

### BASIC : 1 FILTER

0-5,000	\$1,000
5k-10k	\$1,500
10k-15k	\$2,000
15k-20k	\$2,500
20k-25k	\$3,000
25k-30k	\$3,500
30k-35k	\$4,000
35k-40k	\$4,500

### TARGETED : 2-3 FILTERS

0-5,000	\$1,375
5k-10k	\$2,000
10k-15k	\$2,625
15k-20k	\$3,250
20k-25k	\$3,875
25k-30k	\$4,500
30k-35k	\$5,125

### ZEROED IN : 4+ FILTERS

0-5,000	\$1,750
5k-10k	\$2,500
10k-15k	\$3,250
15k-20k	\$4,000
20k-25k	\$4,750
25k-30k	\$5,500

### Filter Options

**Business/Organization Type:** College/University, High School/School District/Private School, Parks & Rec. Community/Municipal Recreation, Health Club, Architectural/Specialty Design Firm, Private Sports/Recreation Center, YMCA/YWCA, Manufacturer, Dealer/Distributor, Wellness Center/Hospital/Clinic, Business/Program Management Consulting Firm, Corporate Rec/Fitness Center, Amateur/Governmental Sports Organization, Military, Pro Sports, Jewish Community Center, Church, Police/Fire Dept/Law Enforcement, Hotel/Resort, Association

**Job Title:** Athletic Director, Director, Executive Dir./CEO/Pres./Owner/V.P., Associate/Assistant Athletic Director, Athletic Trainer, Manager, Recreation/Intramural Dir./Assoc. Dir., Parks & Rec. Director/Commissioner/Supt., Architect/Consultant/Facilities Planner, Coordinator, Sergeant/Lieutenant/Captain/Chief

**Location:** State, Region, Distance from Zip Code

**Engagement:** Print, Email, Web, AB Show

**Activity:** Email Opens, Email Clicks, Web Visits

**Topics of Interest:** Content Topics/Categories Being Read Most Often

**Areas of Involvement:** Athletics, Recreation, Fitness/Wellness, Aquatics, Security, Facility Design, Facility Operations

# Athletic Business



**AB MAGAZINE**  
40,000  
AUDITED  
SUBSCRIBERS



**AB WEB TRAFFIC**  
180,000+  
TOTAL MONTHLY  
PAGEVIEWS



**AB SHOW**  
2,300+  
HIGH-QUALITY  
ATTENDEES



**AB TODAY**  
22%  
AVERAGE UNIQUE  
OPEN RATE



**SOCIAL MEDIA**  
13,000+  
FOLLOWERS

\*Exact numbers may fluctuate as subscriber list grows over time.

### READY TO GET STARTED? CONTACT:



#### CHARLI MUCHOW

East Sales | (608) 729-4216  
[charli@athleticbusiness.com](mailto:charli@athleticbusiness.com)



#### DIANE EBNER

West Sales | (608) 729-4189  
[diane@athleticbusiness.com](mailto:diane@athleticbusiness.com)