

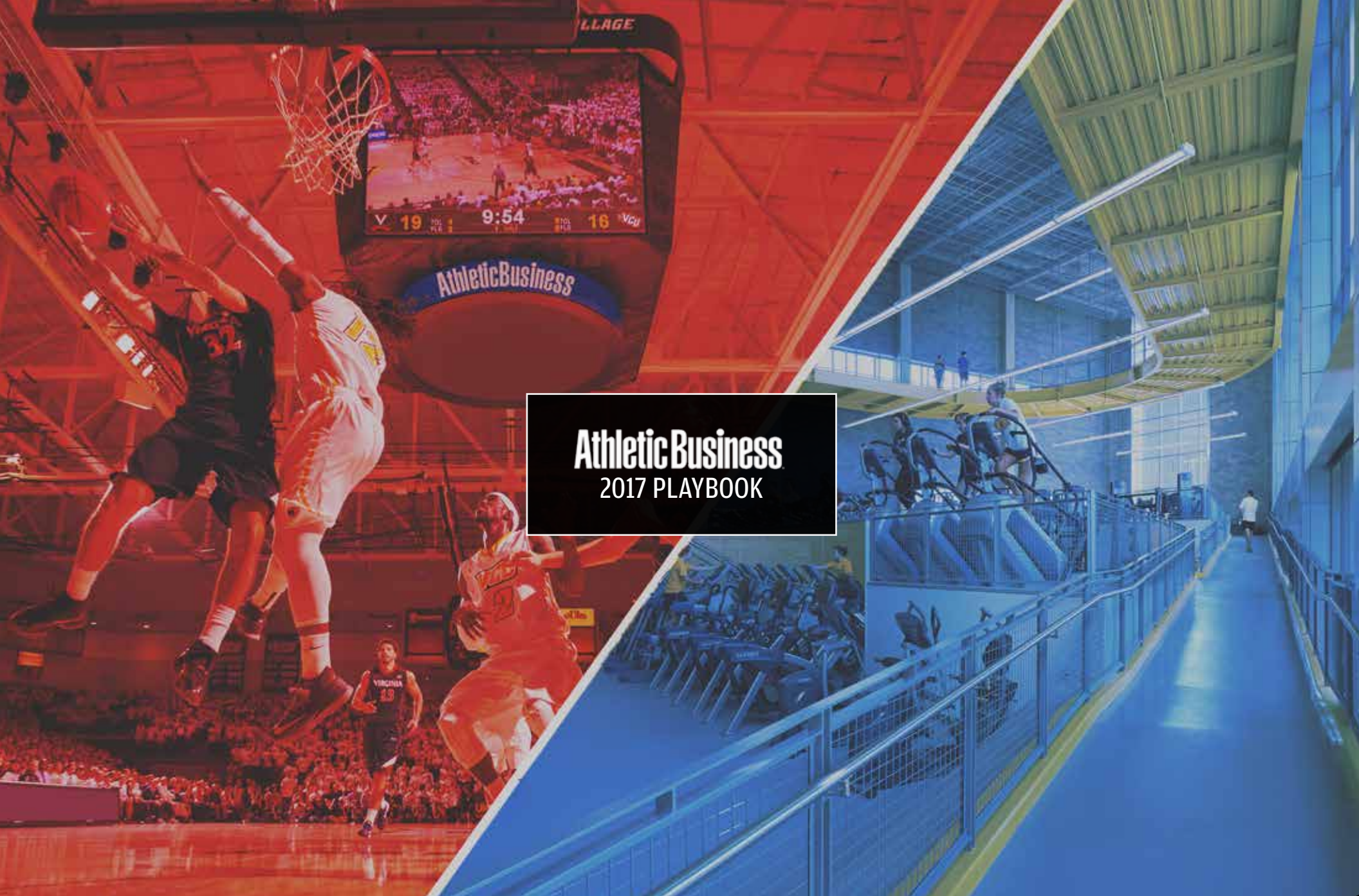
**WHAT'S  
YOUR  
PLAY  
FOR  
2017?**

**Athletic Business**  
2017 PLAYBOOK

PRINT

DIGITAL

IN PERSON



**Athletic Business**  
2017 PLAYBOOK

PRINT

DIGITAL

IN PERSON

## WELCOME

Since *Athletic Business* began in 1976, we have prided ourselves on helping athletic, fitness and recreation professionals find the products, services and solutions they need – from companies like yours – in order to run successful programs and facilities. This commitment to excellence has resulted in a continual growth in our readership and audience engagement.

