

Athlon Sports Magazine

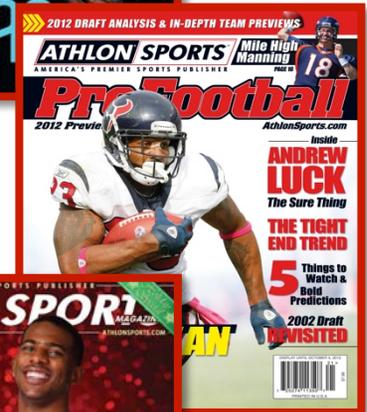
2013 Media Kit



XLVII

Athlon Sports Media

- Athlon Sports Media has a 46 year-long heritage of producing award-winning sports content
- Each Athlon Sports product provides an environment of hard hitting and respected editorial excellence, covering all major sports –professional, college, high school, racing, and golf
- Athlon Sports Magazine is the Largest Sports Magazine by far: 9.3 million BPA audited rate base*
- Publishes 12 preseason newsstand preseason magazines
- Digital Products: AthlonSports.com, iPad apps, fantasy games, email newsletters, social media
- Events, retail, and fully integrated marketing programs



*BPA Audit 12/2012 Avg. 6 Month Circulation 9,362,971

ATHLON SPORTS

Tradition Of Excellence

1999 to Present, Category Leader for College Football, Pro Football, Baseball and College Basketball newsstand annuals (revenue and units sold)

2007 Publisher of the Year (Awarded by News Group)

2008 Magazine of the Year, Athlon Sports Fantasy Football (Awarded by Fantasy Sports Trade Assoc.)

2009 Online Emmy Award, Best Motion Graphics, Athlon Sports Preseason Team Preview Video Series

2011 Hottest Magazine Launch, awarded by "Mr. Magazine" and MIN to Athlon Sports Magazine



ATHLON SPORTS

Athlon Sports Magazine



- Largest men's magazine in the US:
 - 9,300,000 Rate Base as of April 2012 Issue
 - 30,080,000 audience*
- First and only newspaper-distributed magazine for men
- Comprehensive coverage of all sports
- Compelling editorial
 - Reaches the entire spectrum of sports fans, from the casual to the fanatic
 - Compelling human interest stories
 - In-depth Q&As
 - Accurate previews & predictions

* Source: GfK MRI Doublebase 2012 Publisher's Prototype

ATHLON SPORTS

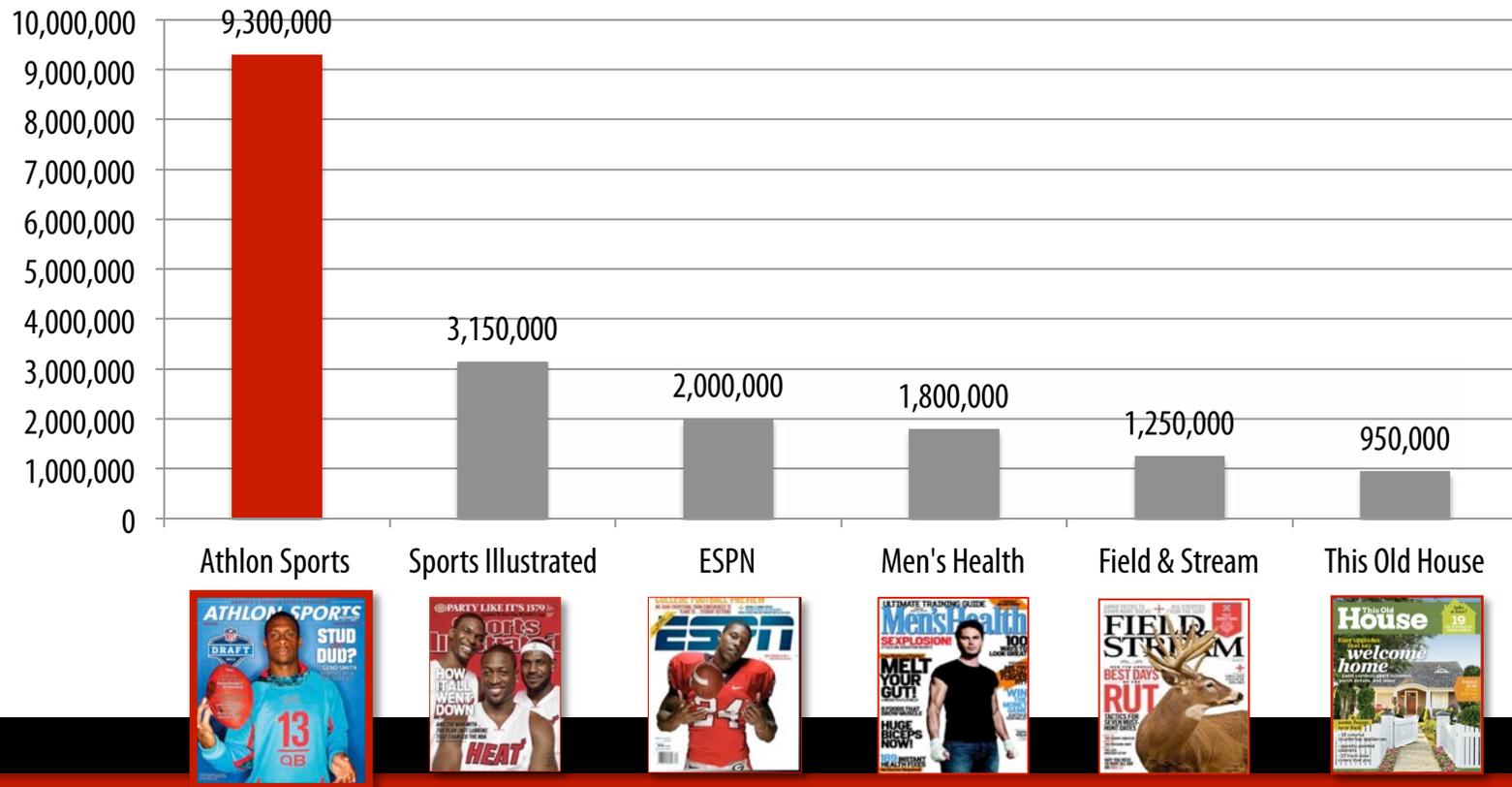
Comprehensive Sports Coverage



ATHLON SPORTS

Largest Men's Magazine In The U.S.

