

About SportsEvents Media Group

Build Relationships and Tell Your Story with SportsEvents Media Group

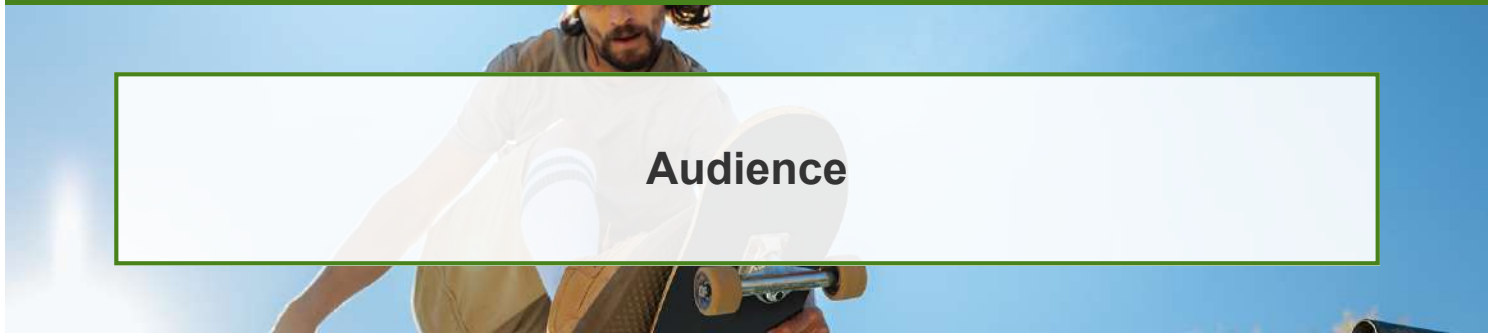
SportsEvents Media Group is the national leading media company and resource for sports events planners and tournament directors. Each platform offers facts, expert advice, tools, how-to's and more on topics that sports event planners need to know to produce top-notch sporting events and competitions.

We can provide you with an integrated marketing strategy that blends all aspects of marketing communication such as advertising, sales promotion, direct marketing, face-to-face, and social media, through our multimedia channels.

Who should advertise?

- Destinations looking to attract economically impactful sports events and competitions
- Venues, stadiums, arenas and convention centers to increase revenue and exposure
- Technology providers that supply event management software or digital solutions
- Marketing service providers that specialize in event planning and/or sports marketing services
- Transportation providers that specialize in working with groups and teams
- Insurance companies offering coverage for events and competitions
- Lodging accommodations seeking to increase reservations with group and team bookings
- Event supply companies offering products such as signage, decor, equipment rentals and more





SportsEvents magazine is delivered to an audience of over 18,000 ^[1] qualified sports events planners, league managers, directors, sports governing bodies (local, national and regional directors), sanctioning organizations, sports organizations and associations, coaches’ associations and others. With a pass along rate of 2.1 ^[2] per copy, that means each issue of SportsEvents reaches nearly 20,000 additional readers!

In addition, we have an audience of over 6,000 ^[3] professionals who subscribe to our e-mail list, providing even more opportunities to reach the industry.

How our readers’ describe their organization’s sports operations ^[2]

Area of Sports	Per cent of readers
Team Sports	69%
Individual Sports	50%
Gaming/E-Sports	6%
Indoor Sports	44%
Outdoor Sports	69%

Trade publications our readers read regularly (at least three out of four issues) ^[3]

Type of Publications	Per cent of readers
SportsEvents Magazine	75%
Sports Destinations Management	13%
PUSH	19%

Key Figures

88%

of readers say SportsEvents’ print and digital advertising educates and is an important part of the publication ^[2]

50%

of readers say they took action after seeing an ad in SportsEvents ^[2]