As we celebrate our 40<sup>th</sup> Anniversary and commitment to being the leading industry resource, we have created the 2017 Playbook with you in mind. This new and improved version of our media kit can be used as a tool to plan for strategic success in the coming year.

## CONNECTING YOU TO DECISION MAKERS THAT DRIVE YOUR BUSINESS FORWARD.

For the past 40 years, Athletic Business has been at the center of the industry, allowing you to get in front of your customers through our print and digital channels, as well as in-person at AB Show. We are devoted to being your premier marketing partner by providing you with the full gamut of marketing solutions designed to connect you with new business opportunities and drive your marketing ROI to new heights.

# Athletic Business

THE RESOURCE FOR ATHLETIC, FITNESS & RECREATION PROFESSIONALS



## 40 YEARS OF GROUND-BREAKING EDITORIAL CONTENT

**AIAW/NCAA Merger, the time has not yet come** 1979

What Will "Pay for Play" Do to School Sports? 1982

**Phy Ed and Fitness: Are Kids Really So Unfit?** 1988

**Do the Math:** The numbers add up for a football playoff 1995

**Head First:** Medical researchers hope to shed new light on concussions 2000

**Dues Process:** Business owners and lobbyists fight to prevent the taxation of fitness center memberships 2006

**Social media** is revolutionizing how sports are consumed, as well as how schools, conferences and fans react 2009

**LEEDing Off:** Who was first to achieve LEED Certification? 2010

**Model Search:** A national model aquatic health code in development should make big waves in the aquatic industry 2011

**Pulling Their Weight:** 2013  
The Pentagon's decision to allow women in combat triggered a reappraisal of physical readiness testing.

1981 Access for the Handicapped

1983 Will Catastrophic Injuries Spell the End of Football?

1985 The Campus Recreation Boom

1991 The Great Turf Debate: Natural or Synthetic?

2002 **The Seniors Moment:** As the first baby boomers celebrate their 56<sup>th</sup> birthdays, programmers and designers of community recreation centers find themselves at a crossroads.

2008 **Change Candidates:** As some young athletes wrestle with gender identity, policymakers are preparing for a sexual evolution.

2010 Criminals continue to try to coach youth sports, putting children and recreation providers at risk

2012 **Billion-Dollar Babies:** Not long ago, a \$1,000,000,000 construction cost was almost unimaginable in the realm of sports venues. How did the bar get raised so far, so fast?

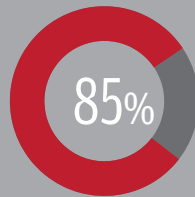
2016 **Is crumb rubber infill safe?**  
The turf and recycling industries dig in.

