

# 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 E-Newsletters

- Reach your customers every day with banner ads in Soccer America's free e-newsletters delivering your advertising message directly to their in-boxes.
- 40 free e-newsletter editions every week, each sent to 25,000-60,000 soccer players, coaches, parents, and fans.
- Publications include: *SoccerAmericaDaily*, *Soccer On TV*, *World Cup Watch*, *Youth Soccer Insider*, *Camps & Academies*, *Tournament Calendar*, *College Soccer Reporter*, *SoccerTalk*, and more.

## SoccerAmerica.com Website

- SoccerAmerica.com is where the USA's soccer community goes for news, analysis, information, and opinion.
- Over 325,000 visits, 180,000 unique visitors, and 600,000 page views a month.
- Your banner ads on the website reach America's most passionate and informed soccer fans.



## Soccer America Magazine

- The USA's premier soccer magazine for over 40 years.
- 10,000 subscribers with 30,000 readers from pass-along.
- 5,000 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 members plus premium newsstand buyers with your print ad in the "bible of American soccer."



# SOCCER AMERICA E-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 Monday through Friday



## Soccer on TV

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



## 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 Monday through Friday



## College Soccer Reporter

- Men's and Women's Top 25
- Key scores from Top 25 teams' games
- College soccer on television
- Publishes Monday through Friday mid-August through mid-December



## 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



## World Cup Watch

- Updates on 2014 World Cup
- Results of qualifying rounds
- Latest news of Russia 2018 and Qatar 2022 World Cups
- 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 four days a week



## Soccer Business Insider

- The latest sponsorship deals
- News of online, traditional, and social media
- TV viewership and ratings
- Publishes Monday through Friday



## 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 twice a week



# SOCCER AMERICA MAGAZINE

## Soccer America Magazine 2013-2014 Editorial Calendar

ISSUE	EDITORIAL FOCUS	RESERVE ADS	ADS DUE	NEWSSTAND
WINTER 2013-14	COMPLETE GUIDE TO THE 2014 WORLD CUP	NOV 1, 2013	NOV 15	DEC 23
SPRING 2014	COMPLETE GUIDE TO MAJOR LEAGUE SOCCER 2014	JAN 10, 2014	JAN 24	FEB 21
SUMMER 2014	2014 WORLD CUP: STARS OF SOCCER	APRIL 4, 2014	APRIL 18	MAY 20
FALL 2014	COMPLETE GUIDE TO EUROPEAN SOCCER 2014-2015	JULY 4, 2014	JULY 18	AUG 18

### 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

## E-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	Takeover Rate
<b>SoccerAmericaDaily</b>	5	55,000	<b>1000</b>	<b>900</b>	<b>800</b>	<b>700</b>	2.2x Weekly Rate
<b>Soccer On TV</b>	5	60,000	<b>900</b>	<b>810</b>	<b>720</b>	<b>630</b>	2.2x Weekly Rate
<b>Section Two: Around the Net</b>	5	55,000	<b>800</b>	<b>720</b>	<b>640</b>	<b>560</b>	2.2x Weekly Rate
<b>Soccer America Confidential</b>	5	50,000	<b>800</b>	<b>720</b>	<b>640</b>	<b>560</b>	2.2x Weekly Rate
<b>College Soccer Reporter</b> *(Mid-August–Mid-December)	5*	50,000	<b>800</b>	<b>720</b>	<b>640</b>	<b>560</b>	2.2x Weekly Rate
<b>Soccer Business Insider</b>	5	40,000	<b>700</b>	<b>630</b>	<b>560</b>	<b>490</b>	2.2x Weekly Rate
<b>Youth Soccer Reporter</b>	4	30,000	<b>440</b>	<b>395</b>	<b>350</b>	<b>310</b>	3.2x Weekly Rate
<b>Youth Soccer Insider</b>	2	50,000	<b>400</b>	<b>360</b>	<b>320</b>	<b>280</b>	3.2x Weekly Rate
<b>World Cup Watch</b>	2	40,000	<b>280</b>	<b>250</b>	<b>220</b>	<b>195</b>	2.2x Weekly Rate
<b>Camps &amp; Academies</b>	2	30,000	<b>280</b>	<b>250</b>	<b>220</b>	<b>195</b>	3.2x Weekly Rate
<b>Tournament Calendar</b>	2	25,000	<b>280</b>	<b>250</b>	<b>220</b>	<b>195</b>	3.2x Weekly Rate
<b>SoccerTalk</b>	2	30,000	<b>220</b>	<b>200</b>	<b>175</b>	<b>150</b>	2.2x Weekly Rate
<b>Soccer America Classifieds</b>	2	25,000	<b>220</b>	<b>200</b>	<b>175</b>	<b>150</b>	2.2x Weekly Rate

## 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.

8/21/13

## Digital Banner Advertising Specifications

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

## Print Advertising Dimensions

Ad Size	Width	Height
Final Trim Size	8.375"	10.875"
Full Page No Bleed	7.625"	10.125"
Full Page With 1/8" Bleed	8.625"	11.125"
1/2 Vertical No Bleed	3.75"	10.125"
1/2 Horizontal No Bleed	7.625"	4.75"
Spread Trim Size	16.75"	10.875"
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 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](mailto:jonnymack@mediapost.com)**  
**cc: [doug@socceramerica.com](mailto:doug@socceramerica.com)**