81%

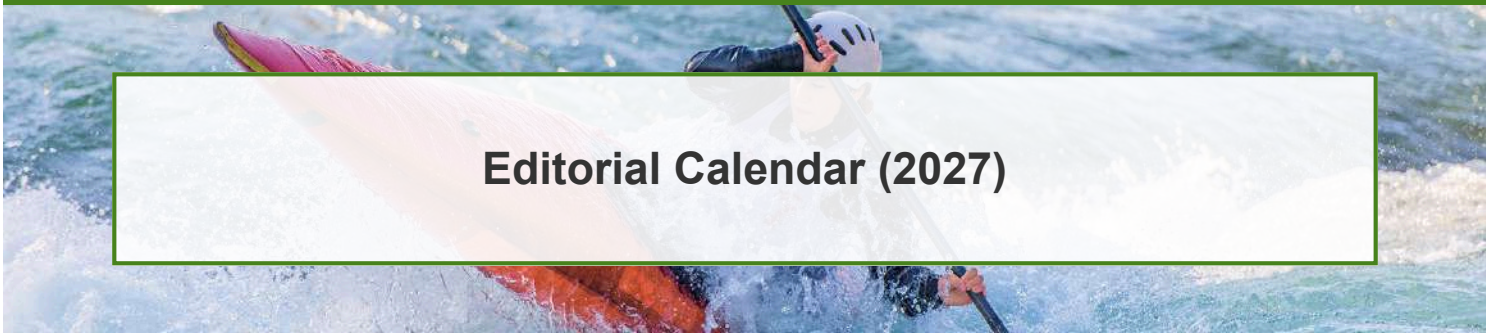
of readers say their respect for *SportsEvents*
could positively impact their opinion of
advertisements in the magazine ^[2]

6,000

Professionals subscribed to
our email list ^[3]

Footnotes

1. Data Source: December 2025 AAM Circulation Statement
2. Based on June 2024 AdStudy conducted by the independent research firm, Signet Research, Inc.
3. Data Source: Publisher's own data



Editorial Calendar (2027)

January

Trends & Outlook, Survey Report

Social Media Post for Advertisers

Game Plan

Conference survival guide

Sports Reports

Curling
 Hockey
 Gymnastics

State Spotlights

Minnesota
 Michigan
 Nevada
 South Carolina
 District of Columbia
 West Virginia

Space Closing: December 11, 2026
Material Deadline: December 18, 2026
Publishing: January 13, 2027

February

Multiuse Complexes

Social Media Post for Advertisers
 Shared eNewsletter for Multiuse Complexes advertisers

Game Plan:

How to get more girls and women involved in sports

Sports Reports:

Kickball
 Cheer & Dance
 Downhill skiing

State Spotlights:

Colorado
 Kansas
 Montana
 New Jersey
 Hawaii
 California

Space Closing: January 13, 2027
Material Deadline: January 20, 2027
Publishing: February 12, 2027

March

Small Markets, Big on Sports

Complimentary same size templated advertorial

Game Plan:

Promoting inclusivity and accessibility in sports.

Sports Reports:

Pickleball
 Basketball
 Amateur car racing/rallies?

State Spotlights:

Idaho
 Maine
 Rhode Island
 Texas
 Wisconsin
 Wyoming

Space Closing: February 12, 2027
Material Deadline: February 22, 2027
Publishing: March 12, 2027

April

**How to organize and host green events
 RCA Nominations Issue**

Sports ETA Bonus Distribution

Game Plan:

Volunteer recruitment and management

Sports Reports:

Synchronized Swimming
 Equestrian
 Cricket

State Spotlights:

Illinois
 Mississippi
 Tennessee
 Alaska
 Maryland

Space Closing: March 12, 2027
Material Deadline: March 19, 2027
Publishing: April 13, 2027

May

**Annual Soccer and Lacrosse
 Sourcebook**

Enhanced directory listing for advertisers

The guide to soccer and lacrosse destinations and fields in the United States.

