Subscribers

SportsBusiness Journal readers influence purchase decisions in every segment of sports business.

SPORTSBUSINESS JOURNAL READERS DRIVE SPORTS SPONSORSHIPS

25% work for a company that sponsors sports
$22 million average spent on sports sponsorships
41% of sponsor companies contract outside agencies to manage sports sponsorships
50% review sports marketing agency contracts on an annual or semi-annual basis

SPORTSBUSINESS JOURNAL REACHES THE CORE OF THE BUYING POWER IN THE SPORTS INDUSTRY

% of readers who influence decisions

52% Sponsorships/promotional services
37% Event planning
37% Other Media and Marketing
28% Communications/PR
26% Advertising services
26% Professional services, including banking, accounting, insurance and legal services
23% Facility-related purchases, including facility management, maintenance, equipment, infrastructure and construction
21% Property and naming rights
19% Digital/Internet development
17% Technical products and services, including computer hardware, software, etc.
14% Licensing

SportsBusiness Journal reaches a high concentration of executive wealth, influence and leadership.

THE SBJ AUDIENCE IS ONE OF THE MOST AFFLUENT AND INFLUENTIAL OF ANY PUBLICATION

43 Average age
$242,000 Household income

Source: SportsBusiness Journal Subscriber Study, 2010

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The voice of sports business

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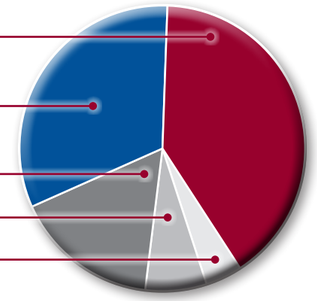
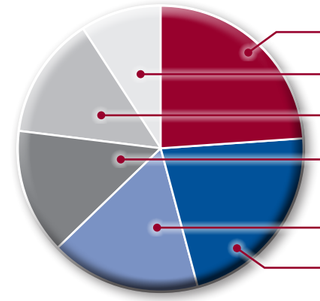
The SportsBusiness Journal Audience

Wealth, Power and Leadership

SBJ IS THE CONNECTION BETWEEN SPORTS AND BUSINESS



SBJ Audience Composition by Industry Segment



SBJ Audience Composition by Job Title

- 24% Owner, Principal, Partner, Commissioner, etc.
- 22% Vice President, Director, similar titles
- 17% Manager, associate levels
- 14% Executive Director, Executive Vice President, Senior Vice President, General Manger
- 14% Other
- 9% Professional titles

SBJ SUBSCRIBERS ARE DECISION-MAKERS WHO LOOK TO SBJ TO KEEP INFORMED AND ON TOP OF THE INDUSTRY

Source: SportsBusiness Journal Subscriber Study, 2010

SportsBusiness Journal is an indispensable resource for sports industry leaders

SportsBusiness Journal is …

A WEEKLY RITUAL FOR SPORTS BUSINESS LEADERS

- 4 years Average length of subscription
- 59 minutes Average time spent with each issue
- 82% Read 3 out of 4 issues
- 66% Read 4 out of 4 issues

A VITAL BUSINESS TOOL

- 82% Readers who look at or read advertising in SBJ
- 62% Reason for reading advertising: Makes me aware of new companies, new products and services
- 81% Agree that SBJ contains information that helps me in my work
- 66% Agree that SBJ provides me with information I can't find anywhere else

A RESOURCE FOR CRITICAL MANAGEMENT DECISIONS

- 92% To identify and track trends
- 82% To keep abreast of breaking news
- 79% To gain insight on research demographics
- 64% For news on business partnerships and alliances
- 63% For information and news on sponsorships
- 56% To help develop business strategies
- 40% To identify prospects for business

Source: SportsBusiness Journal Subscriber Study, 2010

SportsBusiness Journal subscribers are …

ACTIVELY INVOLVED IN THE MAGAZINE

% Who Took Action

- 98% Took any action as a result of reading SBJ
- 75% Passed an item on to others
- 64% Clipped and saved an item
- 51% Visited website
- 25% Contacted a company for more information

AN EXCLUSIVE AUDIENCE

% Who Do Not Read Specific Titles

MEDIA INDUSTRY TITLES

- 89% PROMO
- 87% Media Week
- 70% Adweek
- 55% Advertising Age

SPORTS INDUSTRY TITLES

- 90% Sports Events
- 88% Sport Business International
- 84% Event Marketer
- 84% Sports Travel
- 78% Athletic Business

FACILITIES TITLES

- 91% Venues Today
- 96 % Panstadia International

BROADCASTING TITLES

- 96% Television Week
- 93% Television Broadcast
- 87% Broadcasting & Cable

ENTERTAINMENT TITLES

- 89% Hollywood Reporter
- 89% Variety

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The voice of sports business

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