



SUBSCRIBERS

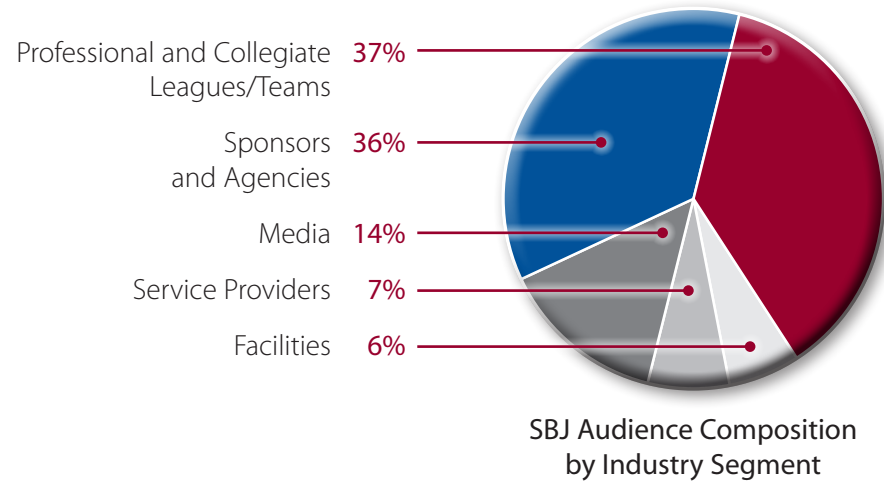
Subscribers



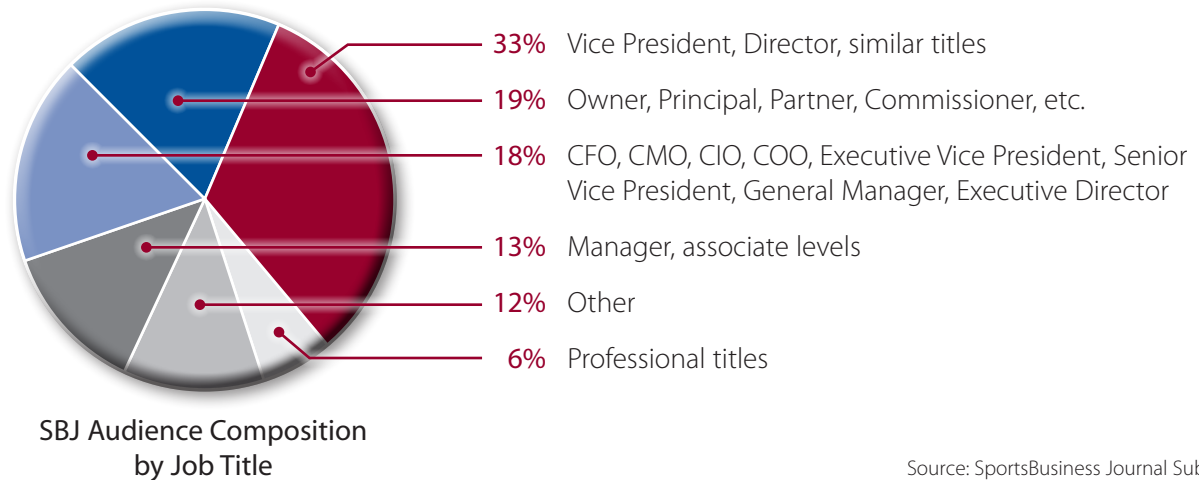
The voice of sports business

The SportsBusiness Journal Audience
Wealth, Power and Leadership

**SBJ IS THE CONNECTION
 BETWEEN SPORTS
 AND BUSINESS**



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



Source: SportsBusiness Journal Subscriber Study, 2015
 SBJ Circulation Audit, 2015

SportsBusiness Journal is an indispensable resource
for sports industry leaders

SportsBusiness Journal is ...

A WEEKLY RITUAL FOR SPORTS BUSINESS LEADERS

- 5.5 years** Average length of subscription
- 46 minutes** Average time spent with each issue
- 74%** Read 3 out of 4 issues
- 61%** Read 4 out of 4 issues

A VITAL BUSINESS TOOL

- 82%** Readers who regularly look at or read advertising in SBJ
- 64%** Read advertising to become aware of new companies, products and services
- 78%** Agree that SBJ contains information that helps me in my work
- 75%** Agree that SBJ provides me with information I can't find anywhere else

A RESOURCE FOR CRITICAL MANAGEMENT DECISIONS

- 87%** To identify and track trends
- 77%** To keep abreast of breaking news
- 72%** To gain insight on research demographics
- 58%** For news on business partnerships and alliances
- 58%** For information and news on sponsorships
- 40%** To help develop business strategies

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SportsBusiness Journal subscribers are ...

ACTIVELY INVOLVED IN THE MAGAZINE

% who took action

- 98% Took any action as a result of reading SBJ
- 80% Passed an item on to others
- 61% Clipped and saved an item
- 52% Visited a company's website
- 51% Have saved an entire issue

AN EXCLUSIVE AUDIENCE

% who do not read specific titles

MEDIA INDUSTRY TITLES

- 95% PROMO
- 87% MediaWeek
- 66% Advertising Age
- 62% Adweek

SPORTS INDUSTRY TITLES

- 95% Sportcal
- 90% Sports Pro
- 89% Sports Events
- 87% Sports Travel
- 83% Athletic Business
- 83% Event Marketer
- 83% Sport Business International

FACILITIES TITLES

- 95% Panstadia
- 90% Venues Today

BROADCASTING TITLES

- 94% Television Broadcast
- 93% Television Week
- 73% Broadcasting & Cable

SBJ IS A MULTI-MEDIA PLATFORM...

How do you read SBJ?

- 96% Print
- 54% Desktop
- 21% Mobile device
- 14% iPad/iPhone

AND PRINT IS THE FOUNDATION

Print is the preferred medium for
73% of SBJ subscribers

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

SPORTSBUSINESS JOURNAL READERS DRIVE SPORTS SPONSORSHIPS

- 49%** Sponsor companies contract outside agencies to manage sports sponsorships
- 62%** 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 have buying influence

- 61% Sponsorship and marketing**
 - 60%** Events and event planning
 - 51%** Sponsorships
 - 50%** Advertising services
 - 46%** Communications and PR
 - 41%** Promotional services
 - 28%** Licensing
 - 27%** Property and naming rights
- 39% Professional services**
including banking, accounting, insurance, legal services, medical, security and travel
- 39% Technical products and Services**
including hardware, software, digital and media systems and services
- 24% Facility products and services**
including infrastructure, construction, architectural services, maintenance services and equipment

*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

- 16,400** Distribution
- 3.2** Readers per copy
- 52,400** Audience
- 47** Average age
- 80/20** Male/Female
- \$287,500** Household income

A PRIME MARKET FOR LUXURY MARKETERS

% of readers who have spent or plan to spend on...

- 62%** 1 or more days in a 5-star hotel
- 50%** Foreign travel
- 30%** Luxury class vehicles
- 30%** Luxury watches