Space Closing: April 13, 2027
Material Deadline: April 20, 2027
Publishing: May 13, 2027

June

**Top New Facilities
 and Hot Sports Resorts**

Social Media Post for Advertisers
 Shared eNewsletter for New Facilities

Game Plan:

Modern bid strategies

Sports Reports:

Tennis
 Golf

State Spotlights:

North Carolina
 Oklahoma
 Washington
 Iowa
 New Hampshire
 New Mexico

Space Closing: May 13, 2027
Material Deadline: May 20, 2027
Publishing: June 11, 2027

July

RCA Winners issue

Social Media Post for Advertisers

Game Plan: How to collect data that matters	State Spotlights: Louisiana Utah
Sports Reports: Wrestling Rugby Skateboarding	Pennsylvania Alabama Puerto Rico Kentucky

Space Closing: June 11, 2027
Material Deadline: June 18, 2027
Publishing: July 13, 2027

August

Natural Venues Guide Pre conference look head

Enhanced Print Directory Listing for Advertisers
 Shared eNewsletter for Natural Venues

Game Plan: Coaching tips from the pros	State Spotlights: Arkansas Missouri Massachusetts Indiana Delaware Virginia
Sports Reports: Frisbee Watersports Adventure racing	

Space Closing: July 13, 2027
Material Deadline: July 20, 2027
Publishing: August 13, 2027

Volleyball Sourcebook

Annual Volleyball Sourcebook

Enhanced directory listing for advertisers

The guide to volleyball destinations in the United States.

Space Closing: July 27, 2027
Material Deadline: August 4, 2027
Publishing: August 27, 2027

September

Convention Centers, Arenas, and Venues

Social Media Post for Advertisers
 S.P.O.R.T.S. The Relationship Conference Bonus Distribution
 Shared eNewsletter for Indoor Venues

Game Plan: Small team, big events	State Spotlights: Oregon Vermont
Sports Reports: Sailing Football	Nebraska Arizona Florida

Space Closing: August 13, 2027
Material Deadline: August 20, 2027
Publishing: September 13, 2027

October

Annual Baseball and Softball Sourcebook

Enhanced Directory Listing for Advertisers

The guide to baseball and softball destinations and fields in the United States.

Space Closing: September 13, 2027
Material Deadline: September 20, 2027
Publishing: October 13, 2027

November

New State of the Industry Report

Social Media Post for Advertisers
 Shared eNewsletter for Tech Suppliers

Game Plan: Tech tools for planners and CVBs	State Spotlights: Connecticut Ohio North Dakota Georgia New York South Dakota
Sports Reports: Weight lifting Snowboarding Karate	

Space Closing: October 13, 2027
Material Deadline: October 20, 2027
Publishing: November 12, 2027

December

Annual Planners' Guide to Sports Commissions, CVBs & Venues

Enhanced Print Directory Listing for
Advertisers
Complimentary same size templated
advertorial

Game Plan/Features:

Post-S.P.O.R.T.S. Conference Recap
Most popular News from the website
Notable hires and promotions from the past year
Photo and video tips from the pros

Space Closing: November 12, 2027

Material Deadline: November 19, 2027

Publishing: December 20, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.



Content Marketing

Sponsored Content

Included with your purchase of a half page or larger ad in the March and December issues, Sponsored Content is your opportunity to tell our readers more about yourself in an editorialized spot next to your ad!

Full page:

- 700 words or 500 words with 1-2 photos
- \$4,930 value!

Half page:

- 350 words, no photos
- \$3,325 value!

Third page (with purchase of 2/3 page ad):

- 225 words, no photos
- \$2,900 value!

Click images to view interactive sample.



HEADLINE

- Maximum 50 characters

CONTACT INFO, HEADSHOT & MORE

- Name and title of contact for sports event planners
- Company Name
- Regular and toll-free phone numbers
- E-mail
- Website & URL
- Headshot (high res. 300 dpi)
- Up to 40 words of copy. Tell us...What makes you and/or your organization different from your competition? Include a bio, sales message, or fun fact.

PHOTO SPECS

- Minimum 5" wide @300 dpi

- Photo cutline/description of photo.

Destination Spotlight

As part of our State Guides, you can have your destination featured in a full-page Destination Spotlight. This content piece lets you really showcase what you can offer planners using your own photography and copy!

