

We Deliver Soccer



Newsletters

- Create a unique daily connection with your customers.
- Reach over 100,000 passionate, soccer-involved players, coaches, parents, team administrators, dedicated fans, leaders, and consumers.
- 35 free email-newsletter editions sent every week including:
 - SoccerAmericaDaily
 - Soccer on TV
 - Soccer World Daily
 - Youth Soccer Insider
 - College Soccer Reporter
 - Camps & Academies
 - Tournament Calendar
 - Soccer America Confidential
 - SoccerTalk
 - Special Offers

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 and 6.8 Million Page Views a Year *(Source: Google Analytics)*.
- Your banner ads on SoccerAmerica.com reach the USA's core soccer audience.



Print

- The USA's premier soccer magazine since 1971.
- Glossy quarterly guidebooks to top leagues, international competitions, and events, featuring expert analysis and opinion, dynamic design, and brilliant photography.
- 10,000 subscribers with 30,000 readers from pass-along.
- Covers Major League Soccer, European Championship, World Cup, UEFA Champions League, and America's best players, coaches, and rising stars.

Connect With Your Customers Daily With 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
- Delivered Monday through Friday



Camps & Academies

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



Soccer World Daily

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



Tournament Calendar

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



Soccer on TV

- Listings of games on cable, satellite and network TV
- MLS, College, International Leagues
- Includes highlight shows
- Delivered 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
- Delivered twice weekly 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
- Delivered three days a week



Soccer America Classifieds

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



Youth Soccer Insider

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



SoccerTalk

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



Reach America's Core Soccer Audience

Soccer America Magazine 2017 Editorial Calendar

ISSUE	EDITORIAL FOCUS	RESERVE ADS	ADS DUE	NEWSSTAND
SPRING 2017	COMPLETE GUIDE TO MAJOR LEAGUE SOCCER 2017	JAN 7, 2017	JAN 20	FEB 21
SUMMER 2017	SUMMER OF SOCCER	MAR 20	APRIL 10	MAY 12
FALL 2017	COMPLETE GUIDE TO EUROPEAN SOCCER 2017-18	JULY 8	JULY 18	AUG 20
WINTER 2017-18	THE BEST OF AMERICAN SOCCER 2017	NOV 17	NOV 26	JAN 1, 2018

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	80,000	2900	2700	2500	2300
Soccer World Daily	5	70,000	1900	1750	1650	1500
Soccer On TV	7	70,000	1900	1750	1650	1500
Soccer America Confidential	3	60,000	900	840	780	720
Youth Soccer Insider	4	50,000	950	885	820	750
College Soccer Reporter	2*	50,000	560	525		
*(Mid-August-Mid-December)						
Camps & Academies	2	45,000	290	275	260	245
Tournament Calendar	2	45,000	290	275	260	245
SoccerTalk	1	30,000	290	275	260	245

Website Banner Ad Rates

Weekly Rate 1-9 weeks	Weekly Rate 10-24 weeks	Weekly Rate 25-39 weeks	Weekly Rate 40+ weeks
200	185	175	160

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

E-Blasts

Special Offers From Soccer America Advertisers

- Weekly e-blast of coupons and offers sent to promotional list of 100,000 readers.
- \$1500** for a 300x250 ad/coupon in one weekly edition.



Digital Banner Ad Specifications

- Sizes: **728 px wide x 90 px high** & **300 px wide x 250 px high**
- JPEG or GIF format
- 60 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**

NOTE: Rates and information subject to change without notification.

1/6/17