

SQUASH

MAGAZINE
WWW.SQUASHMAGAZINE.COM

Squash Magazine
600 First Ave., Suite 500
Seattle, WA 98104

Welcome to *Squash Magazine*, and thank you for inquiring about advertising in *Squash Magazine*. Now in our fourteenth year of publication serving the squash & tennis communities, *Squash Magazine* knows what it takes to reach your target audience!

Our elite subscriber base consists of squash and tennis fanatics who enjoy a wide variety of indoor and outdoor activities in addition to these fine racquets sports. From golf, sailing, soccer, and cycling, to skiing, hockey and world travel, *Squash Magazine* will deliver you to an upper-income, college educated reader. And with help from the industry's top writers & photographers combined with professional design & layout, *Squash Magazine* is *the No. 1 magazine for the sport of Squash!*

Promotional opportunities include single, multiple-issue, & yearly advertisement packages, product reviews, and featured magazine sponsorship opportunities to help you achieve your marketing goals. *Squash Magazine* offers advertising & sponsorship packages—combined with complimentary promotional opportunities—designed directly to enhance company and product awareness through increased signage in the monthly publication and on *Squashmagazine.com*.

We continue to strategize and work to provide our readers with the best products, services, and news available. *Squash Magazine* looks forward to helping you achieve your marketing goals and delivering your information into the hands of our elite athletes!

Sincerely,

Ryan Lewis

Director of Operations

***Squash Magazine*—“The No. 1 Magazine for Squash Players!”**

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Quick Facts:

What's Squash Magazine doing for the Sport?

Squash Magazine has secured itself as the preeminent squash publication around the globe. During the 2009 & 2010 squash seasons, *Squash Magazine* represented more than 60 unique product lines, increasing brand awareness through advertisements, product reviews, magazine sponsored pages, press releases, and banner and menu bar advertisements on *Squashmagazine.com*. Additionally, *Squash Magazine* represented more than 30 international and national tournaments and 35 squash and tennis camps resulting in increased participation levels and global sponsorship exposure.

Circulation & Distribution

With a well established, specialized circulation and website, *Squash Magazine* and *Squashmagazine.com* can effectively promote your products and services to more than 25,000 monthly readers and web-site visitors. We currently boast the largest mailing list in North America directly targeting the squash market and can therefore deliver your product information to the squash community, including both professional and leisure players.

On a monthly basis, the *Squash Magazine* publication is directly distributed to:

- Every member of the United States Squash Racquets Association & International Squash Doubles Association
- Members of the Professional Squash Association & the Women's International Squash Player's Association—(PSA & WISPA)
- Members of the College Squash Association—(CSA)
- Thousands of US & Canadian Junior Players
- 2500 squash clubs and athletic centers across North America
- Thousands of subscribers in North, South & Central America, The United Kingdom, Europe, Japan, Southeast Asia, The Middle East, Australia and New Zealand.

2010/2011 Advertising Packages include: (contact Ryan Lewis for additional information)

- ***Getting Started*** package will allow your company to promote products through a 4-Color full-page ad & a 4-Color full-page product review, article, or advert designed to introduce in-depth information with professional imagery & branding to the global squash audience. 20 complimentary issues will be offered to your company for promotional usage.
- ***Multiple & Half Season*** packages are now available offering complimentary ads and subscriptions with the purchase of three or more advertisements.
- ***1/6, 1/4, 1/3, 1/2, & 1 Page Yearly*** advertising packages include a 25% discount off all rates, complimentary 4-Color full-page product reviews, free magazine ads, and free hyperlinks & logos on *Squashmagazine.com*. Up to 25 complimentary subscriptions for company representatives will also be available with the *Yearly* advertising packages.

Magazine Sponsorship/Ad Packages include: (contact Ryan Lewis for additional information)

For those companies looking to do more than just advertise their products, *Squash Magazine* has created *Sponsorship/Advertising* packages designed to significantly increase your company's presence and exposure in the monthly publication and on *Squashmagazine.com*.

- ***Magazine Sponsorship/Advertising*** packages include 4-Color full-page advertisements, 4-Color full-page magazine sponsored pages, and complimentary ads, hyperlinks & logos, and subscriptions for up to 25 company representatives.

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Circulation/Target Marketing

Squash Magazine is distributed to more than 19,000 direct squash enthusiasts & athletes each month!

- 13,000 US Squash members & *Squash Magazine* direct subscribers
- 2,500 Squash & athletic fitness clubs around NA
- 1,600 Universities, Colleges, and the CSA
- 2,000 Juniors, WISPA, & PSA

The *Squash Magazine* Reader Profile/Demographics

- 66% are between 25 & 55 years of age (mean age 43)
- 86% of respondents are male, 81% Caucasian
- 52% are from Northeast
- 98% of readers have degrees from 4-year colleges (BA/BS)
- 57% of readers have a Masters or Doctorate (among those age 25+)
- 79% own their homes; 32% own 2 homes or more
- 36% own luxury cars; 55% have 2 or more cars
- 19% C-Level, Owner, Partner, or President; 7% on corporate boards; 25% on non-profit association boards
- 57% fly 6 or more times/year (73% fly internationally, 21% 3 or more times/year)
- 53% of US Squash players perceive *Squash Magazine* as being the biggest value for joining US Squash with 95% spending up to 60 minutes reading each issue

Annual household income

- 36% of respondents have a household income (before taxes) of \$100,000 - \$250,000
- 19% of respondents have a household income (before taxes) of \$250,000 - \$1,000,000
- 41% of respondents have investments assets (excluding their homes) of \$175,000 - \$5,000,000, 36% of whom have investments valued over \$250,000
- Mean household income-\$286,796 (among those age 18+)
- Mean net worth-\$1,405,432 (among those age 18+)

Other relevant interests

- 49.18% golf
- 45.33% tennis
- 40% ski

Squash Magazine's Single, Multiple, 1/2-Season & Yearly Advertising Packages: 2010-2011

Single-Issue Advertising / 1 Run

- 1 page—color \$2000/black & white \$1500
- 1/2 page, horizontal—color \$1200/black & white \$900
- 1/3 page, vertical or horizontal—color \$860/black & white \$660
- 1/4 page—color \$660/black & white \$460
- 1/6 page, vertical—color \$460/black & white \$360

Premium Positions / 1 Run

- **Back Cover \$2600**
- **Inside Front/Inside Back Covers \$2300**
- **Center Spread \$2500**

(Please check availability)(Apply discounts for multiple-runs.)

Frequency Discounts

- 2 ads—5%
- 3 or 4 ads—see 3+1 package
- 5 ads—15%
- 6-8 ads—see 6+2 package
- 9 or 10 ads—see yearly package

Classified Advertising (30 word minimum)

- 1 Classified—\$4.00 per word
- 3 classifieds—\$3.50 per word
- 10 classifieds—\$2.50 per word
- Prepayment Required
(Visa, Master Card, American Express)

Multiple-Issue Advertising / 3+1 package

Buy 3 ads and receive 7% off plus get 1 free ad

1 page—color \$5580 total pkg./\$1395 per ad (*total divided by 4 ads*)

1 page—b/w \$4185 total pkg./\$1046.25 per ad (*total divided by 4 ads*)

1/2 page, horizontal—color \$3348 total pkg./\$837 per ad (*total divided by 4 ads*)

1/2 page, horizontal—b/w \$2511 total pkg./\$627.75 per ad (*total divided by 4 ads*)

1/3 page, vert or hor—color \$2399.40 total pkg./\$599.85 per ad (*total divided by 4 ads*)

1/3 page, vert or hor—b/w \$1841.40 total pkg./\$460.35 per ad (*total divided by 4 ads*)

1/4 page—color \$1841.40 total pkg./\$460.35 per ad (*total divided by 4 ads*)

1/4 page—b/w \$1283.40 total pkg./\$320.85 per ad (*total divided by 4 ads*)

1/6 page—color \$1283.40 total pkg./\$320.85 per ad (*total divided by 4 ads*)

1/6 page—b/w \$1004.40 total pkg./\$251.10 per ad (*total divided by 4 ads*)

1/2-Season Advertising / 6+2 package

Buy 6 ads and receive 15% off plus get 2 free ads

1 page—color \$10,200 total pkg./\$1275 per ad (*total divided by 8 ads*)

1 page—b/w \$7650 total pkg./\$956.25 per ad (*total divided by 8 ads*)

1/2 page, horizontal—color \$6120 total pkg./\$765 per ad (*total divided by 8 ads*)

1/2 page, horizontal—b/w \$4590 total pkg./\$573.75 per ad (*total divided by 8 ads*)

1/3 page, vert or hor—color \$4386 total pkg./\$548.25 per ad (*total divided by 8 ads*)

1/3 page, vert or hor—b/w \$3366 total pkg./\$420.75 per ad (*total divided by 8 ads*)

1/4 page—color \$3366 total pkg./\$420.75 per ad (*total divided by 8 ads*)

1/4 page—b/w \$2346 total pkg./\$293.25 per ad (*total divided by 8 ads*)

1/6 page—color \$2346 total pkg./\$293.25 per ad (*total divided by 8 ads*)

1/6 page—b/w \$1836 total pkg./\$229.50 per ad (*total divided by 8 ads*)

Yearly Advertising Packages / 10 issues

Buy 10 ads and receive 25% off plus...

1 page—color \$15,000 total pkg./\$1500 per ad (*total divided by 10 ads*)

1 page—b/w \$11,250 total pkg./\$1125 per ad (*total divided by 10 ads*)

(Complimentary benefits—2 product reviews; 2-pg., color center spread ad; hyperlink & logo on www.squashmagazine.com; subs for reps.)

1/2 page, horizontal—color \$9000 total pkg./\$900 per ad (*total divided by 10 ads*)

1/2 page, horizontal—b/w \$6750 total pkg./\$675 per ad (*total divided by 10 ads*)

(Complimentary benefits—1 product review; 1 pg., color ad; hyperlink & logo on www.squashmagazine.com; subs for reps.)

1/3 page, vert or hor—color \$6450 total pkg./\$645 per ad (*total divided by 10 ads*)

1/3 page, vert or hor—b/w \$4950 total pkg./\$495 per ad (*total divided by 10 ads*)

(Complimentary benefits—1 product review; 1/2 pg., color ad; hyperlink & logo on www.squashmagazine.com; subs for reps.)

1/4 page—color \$4950 total pkg./\$495 per ad (*total divided by 10 ads*)

1/4 page—b/w \$3450 total pkg./\$345 per ad (*total divided by 10 ads*)

(Complimentary benefits—1/2 pg., color ad; hyperlink & logo on www.squashmagazine.com; subs for reps.)

1/6 page—color \$3450 total pkg./\$345 per ad (*total divided by 10 ads*)

1/6 page—b/w \$2700 total pkg./\$270 per ad (*total divided by 10 ads*)

(Complimentary benefits—1/3 pg., color ad; hyperlink & logo on www.squashmagazine.com; subs for reps.)

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