Rate: \$5,285

Material Requirements:

Cover Photo

- 7" wide @300 dpi

Headline

- Maximum of 50 words

Copy

- 125-175 words

“Get to Know” Box

- A quote or interesting fact (up to 40 words)
- Headshot photo @300 dpi
- Name and title of the featured person
- Local and toll-free phone numbers
- E-mail, website, and URL

“Hot Topics” Box

- Choose from these suggested topics or send us some of your own
- Top Sports Spots
- Hot Restaurants or Bars
- Top Entertainment Spots
- Family Fun Options
- Unique Places to See or Visit
- Include 1 picture and up to 200 words of text, or
- Include 2 pictures and up to 175 words of text.

Click image to view interactive sample.





Introducing State Spotlight Premium Package

Up your online game with SportsEvents' new **State Spotlight Premium Packages**. Combined with your ad in our printed Spotlights, this digital offering gets you even more exposure to our audience of sports events planners!

Each online package includes a State Spotlight Breakout, Enhanced Directory Listing, and Shared E-broadcast.

1. State Spotlight Breakout

A 100-word description of your destination or venue, headline, image, and a link to your Enhanced Directory listing. Your State Spotlight Breakout will be featured at the top of your state's spotlight! This stays on our site for one year.

2. Enhanced Directory Listing

Your listing in our online directory with the full enhanced treatment! Your enhanced listing receives search optimization in the directory, plus a logo, profile, and links to your social media! Your online enhanced listing remains active for one year.

3. Shared E-broadcast

Your State Spotlight Breakout will be featured along with others from your state in a shared broadcast sent shortly after your state's spotlight in print.

ALL FOR ONLY

\$1,095

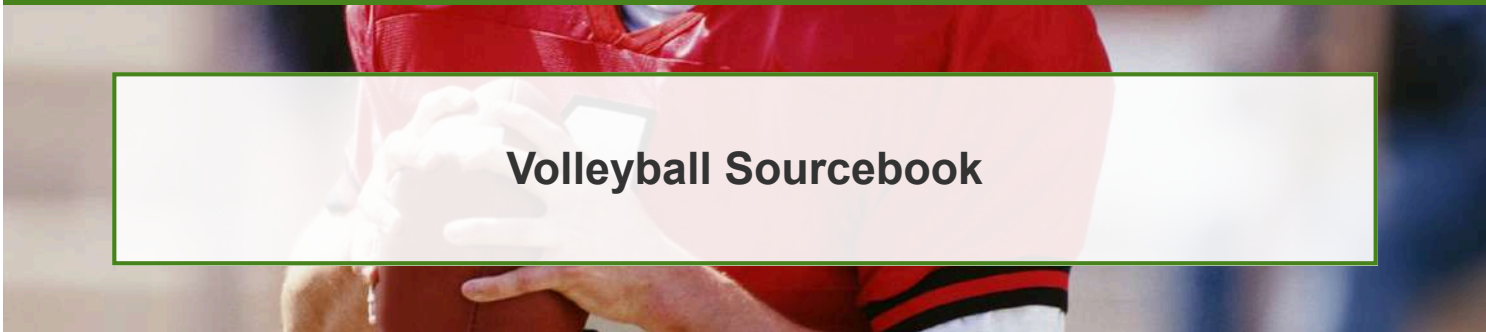
With your 1/2 or Full Page ad in print.

Without a 1/2 or Full Page ad in print: \$2,400.

CONTACT US TO LEARN MORE

Brenda Burns
866-572-5633 x230
bburns@sportseventsmediagroup.com

Allison Green
866-572-5633 x232
agreen@sportseventsmediagroup.com



Volleyball Sourcebook

Reach over 9,000 Volleyball Planners!

The Volleyball Sourcebook is the perfect platform for destinations and venues to showcase their facilities and services to a targeted audience of event planners looking to organize successful volleyball tournaments and competitions. By advertising in this sourcebook, you'll gain invaluable exposure to a niche market, connecting with planners who are eager to find the ideal location for their events.

Join us in helping planners create unforgettable volleyball experiences! Featuring insightful articles and a comprehensive directory of venues and destinations this will be THE go to guide as planners look towards 2027 and beyond.