# OUR REACH:

## PRINT

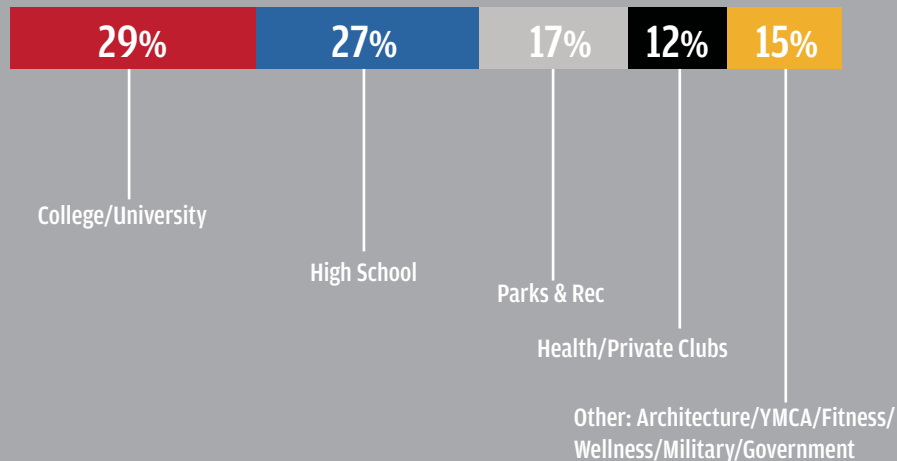
94%

of AB's print readers are involved in purchasing decisions



of AB's print readers are "director level" or above

### TOTAL AUDIENCE BREAKDOWN



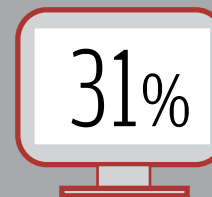
## DIGITAL



243%

increase in daily, active web users since 2015

E-News



AVERAGE OPEN RATE

Custom E-Mail

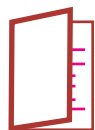


AVERAGE OPEN RATE trending 4% higher in 2016 than in 2015

Website



HOURS SPENT ON WEBSITE per year



40,000

QUALIFIED PRINT SUBSCRIBERS



174,542

TOTAL VISITS ON AVERAGE PER MONTH

2 MILLION+

TOTAL YEARLY VISITS

## SOCIAL



40% increase since 2012



411% increase since 2012



2,635% increase since 2012



**NEW!**



**10,494+**  
SOCIAL MEDIA CONNECTIONS

## IN PERSON



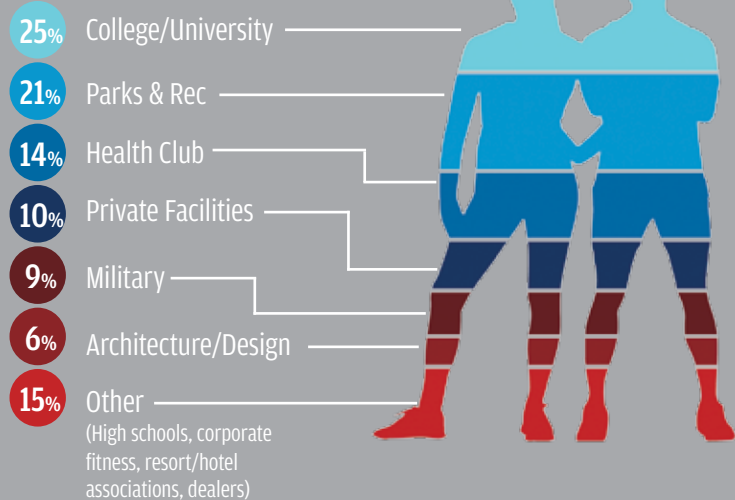
70  
SPEAKERS

250  
EXHIBITORS



180  
SESSIONS

### AUDIENCE BREAKDOWN



**AIB** ATHLETIC BUSINESS  
**SHOW**.com

**2,700**  
ATTENDEES

**Athletic Business** is sent nine times per year to 40,000 qualified subscribers, 94% of whom are involved in purchasing decisions for their organization. We have continued to provide incomparable value to our readers with articles to keep them up-to-date on the latest industry news and trends and strive to connect them to the products, services and solutions they need.

**FACT: A 2016 INDEPENDENT SURVEY** found that print magazines are the #1 way today's buyers stay up-to-date on new products.

(source: ReadEx report 2016)



### DRIVE RETENTION, REFERRALS & REVENUE

**By Rebecca Corbett, Group Training Solutions Manager**

**P**romoting a healthy, well-rounded fitness program is a key to long-term success. It's not just about the equipment you use, but the programming you offer. At the end of the day, your members want to see results, and your programming should be designed to help them achieve their goals. This means offering a variety of options, from group classes to personal training, and ensuring that your members have a clear path to success. By providing a comprehensive fitness solution, you can drive retention, referrals, and revenue for your business.



### WITH THE RIGHT PROGRAMMING MIX

**KEY POINTS TO CONSIDER WHEN DESIGNING YOUR MIX OF PROGRAM CHOICES:**

1. **Member Goals:** Understand the needs and goals of your members. Offer programs that align with their objectives, whether it's weight loss, muscle gain, or overall health.

2. **Program Variety:** Provide a mix of group classes, personal training, and specialty programs to cater to different preferences and budgets.

3. **Member Retention:** Offer incentives and rewards for long-term members to encourage loyalty and repeat business.

4. **Referrals:** Implement a referral program to incentivize members to bring in new clients, expanding your customer base.

## NEW AND IMPROVED

### Technology

The world of fitness equipment is ever-evolving, offering more advanced options to improve the user's workout and safety. The new **Techno** features a performance built on a new look, offering members a solution for a complete workout. It's all in one unit with a simple adjustment of the **Techno** components. The **Techno** is a great option for group exercise or solo workouts.



**Act Cool**

Stay cool and hydrated during your workout with the **Act Cool** water bottle. It's designed to keep your water cold for up to 24 hours, ensuring you stay hydrated throughout your entire workout.



