



Welcome to Athlon Sports! For marketers and advertisers looking to connect with the most passionate fans we deliver DOMINANT PREVIEW COVERAGE, AUTHORITATIVE ANALYSIS and ACCURATE PREDICTIONS.

For over 50 years our editors and analysts have been accurately predicting the outcome of college and professional sports games through our printed and digital previews. In fact, for several years Athlon ranks number two in total accuracy score.



ATHLON SPORTS

READER PROFILE



PRINT

2022



ATHLON SPORTS' PRESEASON NEWSSTAND GUIDES offer dominant preview coverage for every fan of sports, from the passionate enthusiast to the weekend warrior. With a rich heritage of authoritative analyses, respected predictions and celebrated photography, they fuel the unmatched excitement and anticipation that only preseason can provide.

As the leading publisher of preseason annuals for more than 50 years, Athlon Sports is one of the most anticipated preseason publications and is sold in more than 60,000 outlets nationwide. Supported by the largest staff of sports experts in the country, premium content includes 8 titles featuring regional covers and coverage (SEC, 1 National NCAA Football, NFL, NFL Draft, NFL Fantasy, NCAA Basketball, MLB, NASCAR).

TOTAL AUDIENCE **3.7 MILLION***



82%



18%



64%

ATTENDED COLLEGE



64%

OWN A HOME



75%

EMPLOYED



ATHLON SPORTS RACING

We take readers behind the scenes of NASCAR's three national touring series with in-depth interviews, hard-hitting features, track profiles and previews and rankings of the top drivers in America's fastest sport.

RACING – ON SALE: 01/11/22

Distribution: 92,400 | Ad Close: 11/30/21 | Ad Materials: 12/19/21

UNIT SIZE	NET RATE
Full Page	\$6,900
1/2	\$3,795
1/3	\$2,505



ATHLON SPORTS BASEBALL

Athlon Sports provides preseason analysis, predictions and team-by-team previews of all 30 clubs with rosters, stats and schedules, plus features and a peek into the college baseball top 25.

BASEBALL – ON SALE: 02/08/22

Distribution: 195,500 | Ad Close: 12/28/21 | Ad Materials: 01/04/22

UNIT SIZE	NET RATE
Full Page	\$14,625
1/2	\$8,044
1/3	\$5,309



ATHLON SPORTS PRO FOOTBALL DRAFT

Prepare for draft day with detailed analysis of the year's class from former NFL personnel, along with a look at the needs of all 32 NFL teams, in-depth features on top-ranked players and a mock draft to get you through the first two rounds.

PRO FOOTBALL DRAFT – ON SALE: 03/08/22

Distribution: 148,100 | Ad Close: 01/25/22 | Ad Materials: 02/01/22

UNIT SIZE	NET RATE
Full Page	\$11,100
1/2	\$6,105
1/3	\$4,029



ATHLON SPORTS SEC FOOTBALL

The largest SEC preview on newsstands provides in-depth team-by-team previews, along with our preseason Top 25, All-America teams, SEC features and everything else you need to know about the upcoming season.

SEC FOOTBALL – ON SALE: 05/24/22

Distribution: 88,800 | Ad Close: 04/06/22 | Ad Materials: 04/13/22

UNIT SIZE	NET RATE
Full Page	\$6,600
1/2	\$3,630
1/3	\$2,396



ATHLON SPORTS NATIONAL COLLEGE FOOTBALL

Athlon Sports' 300-plus page national college football edition provides previews for all 130 FBS schools, predictions and all-conference teams for every league, detailed recruiting rankings and more. It's the most comprehensive college football magazine on newsstands.

NATIONAL COLLEGE FOOTBALL – ON SALE: 05/24/22

Distribution: 250,730 | Ad Close: 04/12/22 | Ad Materials: 04/19/22

UNIT SIZE	NET RATE
Full Page	\$18,750
1/2	\$10,313
1/3	\$6,806



ATHLON SPORTS PRO FOOTBALL

Athlon Sports' Pro Football features comprehensive previews on all 32 teams in the NFL, along with schedules, stats, depth chart analysis and fantasy football insight. Notes from the NFL Draft and a look back at previous drafts, oddball stats and stories, and images from game day make this an NFL fan's must-have for the upcoming season.

PRO FOOTBALL – ON SALE: 06/07/22

Distribution: 247,000 | Ad Close: 04/26/22 | Ad Materials: 05/03/22

UNIT SIZE	NET RATE
Full Page	\$18,525
1/2	\$10,189
1/3	\$6,724

*Includes second run distribution.