Don't miss your chance to be featured in the SportsEvents Volleyball Sourcebook and put your destination or venue front and center!

Contact us to learn more

Brenda Burns
866-572-5633 x230
bburns@sportseventsmediagroup.com

Allison Green
866-572-5633 x232
agreen@sportseventsmediagroup.com



Fascinating New Facilities

Do You Have a New Facility?

Now's the time to showcase your new or renovated venue to more than 18,000* Sports Events Planners and Rightsholders with a special double page spread in SportsEvents Magazine's new section **Fascinating New Facilities**. The righthand page will feature your advertisement while the left-hand page will showcase your new property with your detailed description, unique features, and captivating images!

1. Stand out in a dedicated section of SportsEvents Magazine with images and a description of your new facility.
2. **Double page spread**
 - Your four color full page advertisement
 - Templated full page description and images of property details
3. Inclusion in a shared ebroadcast with 100 words of text and an image as well as a link to your new facility.

All of this for only

\$5,095

CONTACT US TO LEARN MORE

Brenda Burns
866-572-5633 x230
bburns@sportseventsmediagroup.com

Allison Green
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agreen@sportseventsmediagroup.com



Print Rates (2027)

Display Ad Rates

Ad Size	Rate
Full Page	\$4,930
2/3 Page	\$4,275
1/2 Page Island	\$3,945
1/2 Page	\$3,325
1/3 Page	\$2,900
1/4 Page	\$2,465
Page Spread	\$9,860
1/2 Page Spread	\$6,650

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$5,920
OBC	\$6,165

Destination Spotlight

Ad Size	Rate
Full Page	\$5,670

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web Display

SportsEvents's website is where sports events planners come to find breaking industry news, archives of the magazine, and find event planner resources all in one convenient location.

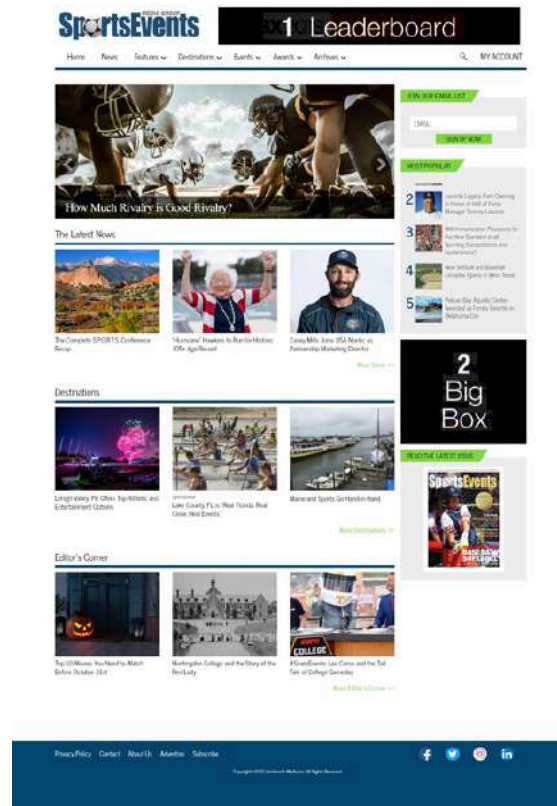
Advertising on our website can significantly increase your exposure to planners who refer to our site when decided where to hold their next event!

1. Leaderboard (728 x 90 pixels): \$1,095/month
2. Big Box/Medium Rectangle (300 x 250 pixels): \$1,095/month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.