**Performance Trainer**

Improve your performance with the **Performance Trainer**. It's a versatile piece of equipment that can be used for a variety of exercises, including strength training, cardio, and flexibility work.

## PRODUCT SPOTLIGHT

### Aquatic Components

**AllChem Performance Products LP**

The new **AllChem Performance Products LP** is a complete solution for your aquatic facility. It includes everything you need to keep your pool water clean, clear, and safe. From filtration systems to chemical dispensers, we have the products you need to maintain a healthy and inviting pool environment.



**See ad on page 3**

**AquaClimb**

Improve your aquatic facility with the **AquaClimb**. It's a unique piece of equipment that allows members to climb and exercise in the water, providing a fun and challenging workout.



**Aqua Creek Products LLC**

Maximize your aquatic facility's performance with the **Aqua Creek Products LLC**. We offer a wide range of products, including pumps, filters, and chemical dispensers, to help you maintain a clean and healthy pool environment.

## SPONSORED CONTENT

Position your company as an expert in the industry with an unbiased and informative article that brings value to our readers. With copy and images provided by you, this opportunity will give your company the exposure you need to stay top-of-mind and grow your prospect list.

## NEW AND IMPROVED

Showcase your newest cutting-edge or updated products in front of our audience of forward-thinking buyers.

## PRODUCT SPOTLIGHT

Maximize ROI and build brand awareness by promoting your products to key decision makers who look to *Athletic Business* for guidance on the best products in the industry.

# PRINT SIZES

**SPREAD**  
Bleed: 16.25"x 11.125"  
Live Area: 15.5"x 10.125"  
Trim Size: 16"x 10.875"

**PAGE**  
Bleed: 8.25"x 11.125"  
Live Area: 7.25"x 10.125"  
Trim Size: 8"x 10.875"

**FILE INFORMATION**

**PREFERRED FILE FORMAT**  
PDF/JPEG/TIFF  
(without crop marks)

**PHOTOS AND GRAPHICS**  
HIGH RESOLUTION (300  
DPI CMYK COLOR)

**1/2 PAGE**  
Vertical  
3.375"x 10"

**1/4 PAGE**  
Vertical  
3.375"x 4.875"

**1/2 PAGE**  
Horizontal  
7"x 4.875"

**1/2 PAGE**  
Island  
4.5"x 7.5"

**2/3 PAGE**  
4.5"x 10"

**1/3 PAGE**  
Vertical  
2.1875"x 10"

**1/3 PAGE**  
Square  
4.5"x 4.875"

**PROFESSIONAL DIRECTORY**  
3.25"x 1"

**1/6 PAGE**  
2.1875"x 4.875"

*Custom solution pricing, packages and multiple insertion discounts available. Visit **[athleticbusiness.info/rates](http://athleticbusiness.info/rates)** to learn more.*

\* Live area must be .375" in from trim on all sides (for full-page and spread bleed ads only).

## Meet James.

Director of HOK's Sports + Recreation + Entertainment practice.

Learn why he relies on *Athletic Business* magazine to reach customers and prospects.



HOK Architect **James Braam**, AIA, LEED AP, is Director of HOK's Sports + Recreation + Entertainment practice.



*“Athletic Business* always has an insightful perspective into the industry – both where it is at and where it’s headed. We have a high level of respect for the contributions the magazine has made to the industry and depend on it to stay up-to-date on the latest products, trends and designs.”

“I love that *Athletic Business* has an appreciation for good design and architecture in the athletics industry; it’s refreshing and unique to AB.”

**HOK’s Sports + Recreation + Entertainment** practice plans and designs world-class recreation centers, arenas, stadiums, ballparks and training facilities that are centerpieces of successful, vibrant campuses and communities.

# THE SECTIONS: IN EVERY ISSUE OF ATHLETIC BUSINESS



## STARTING LINES

Packed with coverage of ideas and events shaping the industry, including interviews with innovators and leaders, coverage of the latest trends and company news, this staple is a must-read for our audience – and a great place to position your company ahead of the curve.



## VOICES

Our group of columnists offer trusted insights and opinions you can only find in *Athletic Business*. These columns are some of the most consistently read content in every issue.

### MYTH: PRINT IS DEAD.

**FACT:** 93% of professionals find print magazines to be desirable for many reasons:

- portable
- reliable
- up-to-date info
- tangible
- convenient
- not a screen

(source: Martin Akel & Associates, study 2013)

Feature Story: Marketing & Branding

# Speak in Volumes

Facility branding is a cost-effective way to make a lasting impression.

