tournaments qualify for the 4X rate.

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

### 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
<b>200</b>	<b>400</b>	<b>600</b>	<b>1000</b>

NOTE: Rates and information subject to change without notification.

12/2/14

### 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
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 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**
- INCLUDE 1/8" BLEED** on all full-page ads and two-page spreads.
- Send single files for each page of a two-page spread.
- Safety: No type .375" from trim edge on all sides.
- Email ad files to: [jonnymack@mediapost.com](mailto:jonnymack@mediapost.com)  
cc: [doug@socceramerica.com](mailto:doug@socceramerica.com)