High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Mobile Revealer

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$1,395/month

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

Mobile: 320px by 50px

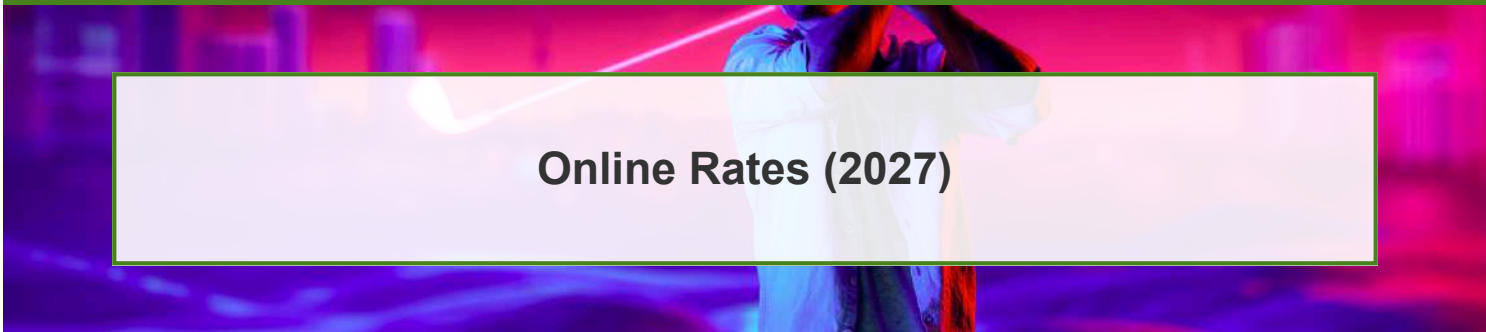
Rate: \$3,295/month

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.





Online Rates (2027)

Ad Type	Rate	Per
Leaderboard	1,095	Month
Big Box	1,095	Month
Mobile Revealer	1,395	Month
Wallpaper	3,295	Month
Native Advertising	1,295	12 Months
E-Broadcast	2,995	Broadcast
E-Newsletter Sponsorship		
Per Banner	945	Broadcast
Exclusivity (All Positions)	1,445	Broadcast
Digital Edition Sponsorship	2,770	Broadcast
Virtual Tours/Videos		
3 Months	1,055	
12 Month	2,770	
Digital State Spotlights		
With Full Page in Print	1,195	Year
Without Full Page in Print	2,495	Year

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

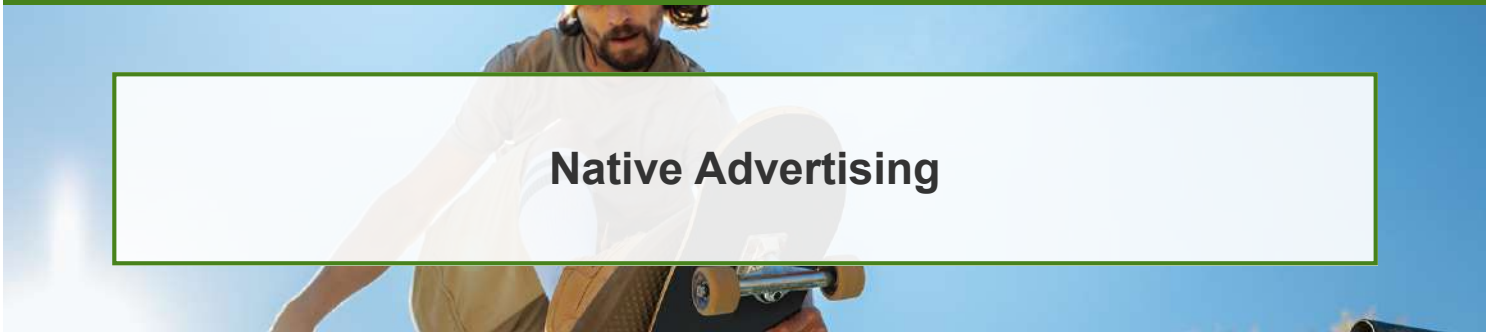
Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Do you have news, tips, advice, articles or other content to share? Get your message out with content truly relevant to sports planners.

Native Advertising appears alongside trusted and topical content from **SportsEvents**. Hosted for 12 months, your content is indexed and searchable on SportsEventsMediaGroup.com, plus be included in our e-newsletter sent to our 6,000+ subscribers!