More Circulation Than ANY Other Men's Title... More Than All These Titles COMBINED!

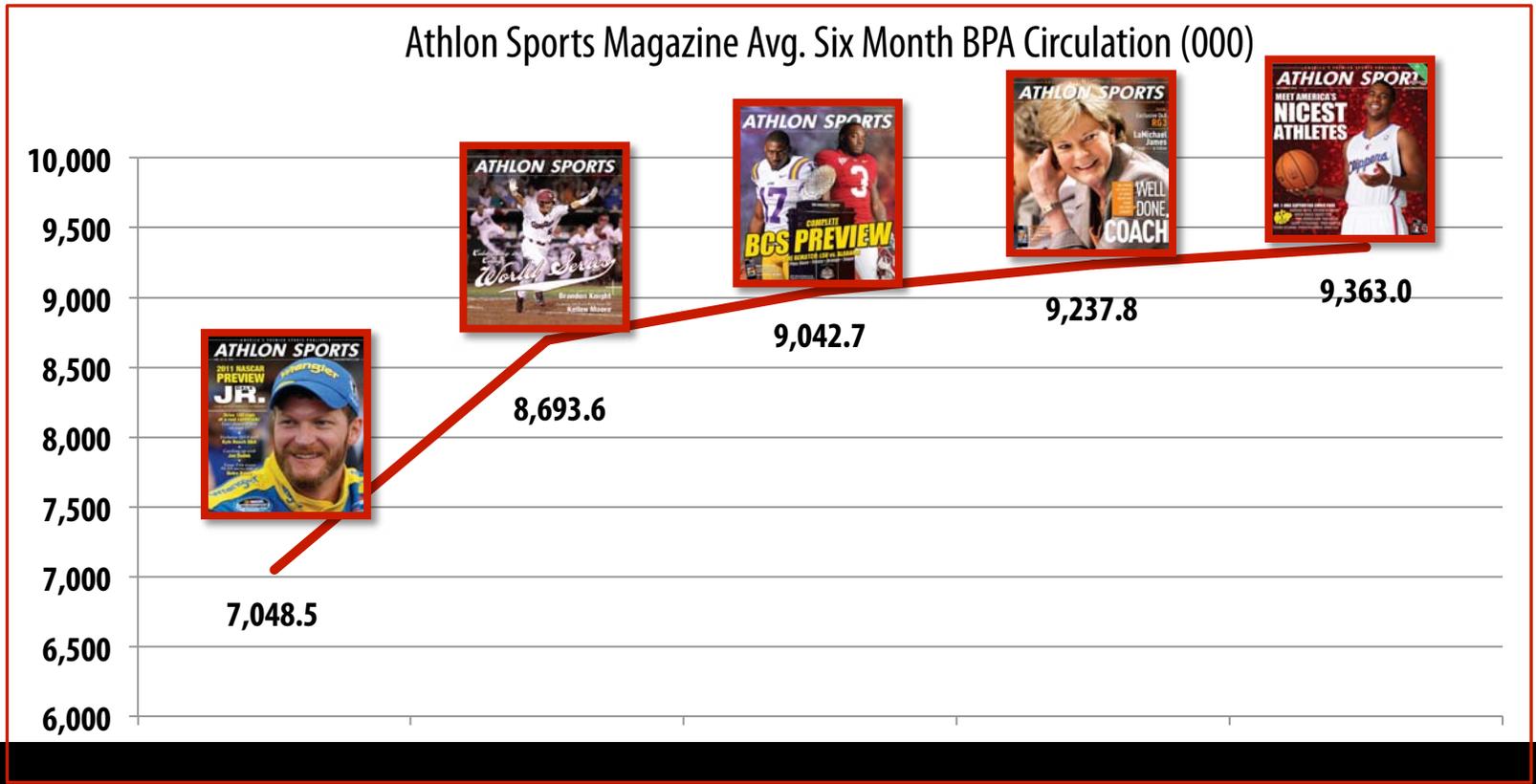


Rate Base Circulation Source: SRDS.Com Retrieved 12/7/12

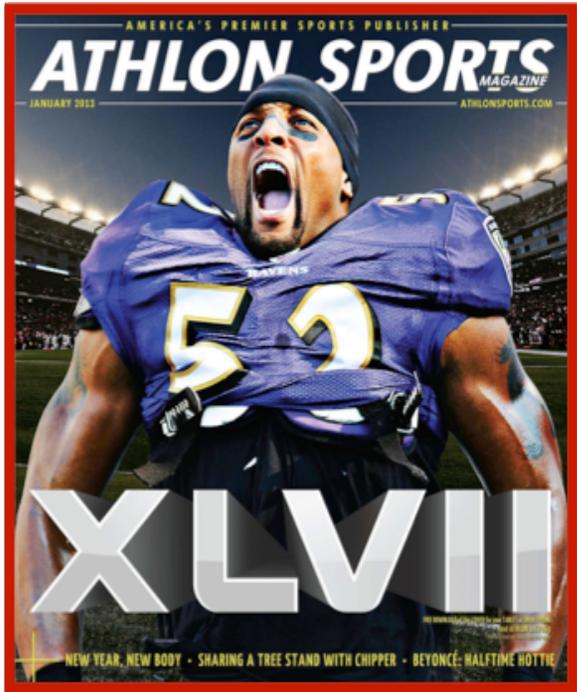
ATHLON SPORTS

Athlon Sports Magazine Circulation Vitality

ASM Circulation Has Grown In Each BPA Report Since Its First in January 2011



The 20 Most Watched TV Programs During The Fall 2012 Season (And One Magazine)

