

Growing Revenue through Consumer Sports Magazines



More than just PARADE



ATHLON SPORTS ANNUALS

Athlon Sports' preseason annuals offer preview coverage for every fan of sports, from the passionate enthusiast to the weekend warrior. They fuel preseason excitement and anticipation when still it's any team's game to win.



10+ titles, with regional covers/coverage (5 regional NCAA Football, 1 National NCAA Football, NFL, NFL Draft, NFL Fantasy, NCAA Basketball, MLB, NASCAR)



A WINNING GAME PLAN

Athlon Sports & Santa Rosa Press Democrat

A unique opportunity that helped build revenue through the passion of sports.

- Created advertising opportunities
- Provided readers a national magazine with local coverage
- Generated new circulation revenue

Success Story

The Santa Rosa Press Democrat saw success two-years running with both the MLB and Pro Football issues.

2016 Pro Football

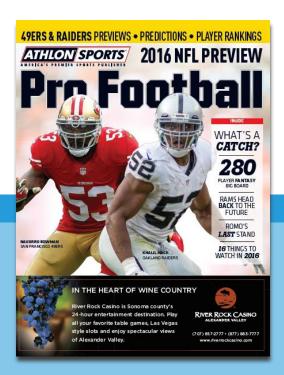
Advertising front and back covers

2017 MLB

4-page local story insert

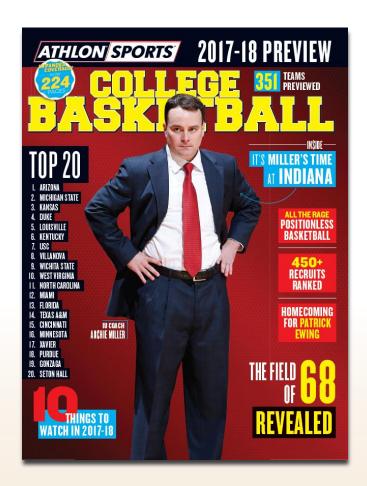






Revenue by the Numbers

Title	Circ	Cost	Sub Price	Circulation Revenue	Ad Revenue	TOTAL PROFIT
2016 Pro Football	39,543	\$63,298	\$2.50	\$99,641	\$2,000	\$38,343
2017 Baseball	39,228	\$63,298	\$2.50	\$91,420	\$0	\$28,122



College Basketball Success

The Herald Times in Bloomington, IN, utilized the local fascination with college basketball to create a new revenue source for both circulation and advertising.

Circ	Cost			Advertising Revenue	
23,000	\$ 22,390	\$ 2	\$ 23,610	\$ 12,000	\$ 35,610



Questions?

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