You receive a dedicated content page promoted via:

1. Online Home Page
2. Online Features Section
3. E-Newsletter
4. Social Media

Deliverables

- Headline (up to 9 words)
- Up to 2000 words of supplied text* (including hyperlinks)
- Logo (max. 800 x 800 pixels)
- Image (max. 800 x 800 pixels)
- Video (YouTube, Vimeo urls)
- Website url

Contact Details (optional)

- Name
- Title
- Email
- Phone Number
- Short summary for the e-newsletter (up to 30 words)



Rate

\$1,295

Content is subject to review and may be edited for length, clarity and style.

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Virtual Tours & Video Hosting

We have an easy and affordable way to market your existing virtual tours and videos to sports planners across the country: our new online Virtual Tours & Video section! We will host your virtual tour or video in a special website section and promote via our e-newsletter to our 6,000+ subscribers!

Basic Hosting Package

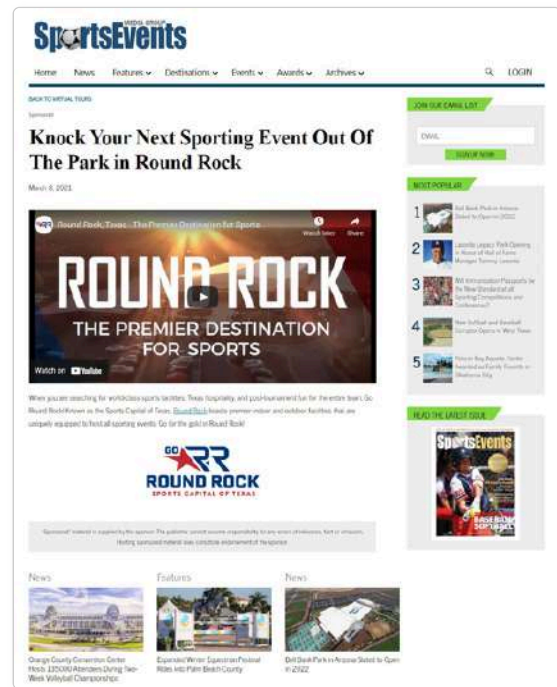
- Your video hosted in our **Video Library** section
- A dedicated page containing your video, description and link to your website
- Promotion on the **home page**
- Hosted for 12 months 12 months
- Promoted through 1 e-newsletter

Hosting Package Rate

\$1,595

Deliverables

- Video file (mp4, mov), link to video (YouTube, Vimeo) or embeddable virtual tour
- Title (up to 9 words)
- Description (up to 100 words)
- Placeholder image (video still or related image)
- Company logo
- URL link to your site
- Short summary for the e-newsletter (up to 30 words)



E-Broadcasts

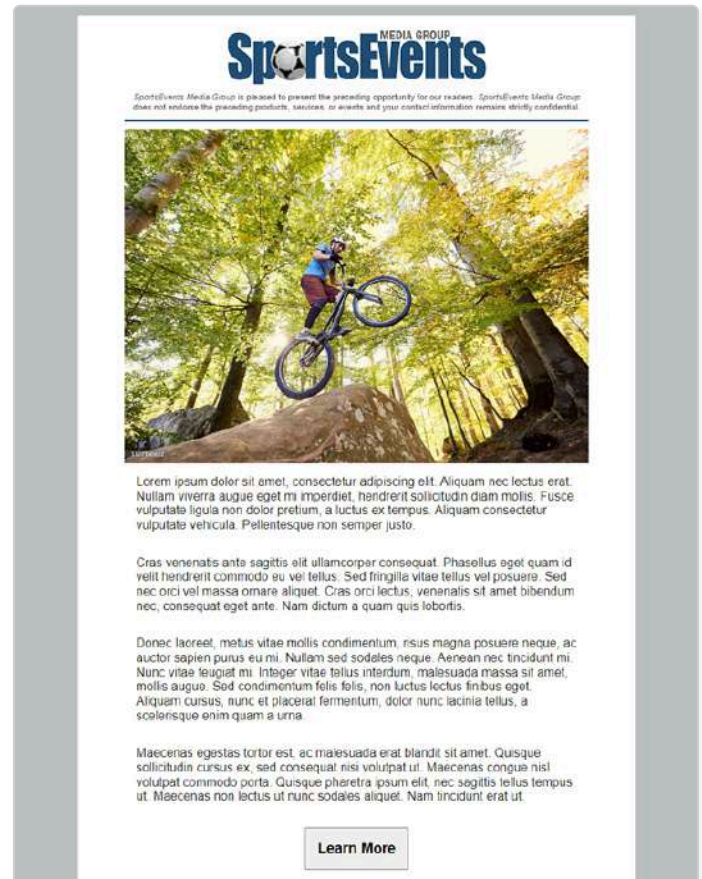
E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the planners responsible for choosing your destination for their next event!

