

2021 MEDIA KIT

Sports Illustrated

KIDS



UPDATED: 11.17.20

SI
KIDS

Built for Kids Who Live for Sports and Love to Play

Powered by 30+ years of empowering young fans and athletes, Sports Illustrated Kids delivers fun, relevant, and inspiring content in an exciting and safe environment for kids who live for sports and love to play.

Connecting with kids through their passion for sports, SI Kids provides them with the ultimate destination for photos, entertainment and sports information. In addition, SI Kids offers a website extension delivering news, video and exclusive features to a generation who lives fast and on the go.

SI Kids Magazine

Garner the valued attention of a hard-to-reach audience

Created as a spin-off of Sports Illustrated, SI Kids Magazine presents sports the way kids want to read about them, providing the ultimate destination for great action photos, easy-to-read stories about athletes, helpful tips from the pros, humor, comics and a host of fun activities.

1 hr, 26 min

Average time kids spent with the issue

99%

Say SI Kids has interesting articles

Reach an engaged audience of Parents

The parents of the SI Kids audience are not only exposed to but inspired by the brands featured in SI Kids Magazine.

Over Half

Read SI Kids either by themselves or with their kids

7 in 10

Say my child(ren) sometimes show me the ads in SI Kids



I love the magazine. It **helps as a parenting tool** and I love the way that it **help younger kids learn** other things about sports and athletics.

SI Kids Franchises



SportsKid of the Year

Each year the SportsKid of the Year award recognizes an athlete/s between the ages of 7-15 that exemplifies athleticism, sportsmanship, academic excellence and civic involvement.



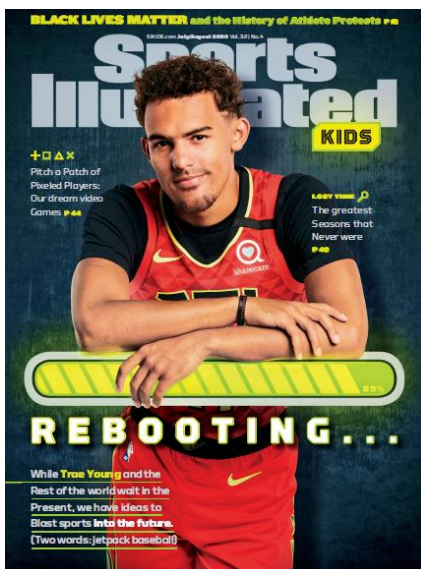
Kid Reporters

SI Kids talented group of next generation sports reporters brings fans exclusive stories and interviews with today's biggest stars in-book and online.

For advertising inquiries, please contact:

Danny Lee, Publisher • Danny.Lee@SI.com • 917-626-7621

ISSUE DATE + THEME	AD CLOSE	MATERIALS DUE	ON-SALE
JANUARY/FEBRUARY The Science of Sports	11. 25. 20	12. 09. 20	1. 12. 21
MARCH/APRIL MLB Preview	2. 11. 21	2. 18. 21	3. 23. 21
MAY/JUNE Summer Camp	4. 9. 21	4. 16. 21	5. 18. 21
JULY/AUGUST Summer Olympics	6. 3. 21	6. 10. 21	7. 13. 21
SEPTEMBER/OCTOBER Football Preview	8. 5. 21	8. 12. 21	9. 14. 21
NOVEMBER/DECEMBER SportsKid of the Year/Gotta Get It Guide	10. 14. 21	10. 21. 21	11. 23. 21



*Edit Themes & Dates are Subject to Change

EDITION:

SPORTS ILLUSTRATED KIDS

Ratebase 300,000

GROSS RATES

Full Page \$31,500

2/3 Page \$24,150

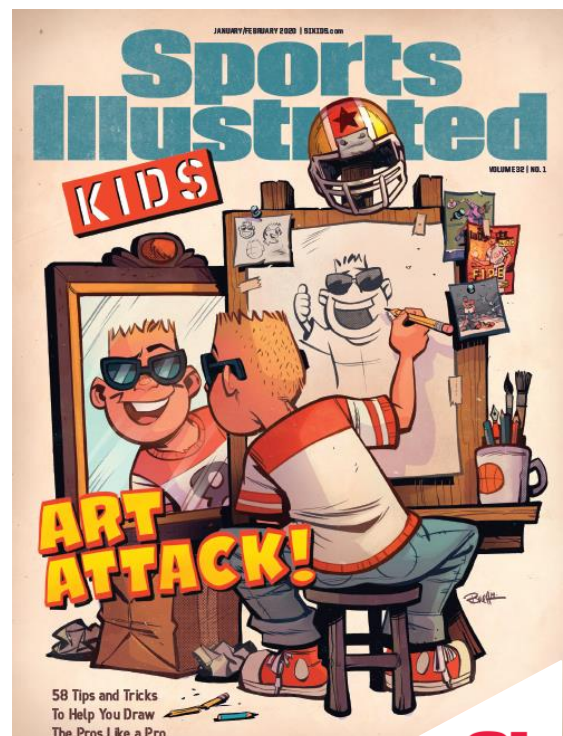
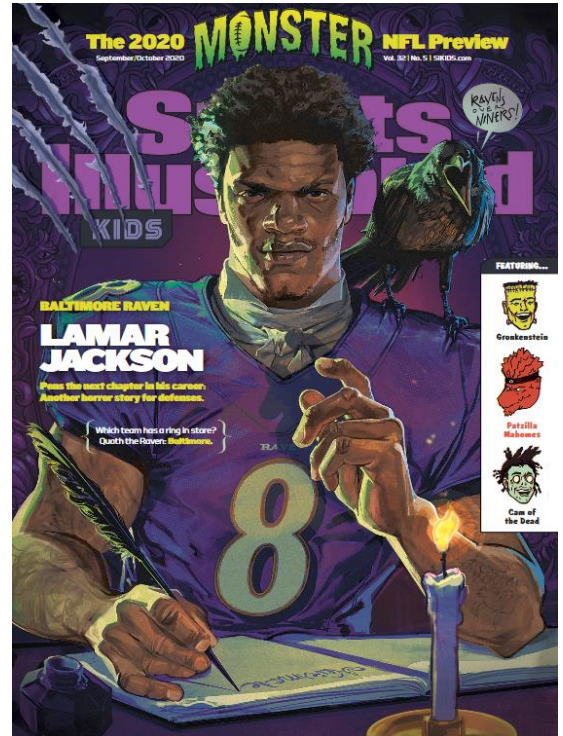
1/2 Page \$18,900

1/3 Page \$13,650

Dates & Rates Subject to Change

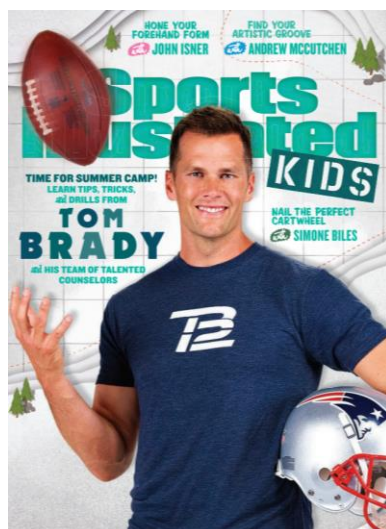
ADDITIONAL INFORMATION:

Premium Charges. Special advertising production premiums are non-commissionable and do not earn any discounts. Rebates received on space charges may not be applied to premium charges



To upload ads, please visit the SI Kids Ad Portal: www.adshuttle.com/si-sik

AD SIZE	TRIM SIZE	NON-BLEED	BLEED SIZE	BLEED SAFETY
Full Page	7 7/8" x 10 1/2"	7 3/8" x 10"	8 1/8" x 10 3/4"	7 3/8" x 10"
Spread	15 3/4" x 10 1/2"	15 1/4" x 10"	16" x 10 3/4"	15 1/4" x 10"
1/2 Vertical	3 7/8" x 10 1/2"	3 3/8" x 10"	4 1/8" x 10 3/4"	3 3/8" x 10"
1/3 Vertical	2 5/8" x 10 1/2"	2 1/8" x 10"	2 7/8" x 10 3/4"	2 1/8" x 10"
2/3 Vertical	5" x 10 1/2"	4 1/2" x 10"	5 1/4" x 10 3/4"	4 1/2" x 10"
1/2 Horizontal	7 7/8" x 5"	7 3/8" x 4 1/2"	8 1/8" x 5 1/4"	7 3/8" x 4 1/2"
1/3 Horizontal	7 7/8" x 3 1/2"	7 3/8" x 3"	8 1/8" x 3 3/4"	7 3/8" x 3"
1/2 Spread Horizontal	15 3/4" x 5"	15 1/4" x 4 1/2"	16" x 5 1/4"	15 1/4" x 4 1/2"





SPORTS ILLUSTRATED KIDS MAGAZINE 2021 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print edition of SPORTS ILLUSTRATED KIDS Magazine (the "Magazine") published by Maven Coalition, Inc. (the "Publisher").

1. Rates are based on average total audited circulation, effective starting in January, 2021. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of BPA Worldwide ("BPA"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by BPA. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.
3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
4. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
5. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
6. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.



SI KIDS MAGAZINE

2021 MAGAZINE ADVERTISING TERMS AND CONDITIONS

9. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
10. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
12. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
13. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
15. Neither creative fees nor special advertising print production premiums earn any discounts or agency commissions.
16. The Magazine is subject to Maven Coalition, Inc.'s standard 2021 issue-by-issue tally (IBIT) pricing system.
17. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 13, 2020

Maven Coalition, Inc.

2021 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by and its affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the magazine's Brand Report issued by BPA Worldwide ("BPA") for the first or second half of the 2021 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Brand Reports for second half of the 2021 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazines Advertising Terms and Conditions.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $\$100,000 \times (3\% - 2\%) = \$1,000$.
6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Brand Reports for the second half (July – December) BPA reporting period and calculation of the 2021 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run circulation advertising in regular issues as reported in the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.
13. Publisher reserves the right to modify these terms.

Issued: October 13, 2020