ATHLON SPORTS FANTASY FOOTBALL

Athlon Sports' Fantasy Football is an ideal guide to help prepare fans for their fantasy drafts. Each edition has 400+ players ranked, a 280-player big board, a 20-round mock draft and 3,200 projected stats, along with position-by-position breakdowns and team-by-team analysis.

FANTASY FOOTBALL – ON SALE: 06/21/22

Distribution: 162,360 | Ad Close: 05/10/22 | Ad Materials: 05/17/22

UNIT SIZE	NET RATE
Full Page	\$12,150
1/2	\$6,682
1/3	\$4,410



ATHLON SPORTS COLLEGE BASKETBALL

Hoops fans from coast to coast and across the globe prepare for the season with preseason analysis and predictions, All-America and all-conference teams, a complete Field of 68 NCAA Tournament Bracket and 420 ranked high school recruits — as well as previews of all 350+ Division I schools.

COLLEGE BASKETBALL – ON SALE: 09/06/22

Distribution: 139,000 | Ad Close: 07/26/22 | Ad Materials: 08/02/22

UNIT SIZE	NET RATE
Full Page	\$10,425
1/2	\$5,734
1/3	\$3,784

COVER PREMIUMS

Cover 2 (IFC) – Earned Rate Plus 20%

Cover 3 (IBC) – Earned Rate Plus 20%

Cover 4 (BC) – Earned Rate Plus 20%

SPECIAL UNITS

Inserts, gatefolds, business reply cards and special unit rates on request. The special units contribute to, but do not earn, unit discounts and must be reserved.

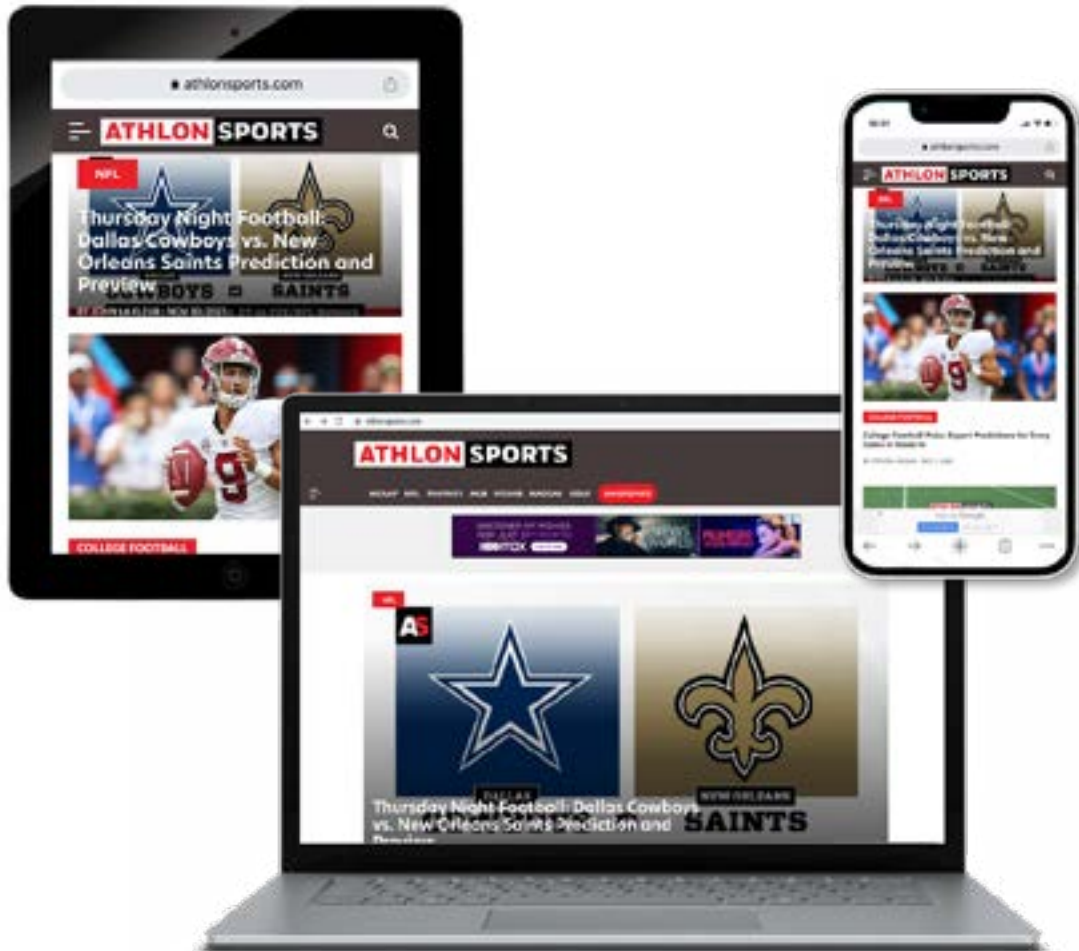


ATHLONSPTS.COM

provides daily and seasonal insight in an authoritative, informative and entertaining way, shaping the way fans view the game.

*Includes second run distribution.

UNIT	DESCRIPTION	CPM	MIN MONTHLY IMP (000)	MONTHLY MINIMUM
Run of Site Banners	Rotational run of site banners including 300x250 & 728x90	\$7.80	1,000	\$7,800.00
Run of Site Premium	Premium Units include 300x600, 970x90, & 920x90	\$10.14	1,000	\$10,140.00
Channel Specific Banners	Rotational banners served within selected channels including NFL, Fantasy, NCAAF, NASCAR, & Golf. Includes Premium Units	\$10.40	1,000	\$10,400.00
Takeover Unit	Populating all ROS banners on channel or main pages	\$23.40	1,000	\$23,400.00
Targeting	Add 30% for Geo or Demo targeting. Each qualification is an incremental 30% from base CPM	TBD	500	TBD
Native Campaign	Athlon Content Studios will produce (or approve) content to feed in our content stream and tagged as "Sponsored Content." Light background shading will also will separate it from editorial. ROS Banners to Support Campaign. Includes Product Integration and a maximum of two links to drive customers to product site	\$20.00	2,000	\$40,000.00



ATHLON SPORTS

The logo for the Cover 2 Podcast. It features a large, bold, red number '2' at the top. Below the '2' is the word 'COVER' in a bold, black, sans-serif font. The letter 'V' in 'COVER' is stylized with a red outline. Below 'COVER' is the word 'PODCAST' in a smaller, bold, black, sans-serif font.

NCAA college football podcast **COVER 2** provides deep insights and assessment of games, players, leagues and the latest news.



Co-hosts Braden Gall and Steve Lissan (aka Rainman) dive deep into all of the action in and out of season.

40,000 average monthly downloads

Requires a minimum investment of \$4,000 and 3-month commitment.

Intro and outro billboards plus two in-show commercial reads.

SPACE	BLEED	TRIM	LIVE AREA	NON-BLEED
Two Page Spread	16.25" x 10.75"	16" x 10.5"	15" x 10"	15" x 10"
Full Page/Cover	8.25" x 10.75"	8" x 10.5"	7" x 10"	7" x 10"
2/3 Page (Vertical)	N/A	N/A	4.625" x 10"	4.625" x 10"
1/2 Page (Vertical)	N/A	N/A	3.5" x 10"	3.5" x 10"
1/2 Page (Horizontal)	N/A	N/A	7.5" x 4.75"	N/A
1/2 Page Island	N/A	N/A	4.625" x 7"	4.625" x 7"
1/2 Page Spread	16.25" x 5.5"	16" x 5.25"	15.5" x 4.75"	N/A
1/3 Page (Vertical)	N/A	N/A	2.25" x 10"	2.25" x 10"
1/3 Page (Horizontal)	N/A	N/A	7" x 3.25"	7" x 3.25"
1/3 Page (Square)	N/A	N/A	5.25" x 5.5"	5.25" x 5.5"
1/4 Page (Vertical)	N/A	N/A	2" x 10"	2" x 10"
1/4 Page (Horizontal)	N/A	N/A	3.5" x 5"	3.5" x 5"

AD SUBMISSION

- To join go to: athlonsportannuals.sendmyad.com
- When establishing an account please observe the minimum requirements to avoid processing errors.
 - Create an account, if not already established.
 - Choose publication: i.e. College Basketball
 - Choose the issue: i.e. 9/5/20

Send Proofs to:

Athlon Sports
2451 Atrium Way Suite 320
Nashville, TN 37214
Attn: Sam Payne

Main Production Contact:

Sam Payne
615-440-5552
sam.payne@amgparade.com

CUSTOM AD UNITS

Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.

FILE FORMATS:

Preferred format: PDF/X-1A

FILE RESOLUTION REQUIREMENTS:

- PDF/X-1A
- 300 dpi/2400 dpi for Line Work

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads—Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to AMG/PARADE's published specs, and in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color quality of print reproduction may vary.
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in InDesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in AMG/PARADE publications must be properly trapped.
- AMG/PARADE will no longer require color proofs.