Reach: 6,000 recipients
Rate: \$2,995

Lead generation programs are now available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!


Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



SportsEvents MEDIA GROUP

SportsEvents Media Group is pleased to present the preceding opportunity for our readers. SportsEvents Media Group does not endorse the preceding products, services, or events and your contact information remains strictly confidential.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet. hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

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Donec laoreet, metus vitae mollis condimentum, risus magna posuere neque, ac auctor sapien purus eu mi. Nullam sed sodales neque. Aenean nec trincidunt mi. Nunc vitae feugiat mi. In imper vitae tellus interdum. malesuada massa sit amet, mollis augue. Sed condimentum felle folis, non luctus lectus finibus eget. Aliquam cursus, nunc et placerat fermentum, dolor nunc lacinia tellus, a scelerisque enim quam a urna.

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[Learn More](#)

Digital State Spotlights

Up your online game with **SportsEvents'** State Spotlight Premium Packages. Combined with your digital ad in our printed State Spotlight, this digital offering gets you even more exposure to our audience of sports events planners!

Includes:

- State Spotlight Breakout** - 100-word description of your destination or venue, headline, image and a link to your Enhanced Online Directory Listing. Your breakout will be featured at the top of your state's online spotlight for one year!
- Enhanced Online Directory Listing** - receives search optimization in the directory plus a logo, profile, and links to your social media online for one year.
- Shared eBroadcast** - your State Spotlight Breakout will be featured along with other from your state in a shared broadcast sent shortly after your state's print spotlight.

Rate:

- \$1,195 with a half or full page ad in print
- \$2,495 without a half or full page ad in print





E-Newsletter Sponsorship

Featuring breaking news from the industry, SportsEvents' newsletter is e-mailed twice a month to over 6,000 sports events professionals. E-newsletter sponsors can receive up to three positions in the newsletter to promote themselves!

Reach: 6,000 recipients

Frequency: Bi-monthly

Rates

- All positions: \$1,415
- One position: \$945

Deliverables

- Up to three Leaderboards (728 x 90 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Leaderboard



NJCAA selects Wichita, Kans. as host for its upcoming soccer championships

The National Junior College Athletic Association (NJCAA) has awarded Wichita, Kans. as host for the upcoming NJCAA Division I and Division II Soccer Championships.

Leaderboard

Your Branded Feature title goes here

SPONSORED

Body of your Branded Feature. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer bibendum faucibus justo, sed dictum dolor dignissim quis. Nullam pharetra ultrices est, non maximus elit placerat a.





As the weather cools down, sports in Round Rock heat up!

SPONSORED

Soccer reigns as king this September here in the Sports Capital of Texas.

Leaderboard

Troon and the sports facilities companies announce strategic collaboration

The Sports Facilities Companies (SFC), one of the nation's leading operating partners for sports, recreation, and event facilities, announced a strategic partnership with Troon, a leader in providing golf club-related leisure and hospitality services.





SportsEvents's Digital edition is a fully interactive copy of the printed magazine. Digital edition sponsorship consists of a full-page ad placed across from the front cover, as well as sponsor recognition within our weekly newsletter until the next issue of the magazine is released.

1. Full-page ad placed adjacent to the front cover.
2. Exclusive top-of-page banner, visible on every page.
3. Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
4. Bi-monthly promotion to over 6,000 E-Newsletter recipients.

Rate: \$2,770/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL