

MEDIA KIT

EDITORIAL OVERVIEW

Athlete Features are in depth stories about the testimonies and lives of athletes in all sports.

Airing It Out is a deeper look at issues in the world of sports and how Christians should respond.

Close Up gives a deeper look at Christian athletes' lives and testimonies. Its stories range from salvation testimonies to how God has grown their faith.

The Sports Mom is a practical article that gives tips and advice to parents of athletes at all ages.

Getting Fit is an article that provides workout tips, and covers various health topics

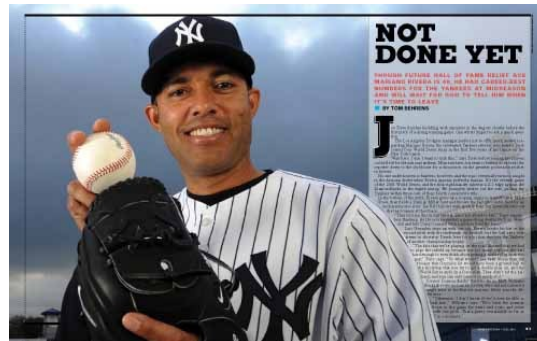
The Coaching Zone highlights coaching principles that can make a great impact on athletes of all ages.

Where they are now? highlights former players who are making a difference after retirement.

Real Life is a question and answer time with an athlete. The questions range from life experiences to on-the-field experiences to their favorite Bible verses.

Value Added is where top athletes discuss Christian living principles that they have seen work in their lives.

Athletes in Action Magazine: The AIA section of the magazine highlights a coach or athlete as well as a college that is involved with Athletes in Action. As well as various other projects within Athletes in Action



EDITORIAL CALENDAR

Issue	Reservation Deadline	Material Due Date
Winter	October-10	November-10
Spring	January-10	February-10
Summer	April-10	May-10
Fall	July-10	August-10

SPORTS SPECTRUM

where sports and faith collide



RATE CARD

Size	1x	2x	3x	4x	
Inside Front Cover		2,250	2,000	1,800	1,500
Full Page		1,800	1,600	1,400	1,000
3/4 Page		1,450	1,250	1,050	850
2/3 Page (Horizontal or Vertical)		1,300	1,100	900	700
1/2 Page (Horizontal or Vertical)		1,100	900	700	600
1/3 Page (horizontal or Vertical)		1,000	800	600	400
1/4 Page (Horizontal or Vertical)		750	600	400	200

PRINT SPECIFICATIONS

Size	Full Page	3/4 Page	1/2 Page	1/3 Page	1/4 Page
Trim Size:	8-3/8" x 10-3/4"	8-3/8"x 7-1/4"	8-3/8"x 5" (Horizontal)	8-3/8"x 3-1/4" (Horizontal)	8-3/8"x 2-3/8"
			4-1/8"x 10-3/4" (Vertical)	2-3/4"x 10-3/4" (Vertical)	
Bleed Size:	8-5/8" x 11"	8-5/8"x 7-3/4"	8-5/8"x 5-1/4" (Horizontal)	8-5/8"x 3-1/2" (Horizontal)	8-5/8"x 2-1/2"
			4-1/2"x 11" (Vertical)	3"x 11" (Vertical)	

BY THE NUMBERS

Circulation: Sports Spectrum Magazine is a nationally distributed, quarterly magazine. It has an average distribution of 25,000 copies per issue. It is available in bookstores and news stands across the nation. Annually it receives more than 150,000 views. In addition to print there is also a digital edition available online.

Readership: The estimated annual readership for the magazine is at 62,500.

Age Breakdown:

12-18	14%
19-35	11%
36-50	34%

Gender Breakdown: 83% of the Sports Spectrum Subscribers are male.

Education Level: More than 38% of our readers have earned a college degree, and 31% have obtained some post-graduate education.

Sports Involvement: Of our subscribers, 31% consider themselves spectators, 16% are involved in sports as a coach, and 53% consider themselves to be very active as an athlete.



CONTACT US

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