By Paul Chisholm

**W**hether it comes in the form of a logo or the effects of a color scheme, branding is an integral factor in the success of any facility. It can be a subtle, subtle, and it can be a loud, loud, and it can be a lasting, lasting impression. It can be a subtle, subtle, and it can be a loud, loud, and it can be a lasting, lasting impression.

With the rise of social media, branding is more important than ever. It's not just about the logo or the color scheme, it's about the overall look and feel of the facility. It's about the way the facility is perceived by the public. It's about the way the facility is perceived by the public.

Branding is a key factor in the success of any facility. It's about the way the facility is perceived by the public. It's about the way the facility is perceived by the public.

Branding is a key factor in the success of any facility. It's about the way the facility is perceived by the public. It's about the way the facility is perceived by the public.

Feature Story: Strength Training

# Flexing with the times

HOW TO MAKE ROOM IN YOUR FACILITY FOR FUNCTIONAL STRENGTH TRAINING

By Paul Chisholm

**T**he fitness industry is constantly evolving, and strength training is no exception. It's not just about lifting weights, it's about functional strength training. It's about making room in your facility for functional strength training.

Functional strength training is a key component of any fitness program. It's about making room in your facility for functional strength training.

Functional strength training is a key component of any fitness program. It's about making room in your facility for functional strength training.

# PROFESSIONAL DIRECTORY

**AQUATIC**  
 DESIGN GROUP  
 aquaticdesigngroup.com | 800.938.9242

**BALLARD KING**  
 ARCHITECTURE  
 ballardking.com | 415.440.1100

**Design Details**  
 LARRY & ANNE BROWN ARCHITECTURE  
 larryandanne.com | 415.440.1100

**FORWARD PROGRESS**  
 BREKING GROUP  
 breking.com | 415.440.1100

**AND PRESENT**  
 J.

## FEATURES

This is the industry's go-to spot to get an in-depth look at everything from facility design, maintenance and budgeting to programming trends, legal issues and more. Position your company as a top industry resource by advertising in this section.

## PROFESSIONAL DIRECTORY, DESIGN DETAILS, FORWARD PROGRESS

For architecture and design firms, these sections are a great way to have a presence in every issue of *Athletic Business*. Pair this with a **Digital Portfolio** to reach prospects in print and online.

Your customers spend most of their day on screens, why not advertise where they are with our digital channels? Increase brand exposure, maximize ROI and drive your business forward with the digital solutions Athletic Business provides.

Custom solution pricing, packages and multiple insertion discounts available. Visit [athleticbusiness.info/rates](http://athleticbusiness.info/rates) to learn more.

## SOCIAL



40% increase since 2012



411% increase since 2012



2,635% increase since 2012



NEW!

## E-NEWS

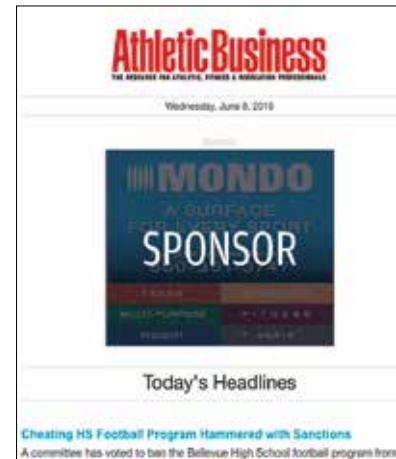
Our audience's **M-F connection** to news and insights from the athletic, fitness and recreation industries.

### Advantages:

- Trackable
- Mobile responsive
- Engaged, quality list

41,500  
SUBSCRIBERS

31%  
AVG OPEN RATE



## CUSTOM E-MAIL

Get access to our dynamic and robust audience of **41,500 digital subscribers** to increase your brand awareness.

### Advantages:

- Fully customizable
- Timely
- Targeted
- Engaged, quality list

41,500  
SUBSCRIBERS

26%  
AVG OPEN RATE



## MICROSITES

Educate and inform prospects who are **searching for you with a fully customizable profile** in our online Buyers Guide.

### Advantages:

- Capture leads
- Year-long visibility
- Priority listing



## WEBSITE

With **2.8 million+ annual pageviews**, athleticbusiness.com is the leading platform to advertise your company and increase brand awareness.



### Advantages:

- Most Traffic in Industry
- 24/7 Visibility
- Trackable
- Targeted

**VIDEO** Increase the reach of your marketing videos and gain additional exposure with video promotion available through Athletic Business. Ask about our trade show videos, too.



### Advantages:

- PROMOTION**  
Your video will be added to our website and our daily E-News, and posted on social media.
- ENGAGEMENT**  
Video is great for telling a more detailed story in a visual way.

Jim Peterson is President of SNA Sports Group.

## Meet Jim.

President of SNA Sports Group

Learn why he has continued to come back to Athletic Business year after year, for more than 20 years.



“I’ve always identified *Athletic Business* as the #1 publication in the industry – while other publications have failed, *Athletic Business* has continued to remain strong and thrive. Because of that, we have relied on them to keep us in front of our clients and prospective clients, both in print and online.”

“I have consistently felt a return of the loyalty we have to Athletic Business. This kind of mutual respect is very important to me, and I look for it in all of my business relationships.”

Formerly Schelde North America, **SNA Sports Group** is world-famous for its volleyball net systems and portable basketball goals.



AB Show is the ultimate destination to showcase your company to thousands of facility owners, managers and program directors who are eager and ready to buy your products and services.

Leverage this premier educational event and trade show for athletic, fitness and recreation professionals and experience the unmatched power of face-to-face networking.

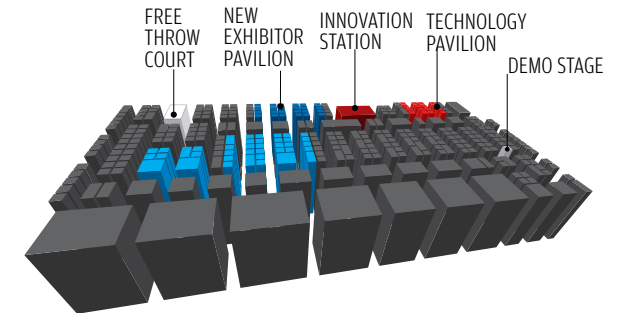
Together, Athletic Business and AB Show have formed a media powerhouse that provides the print, digital and in-person solutions your company needs to have a successful B2B marketing strategy.

## ATTENDEE PROFILE 2,700 ATTENDEES

- COLLEGE/UNIVERSITY: 25%
- PARKS & REC: 21%
- HEALTH CLUB: 14%
- PRIVATE FACILITIES: 10%
- MILITARY: 9%
- ARCHITECTURE/DESIGN: 6%
- OTHER: 15%  
(High schools, corporate fitness, resort/hotel, associations, dealers)



## SHOW FLOOR



160,000<sup>SQ FT</sup>  
OF ATHLETIC FITNESS  
SOLUTIONS

## ADVANTAGES:

- **HANDS ON:** It's the perfect place to showcase your products/services to a new captive audience.
- **MORE PRE-QUALIFIED LEADS:** AB Show draws thousands of athletic, fitness and recreation professionals from a wide range of organizations. For many, it's the only event they'll attend all year.
- **BUYING SEASON:** They're decision makers with dollars to spend, and they're eager to see what you have to offer.
- **VIP HOSTED BUYER PROGRAM:** We provide all-expense paid trips to AB Show to a very select group of 20 buyers who have building and renovation projects with budgets of at least \$5 million. They'll be at the show ready to shake hands and seal deals with you.

## **MORE CHANCES FOR YOUR BRAND TO GET NOTICED.**

Drive an even greater number of attendees to your booth. **AB Show's onsite sponsorship and creative marketing opportunities** are designed to maximize your presence at the show with something to fit every budget.

Options include:

- Charging stations
- Mobile app
- Backpacks
- Banners
- Photo booth
- Receptions

## **EXHIBITORS**

Set your company up for success by showcasing your products and services to key facility decision makers from around the world. Our annual turnout of 2,700 attendees look to exhibitors at AB Show to find the products and services they need to efficiently and effectively run their programs and facilities.



250 exhibitors

## **SESSIONS**



Attendees of AB Show get top-notch education from industry leaders and find solutions to the challenges they face every day.

## **SHOW PARTNERS**



## **LEARN MORE**



Steve Statsick  
AB Show Exhibits Director  
steve@abshow.com  
(608) 729-4191  
abshow.com

**Ashley Haberman** is Assistant Marketing Manager - Commercial, for Matrix Fitness

## Meet Ashley.

Assistant Marketing Manager  
at Matrix Fitness.

Learn why he trusts Athletic  
Business and AB Show to help  
grow their business.

**MATRIX**



“Advertising with Athletic Business has always been a key component of our marketing strategy to reach the many audiences we target. As we seek continued expansion of the Matrix brand into relevant channels, we rely on Athletic Business to increase and maintain our presence in the industry through the magazine, online and in-person at AB Show – and they haven’t let us down!”

“It is always a fun and positive experience working with Athletic Business. I appreciate the collaborative relationship we have, knowing they have my best interest in mind.”

**Matrix Fitness**, the fastest-growing commercial fitness brand in the world, offers a comprehensive portfolio of cardio, strength and group training solutions.

# 2017 EDITORIAL CALENDAR

## JAN/FEB

Ad Close: 12/5  
Ad Due: 12/9

### AQUATIC DESIGN PORTFOLIO

- **SPOTLIGHT:** Cardio Equipment
- Medical Fitness
- Locker Rooms
- Intramural Sports
- Athletic Field Maintenance

**BONUS DISTRIBUTION:**  
IHRSA, NIRSA, AOAP

## MARCH

Ad Close: 1/30  
Ad Due: 2/3

### THE BUYERS GUIDE

- 12-Month Sales Impact
- Featured Vendor Status Online
- Company Name Boldfaced
- Buyer Behavior Survey

**BONUS DISTRIBUTION:** All Major Shows

## APRIL

Ad Close: 3/1  
Ad Due: 3/6

### THE 40<sup>th</sup> ANNIVERSARY ISSUE

Our industry then, now & into the future.

- Fitness Equipment
- Synthetic Turf
- Stadiums
- Aquatics

**HELP US CELEBRATE**  
Buy a full- or half-page  
ad and get one free.

## IN EVERY ISSUE

### New and Improved:

Details on the latest products hitting the market.

### Product Spotlight:

Highlighting products aligned with each issue's designated topic.

### Forward Progress:

The scoop on new athletic, fitness and recreation facility projects.

### Design Details:

Celebrating the architectural touches that elevate the very best facilities.

### The Owners Club:

Our health club column authored by successful club owners.

### Legal Action:

Our legal experts break down pertinent cases affecting today's facility leaders.

### Safety & Security:

Providing guidance to advance best practices in safety and security, in partnership with the National Center for Spectator Sports Safety & Security.

## MAY

Ad Close: 3/31  
Ad Due: 4/6

- **SPOTLIGHT:** Gymnasiums & Indoor Surfaces
- Aquatics: Safety
- Strength Training
- Outdoor Lighting
- Advanced Online Education

## JUNE

Ad Close: 5/1  
Ad Due: 5/5

### 30<sup>th</sup> ANNUAL ARCHITECTURAL SHOWCASE

This collection of new and innovative facility projects serves as inspiration for those planning their own building or renovation projects.

**BONUS DISTRIBUTION:** All Major Shows

## JULY/AUG

Ad Close: 6/1  
Ad Due: 6/6

### THE BRANDING ISSUE

The products and equipment that help facilities define their brand.

- **SPOTLIGHT:** Locker Rooms & Laundry
- Athletic Facilities
- Recreation Facilities
- Health Clubs

## SEPT

Ad Close: 8/1  
Ad Due: 8/4

- **SPOTLIGHT:** Stadiums & Outdoor Surfaces
- Track and Field
- Fitness Programming
- Aquatics: Competition Pools
- Surveillance Technology
- Outdoor Adventure Courses

## OCT

Ad Close: 8/30  
Ad Due: 9/5

### FACILITIES OF MERIT® AWARDS

- **SPOTLIGHT:** Weight Rooms & Strength Equipment
- Aquatics: Recreation
- Sports Tournaments
- Indoor Lighting
- AB Show Preview

**BONUS DISTRIBUTION:** NRPA

## NOV/DEC

Ad Close: 10/2  
Ad Due: 10/5

### AB SHOW ISSUE

- **SPOTLIGHT:** Aquatic Components
- Scoreboards/Videoboards
- Practice Facilities
- Military Fitness
- Ice Rinks

**BONUS DISTRIBUTION:** AB Show, NFHS



MAP YOUR GAME PLAN AND  
**DRIVE YOUR BUSINESS**  
 TO NEW HEIGHTS WITH

# Athletic Business

CONTACT YOUR MEDIA COACH TODAY TO GET STARTED:

**DIANE EBNER**

**Athletic Business**

WEST COAST SALES

Media Director

(608) 729-4189

diane@athleticbusiness.com



**MICHAEL GAIO**

**Athletic Business**

EAST COAST SALES

Account Executive

(608) 729-4216

michael@athleticbusiness.com



**STEVE STATSICK**

**AIB** ATHLETIC BUSINESS  
 SHOW .com

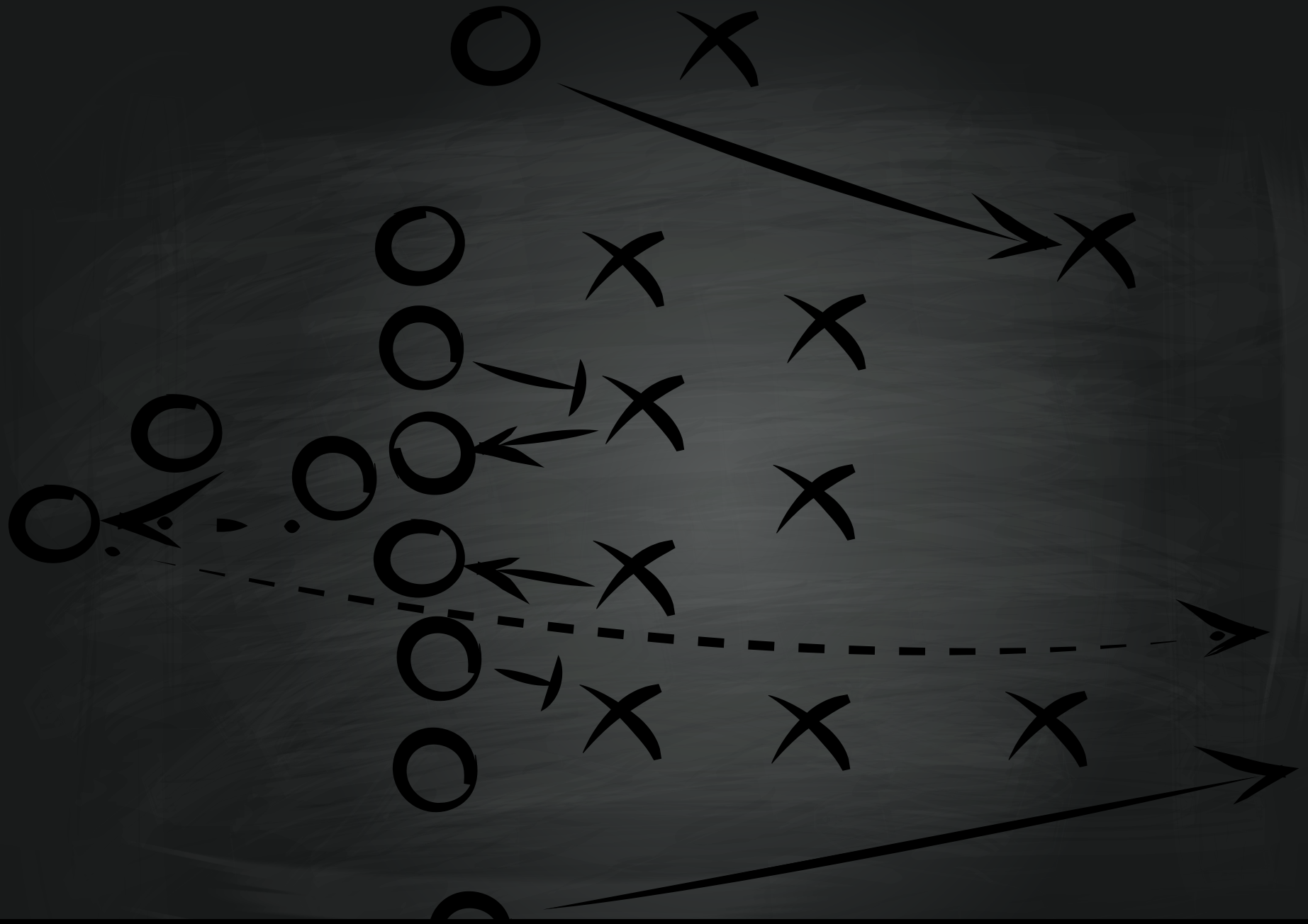
NATIONAL SALES

Exhibits Director

(608) 729-4191

steve@abshow.com





**Athletic Business**