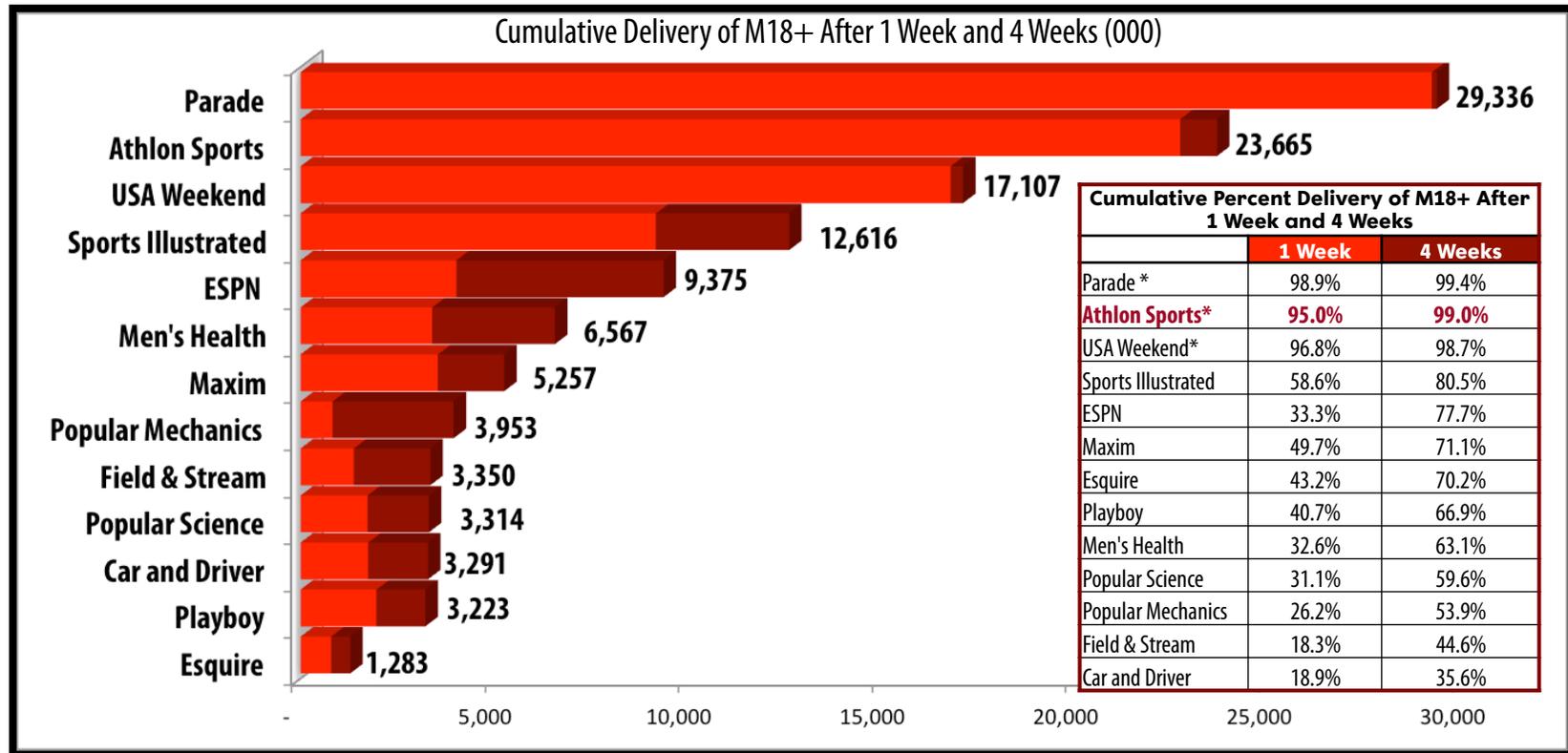


Program (Game) (Magazine)	Total Audience
NBC Sunday Night Football (Cowboys-Redskins), 12/30	30.3 million
Athlon Sports Magazine	30.1 million
FOX Thanksgiving Game (Redskins-Cowboys), 11/22	28.7 million
NBC Sunday Night Football (Steelers-Broncos), 9/9	27.6 million
CBS Thanksgiving Game (Texans-Lions), 11/22	27.3 million
FOX Sunday National (mostly Giants-Cowboys), 10/28	26.9 million
CBS Sunday National (mostly Steelers-Cowboys), 12/16	26.9 million
FOX Sunday National (mostly Packers-Vikings), 12/30	26.4 million
FOX Sunday National (mostly 49ers-Packers), 9/9	26.4 million
FOX Sunday National (mostly 49ers-Saints), 11/25	24.9 million
CBS Sunday National (mostly Broncos-Patriots), 10/7	24.5 million
FOX Sunday National (mostly Saints-Giants), 12/9	24.5 million
FOX Sunday National (mostly Cowboys-Eagles), 11/11	24.3 million
FOX Sunday National (mostly Giants-Ravens), 12/23	24.2 million
CBS Sunday National (mostly Steelers-Giants), 11/4	24.2 million
CBS Sunday National (mostly Texans-Broncos), 9/23	24.0 million
NBC Wed. Night Kickoff Game (Cowboys-Giants), 9/5	23.9 million
CBS Sunday National (Indy-NE & SD-Den), 11/18	23.6 million
NBC Sunday Night Football (49ers-Patriots), 12/16	23.2 million
CBS Sunday National (mostly Steelers-Ravens), 12/2	23.0 million
CBS Sunday National (mostly Jets-Patriots), 10/21	23.0 million
FOX Sunday National (mostly Giants-49ers), 10/14	22.8 million

Source: TV-NFL & The Nielsen Company 1/3/13. Print- GfK MRI Doublebase 2012 Publisher's Prototype

ATHLON SPORTS

Athlon Sports Magazine: A Monthly That Comes Like A Weekly



*Note: Parade and USA Weekend Measurement of Carrier Newspapers Not Readership of Magazine, Athlon Sports: Publisher's Prototype-Source Spring 2012 GfK MRI



The Sports Section is Men's Favorite Part of Newspaper

Newspapers remain one of America's favorite media, especially for Sports, and particularly among Men!

- 61 Million Men (126 Million Adults) read a newspaper yesterday
- 54 Million Men Regularly read the Sports Section
- The Sports Section is the #1 favorite newspaper section among Men



Men: Section of Newspaper Read Regularly

<u>Section</u>	<u>Readers (000)</u>	<u>Index (Men)</u>
Sports	54,400	143
Int'l/ National News	53,206	111
Comics	39,995	101
Editorial Page	39,073	101
Business/Finance	37,252	125
Science/Technology	23,089	126

Source: 2011 GfK MRI Doublebase

ATHLON SPORTS

Newspapers: a Key Shopping Medium



Media Used By Men in Past Week for Shopping Planning/Purchasing Decisions

	%
Newspapers	46%
Product Displays in Store	41%
Television	37%
Direct Mail	34%
Store/Product Info that come in Email	25%
Ads on General interest Website (MSN, Yahoo, etc.)	19%
Magazines	19%
Advertising Video in Malls	18%
Radio	18%
Ads on Local Newspaper's website	16%
Ads on Right side of Screen when using a search engine	13%
Yellow Pages	11%
Ads on social network site, e.g. Facebook, etc.	10%
Billboards	9%
Ads shown on video game	5%
Ads appearing on Smart phone or other hand-held device	4%

Source: How America Shops & Spends 2011: Frank N Magid Associates

ATHLON SPORTS

Wall Street Is Bullish On Newspapers

- Newspaper stocks up roughly 25% on average, compared to 13% for the S&P 500.
- Warren Buffet went on a newspaper spending spree in 2012 purchasing 60 papers from Media General and a small stake in the Newspaper company Lee Enterprises. Buffet's Reason:

"Newspapers continue to reign supreme, however, in the delivery of local news. If you want to know what's going on in your town – whether the news is about the mayor or taxes or high school football – there is no substitute for a local newspaper that is doing its job. A reader's eyes may glaze over after they take in a couple of paragraphs about Canadian tariffs or political developments in Pakistan; a story about the reader himself or his neighbors will be read to the end. Wherever there is a pervasive sense of community, a paper that serves the special informational needs of that community will remain indispensable to a significant portion of its residents."



[Source: The Poynter Institute, January 2, 2013](#) [Business Insider March 1, 2013.](#)

ATHLON SPORTS

Athlon Sports Magazine: 100% Paid For By Our Partner Newspapers

Every single copy of Athlon Sports Magazine is paid, an indication of:

- **Value:** Partner newspapers would not pay for magazine if it didn't add to value of paper in eyes of reader.
- **Accurate Circulation Counts:** Forces partners to give accurate reading of circulation. If they over state their needs, they pay more.



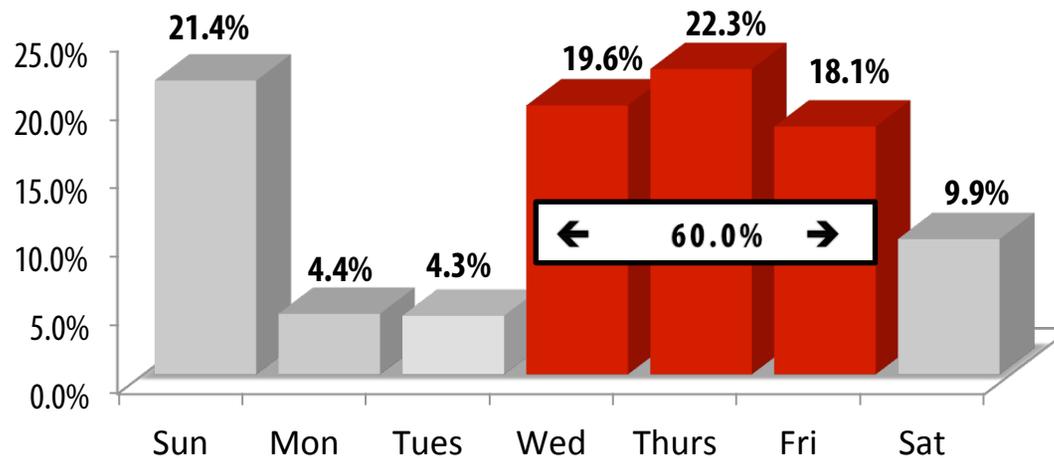
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Athlon Sports Magazine

Ideal Distribution For Weekend Shopping Planning

Over 70% of Athlon Sports Distribution Occurs Between Monday and Friday. Almost 62% Between Wednesday and Friday.

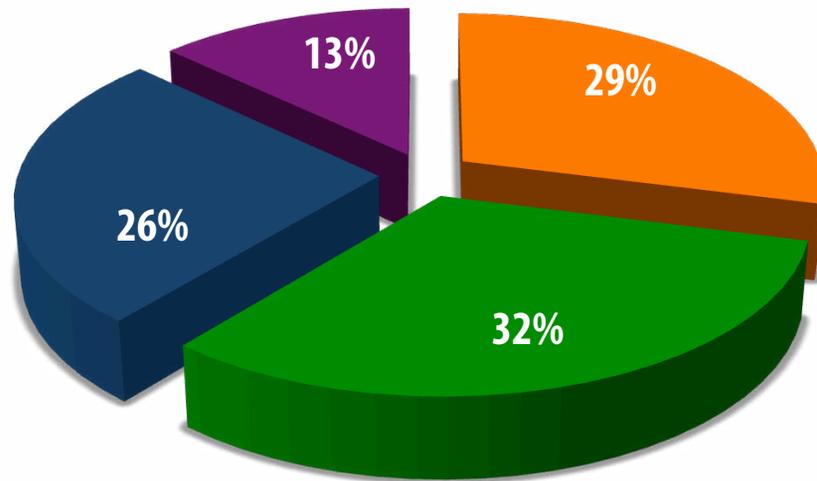
Circulation Distribution by Day



Source: Athlon Sports Magazine Newspaper Partner List May, 2013



Athlon Sports Magazine: Broad National Coverage



■ Total Circ: "A" County

■ Total Circ: "C" County

■ Total Circ: "B" County

■ Total Circ: "D" County

Athlon Sports Magazine...

- Available in 495 newspapers across the country
- Distributed in All Sized DMAs:
 - 19 of top 25 DMAs
 - 41 of top 50 DMAs
 - 82 of top 100 DMAs
 - 119 of top 150 DMAs
 - 154 of all 217 DMAs
- Distributed in 46 States plus the District of Columbia.
- Strong in suburban (B and C) counties.

Source: Athlon Sports Magazine Newspaper Partner List Nov. 2012

ATHLON SPORTS

Reader Profile

9,300,000 Rate Base – 30,080,000 Audience

<u>DEMOGRAPHIC</u>	<u>(000)</u>	<u>%COMP</u>	<u>INDEX</u>
Men	23,914	79.5	164
Median Age	45.5	NA	99
M 18-34	5,942	19.8	128
M 18-49	14,122	46.9	162
M 35-54	11,152	37.1	204
Median HHI	\$72,511	NA	122
Graduated College+	11,923	64.6	145
Employed	21,853	71.8	120
Professional/Managerial	7,718	25.7	114
2+ Kids In Household	7,859	61.1	112
Watch Any Sports on TV	26,051	86.6	132

Source: GfK MRI Doublebase 2012 Publisher's Prototype



ATHLON SPORTS

Men: Age 18-49

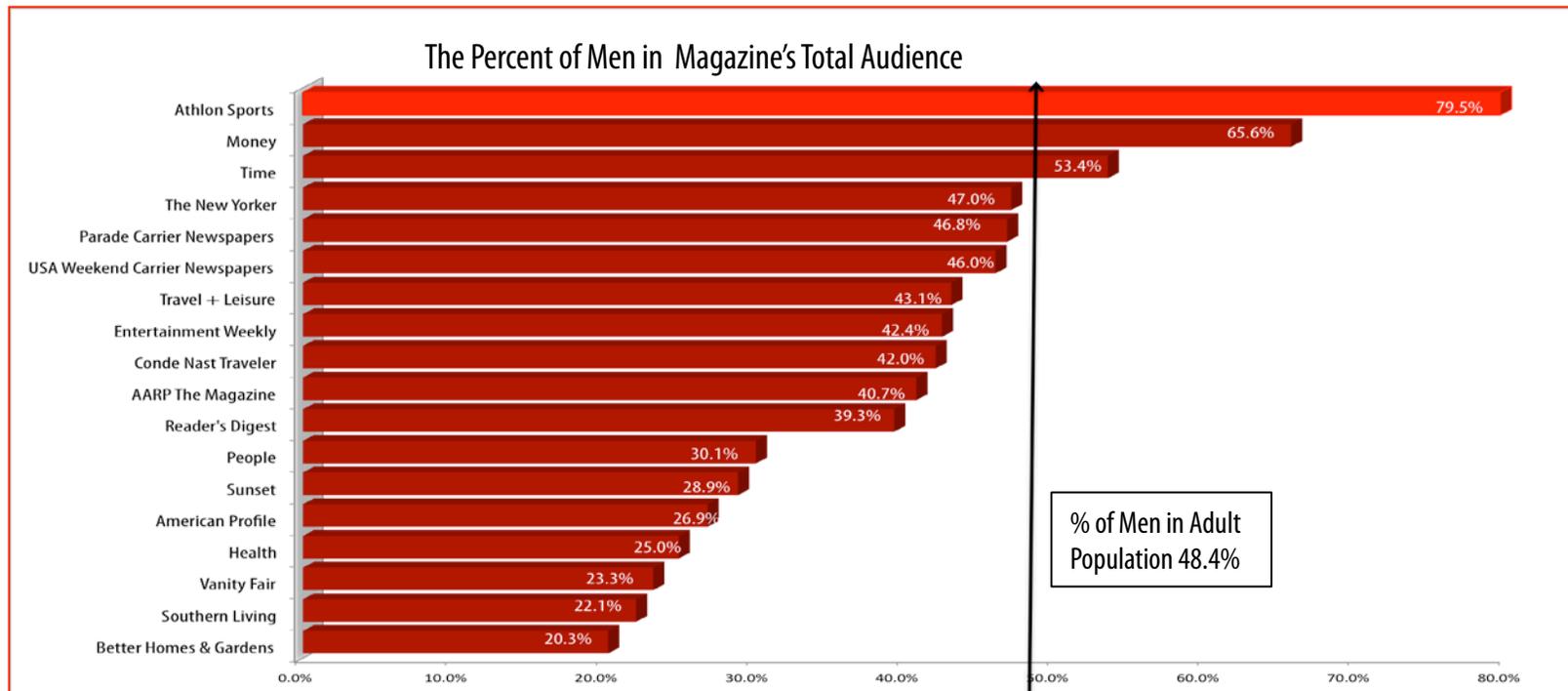
	(000)	%Cov	%Comp	Index
Parade Carrier Newspapers (a)	14,157	21.2	21.6	75
Athlon Sports (b)	14,122	21.1	46.9	162
Sports Illustrated	11,211	16.8	55.4	191
ESPN	10,257	15.3	66.3	229
National Geographic	10,110	15.1	31.5	109
People	8,677	13.0	20.1	69
USA Weekend Carrier Newspapers (a)	8,344	12.5	20.9	72
Men's Health	7,671	11.5	62.6	216
Maxim	7,240	10.8	70.5	243
Game Informer	6,424	9.6	71.2	246
Car And Driver	6,369	9.5	62.8	216
Rolling Stone	5,794	8.7	48.8	168
Men's Fitness	5,433	8.1	70.8	244
Time	5,407	8.1	29.7	102
Guns & Ammo	5,181	7.8	63.2	218
Field & Stream	4,360	6.5	48.9	168
Muscle & Fitness	4,360	6.5	72.8	251
Popular Mechanics	4,185	6.3	52.5	181
Better Homes & Gardens	4,182	6.3	11.0	38
Motor Trend	4,102	6.1	59.1	204
Hot Rod	3,958	5.9	63.2	218
American Profile (b)	3,931	5.9	15.1	52
Reader's Digest	3,918	5.9	15.7	54
Official Xbox Mag	3,874	5.8	69.8	241
Consumer Reports	3,841	5.7	23.9	83

Population: 66,829 M, Percent Of Base: 29.01%, (a) MRI Measurement of Carrier Newspapers Not Readership of Magazine (b) Source: Publisher's Estimate. (Derived from GfK Mediamark Doublebase 2012.)

ATHLON SPORTS

Is Your Adult-Targeted Plan Delivering Adults?

Most Books Used for “Adult Plans” Deliver Mostly Women Giving Your Adult Plan a Female Skew.
The Addition of Athon Sports Will Add Balance and Give Your Plan an “Adult” Delivery



Source: GfK MRI Doublebase 2012, Parade and USA Weekend Carrier Newspapers, American Profile and Athlon Sports Publisher's Prototype

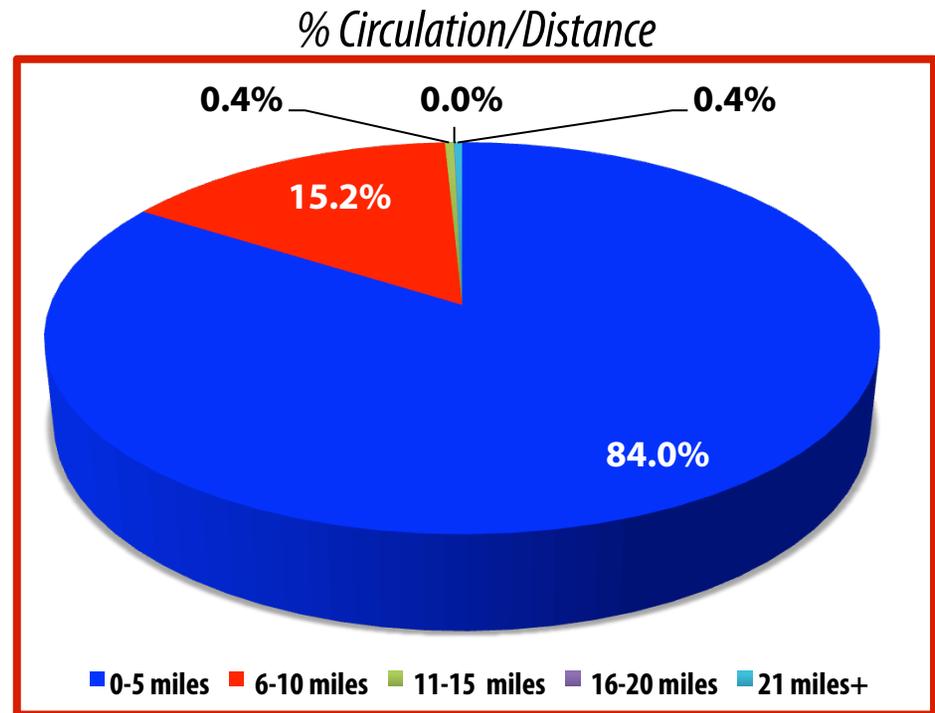
ATHLON SPORTS

Proximity of Athlon Sports Magazine Circ. To Walmart Stores

84% of Athlon Sports Magazine Circulation is Distributed By a Newspaper Within Five Miles of a Walmart Store. Over 99% is Within Ten Miles

Summary

Distance From Nearest Walmart	Athlon Sports Mag. Circulation	% of Total	Aggregate %
0-5 miles	7,926,564	84.0%	84.0%
6-10 miles	1,438,367	15.2%	99.2%
11-15 miles	38,054	0.4%	99.6%
16-20 miles	2,300	0.0%	99.6%
21 miles+	33,507	0.4%	100.0%
Total	9,438,792	100.0%	



Athlon Sports Pre-Season Annuals

Athlon Sport's pre-season annuals offer dominant preview coverage of the sports avid-fan readers just can't get enough of. They fuel that unmatched "can't wait for the season" passion for the enthusiasts who follow every detail of their favorite sports.

- The leading publisher of pre-season annuals
- Started 1967 – with previews, Predictions & profiles for avid sports fans
- Dominant pre-season coverage of sports that the avid enthusiast just can't get enough of.
- High-quality content and design
- 12 titles, with regional covers/coverage (5 regional NCAA Football, 1 National NCAA Football, NFL, NFL Fantasy, NCAA Basketball, MLB, Racing and Golf).
- Total single-copy distribution of 1.9 million copies in 2011
- \$7.99 cover price; sold in over 60,000 newsstand locations



ATHLON SPORTS

Athlon Sports Magazine 2013 Calendar

<u>Issue</u>	<u>Space Close</u>	<u>Materials Close</u>	<u>Issue Distributed</u>	<u>Editorial*</u>
Jan.	1/4/13	1/9/13	1/28-2/3/13	Super Bowl Extravaganza; How the Two Teams Match Up/Editor Predictions, Super Bowl Parties, Fitness: New Year New Body
Feb.	1/18/13	1/25/13	2/17-2/23/13	NASCAR Season Preview , College Basketball, Black History Month
Mar.	2/15/13	2/22/13	3/17-3/24/13	MLB Season Preview, March Madness, The Masters,
Apr.	3/22/13	3/29/13	4/21-4/27/13	NFL Draft Preview, MLB, Triple Crown Horse Racing,
May	4/19/13	4/26/13	5/19-5/25/13	College Sports and Money: The Ins and Outs of the Business of College Athletics Indy 500, NASCAR, NBA Playoffs, Stanley Cup Playoffs.
Jun.	5/17/13	5/24/13	6/16-22/13	MLB Players Survey, NASCAR, US Open Golf
Jul.	6/21/13	6/28/13	7/21-27/13	Recruiting at the H.S. Level , College Football, MLB, NASCAR
Aug.	7/19/13	7/26/13	8/18-8/24/13	Football Preview Spectacular , Tailgating
Sep.	8/16/13	8/23/13	9/15-9/21/13	NHL Preview, NFL, College Football, MLB, NASCAR
Oct.	9/20/13	9/27/13	10/20-10/26/13	MLB World Series, NBA Preview, NFL, College Football
Nov.	10/18/13	10/25/13	11/17-11/23/13	NCAA Basketball Preview, , Editors Pick Top 25 Holiday Gifts, NFL, College Football, Football and Thanksgiving
Dec.	11/15/2013	11/22/2013	12/15-12/21/13	BCS Championship and Bowls Preview, NFL, Year in Sports

* Note: Editorial Subject to Change



Athlon Sports Magazine 2013 Rates

Effective Date: January 2013 Rate Base: 9,300,000

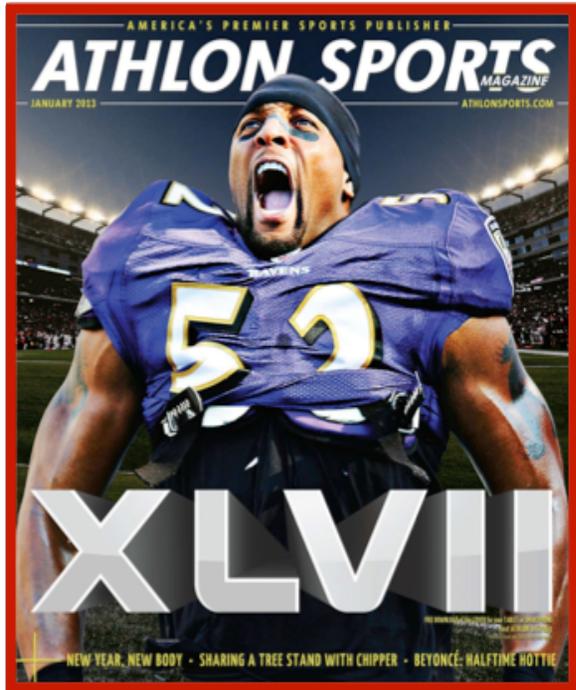
Unit Size	Gross CPM Color:	Gross Rate Color
Full Page 4C	\$41.95	\$390,150
M Page 4C	\$33.56	\$312,120
1/2 Page 4C	\$25.17	\$234,090
2/5 Page 4C	\$23.08	\$214,630
1/4 page 4C	\$14.69	\$136,600
Inside Strip	\$14.69	\$136,600
Cover Strip	\$11.33	\$105,390
Back Cover	\$50.32	\$468,000
Unit Size	Gross CPM BW:	Gross Rate Color
Full Page BW	\$35.66	\$331,670
M Page BW	\$28.53	\$265,300
1/2 Page BW	\$21.40	\$199,020
2/5 Page BW	\$19.62	\$182,500



10-4-2012

ATHLON SPORTS

Athlon Sports Magazine Advertising Contacts:



New York

Robert Harrison, Publisher: 212-730-7971 rob.harrison@athlonsports.com

Patrick Ferencz, Athlon Sports Sales : 212-730-7805 patrick.ferencz@athlonsports.com

Jordan Grafman, Gotham Media Group: 201-529-2990 jgrafman@gothammediagroup.com

Eva Grodberg, Direct Response, 212-645-6139 eva.grodberg@athlonsports.com

Chicago Sales

Greg Morin, Director Midwest Integrated Sales 847-727-8515 greg.morin@athlonsports.com

Detroit Sales

Jim Chauvin, Detroit Account Manager 248-918-2414 Jim.chauvin@athlonsports.com

New England Sales

Tony Hagelgans, Athlon Sports Sales: 615-440-5588 tony.hagelgans@athlonsports.com

Southeast Sales

Eddie Gonzalez, Athlon Sports Sales: 770-578-5129 eddie.gonzalez@athlonsports.com

Tom Burr, Athlon Sports Sales: 615-403-6802 tom.burr@athlonsports.com

West Coast Sales

Jeff Griffith, West Coast Ad Director : 626-229-9955 jeff.griffith@athlonsports.com

Will Chiang, Account Manager: 626-229-9955 will.chiang@athlonsports.com

Production

Sam Payne, Production Director: 615-440-5552 sam.payne@athlonsports.com

ATHLON SPORTS

Athlon Sports Magazine: Material Specs-Page 1 of 2

Media: Macintosh formatted CD-ROM or transmit to FTP site.

Media Labeling Requirements: All material should be clearly labeled Athlon Sports with Agency, Phone Number, List of Contents, Advertiser, Production Contact Name/Number, File Name and Number. A copy of the Insertion Order is also helpful.

The Preferred Formats: PDF/X-1a Files on CD Rom

Desktop File Formats: QuarkXPress 8.5 (or earlier), Photoshop CS4 (or earlier), Illustrator CS4 (or earlier), and Indesign CS4 (or earlier). Macintosh Versions Strongly recommended.

Desktop Element Formats: TIFF (Images/Scans), DCS (Images/Scans), EPS (Images/Scans), PostScript Type 1 (fonts), EPS (Encapsulated PostScript), PDF/X-1a.

Type of Proof: Two sets of DDCP (Kodak Approval, Imation Matchprint Laser Proof preferred) or Press proofs. SWOP standards, GATF/SWOP approved color control bars that includes 5%, 25%, 50%, 75% and 100% C,M,Y,K control patches.

Desktop Instructions: Build pages to live area sizes. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images, scans, logos / artwork. Do not nest EPS in other EPS files. Pantone colors must be in CMYK mode. All Images/scans must be in CMYK mode. Font information should include manufacturer, font name and version. Supply Quark "Collect for Output" or similar reports. When sending PDFs other than PDF/X-1a, it is recommended you send the native files.

Additional Instructions: Supply single pages, not spreads. Partial page ads should be built to 100% actual live area size.

Ad Sizes: Athlon Sports is a press delivered magazine (non-bleed). Trim size is 8.625 x 9.5 inches. The full "live area" is 8.375 x 9.25 inches. There is a .125-inch non-print area outside of the live area.

Publisher reserves the right to reduce an advertiser's material by as much as 5% either vertically, horizontally or proportionately.

Note: Native application files such as Quark files are strongly discouraged, but we realize that it may be unavoidable in certain situations. Therefore, the following information should be clearly understood and followed. All Native Application files will be treated as individual unstripped pages, which mean that they will be pre-flighted, ripped and proofed. In the event the Advertiser does not supply an approved digital color proof of the ad as described above, Athlon Sports will take all reasonable measure to insure color accuracy of the ad, but will in no way guarantee its acceptance or reproduction.

Ad material will not be returned.

All elements should be defined as CMYK, never RGB.

UCR should be set at 280.

Type Reproduction: Type should never be less than 6-point boldface. Fine and/or serif type should be used at a minimum and held to one color to avoid registration problems. For reverse type, the dominant color should be used for shape with subordinate colors spread slightly to avoid registration problems. Process color for small type should not be used. Reverse type or 100% black type is recommended. If these guidelines are not followed, Athlon Sports cannot guarantee the quality of type reproduction.

The logo for Athlon Sports, featuring the word "ATHLON" in a bold, italicized, sans-serif font, followed by "SPORTS" in a similar but slightly less bold font. The text is white with a dark outline, set against a dark background.

Athlon Sports Magazine: Material Specs-Page 2 of 2

- All screen and printer fonts that are necessary for Ripping the file must be included. It is best to have the fonts already converted to outline or rendered into raster graphics by the ad provided. Be aware that some placed or embedded elements may also need fonts.
- When sending composite file formats, please note, if trapping has already been performed, the processor used will apply traps to composite EPS files unless told to ignore.
- File names should only use alphanumeric characters. Spaces and special characters should be avoided.
- Partial page ads should be built to 100% of their actual live area size. Bleed is not available.
- One content proof and two DDCP (direct digital color proof) required, Kodak Approval or Matchprint Laser Proof preferred, of the file generated on a publication grade uncoated, de-glossed substrate containing 6mm 5%, 25%, 50%, 75%, 100% C,M,Y,K patches for quality control to be printed on an uncoated substrate utilizing the gravure printing process. Proofs furnished for other printing processes may not accurately reflect the printed piece. In the event that the only proof supplied by the advertiser is a low resolution color printout, Athlon Sports will take reasonable measure to insure color accuracy of the ad, but will in no way guarantee its acceptance or reproduction.

AD SIZES

Athlon Sports Monthly is a press-delivered magazine. Trim size is 8.625 x 9.5 inches. The full "live area" is 8.375 x 9.25 inches. There is a .125-inch non-print area outside of the live area.

AD SIZE DIMENSION	(Live Area)
Full	8.375 x 9.25
Strip H	8.375 x 1.625
Strip V	2.375 x 9.25
3/5 V	5.025 x 9.25
3/5 H	8.375 x 5.5
2/5 V	3.35 x 9.25
2/5 H	8.375 x 3.75
Digest	4.750 x 6.625
M-Unit (Magazine)	6.0 x 9.25
1/2 V	4.1875 x 9.25
1/2 H	8.375 x 4.625
1/4	4.125 x 4.625
FC Strip	6.25 x .875

Please send ad material to:

Athlon Sports
Landers Plaza
2451 Atrium Way
Building # 2, Suite 320
Nashville, TN 37214
Attn: Sam Payne
615-440-5552
e-mail: Sam.Payne@athlonsports.com

FTP Transmit:
<http://corpftp.athlonsports.com>
User ID: upload
Password: Client2001
Directory: incoming
Note: User ID and Password are case sensitive.

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