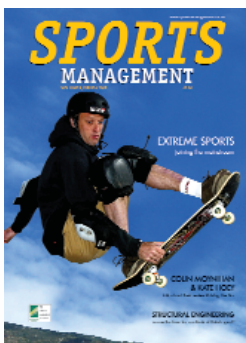


SPORTS

MANAGEMENT



RATECARD

sports centres

stadiums

sports clubs

architects

governing bodies

local authorities

arenas

swimming pools

health clubs



The official
publication of
SAPCA

welcome to sports management

Sport is high on the agenda at national and local level, and *Sports Management* magazine has been designed to bring suppliers and buyers together in a publication which examines the exciting world of sports facilities and helps to shape the future development of the industry. *Sports Management* explores the central issues facing those working across the sector, to ensure decision makers – your current and future customers – stay informed and up to date.



PHOTO: ACTIONPLUS.CO.UK



PHOTO: LARRY HICIMOTT



sports management magazine

the sports market

The sports market is one of the most dynamic and buoyant parts of the rapidly-growing leisure industry.

A new generation of exciting facilities and infrastructure is being built, fuelled by ongoing investment from Lottery funding and valuable financial contributions from the private sector in the form of sponsorship and new funding initiatives.

Policy decisions in areas like obesity and childhood fitness are driving growth in this market, as sport is seen as the answer to a range of social and health issues.

Due in part to winning the 2012 Olympics, sport is firmly at the top of the political agenda within local and central government, and a recognition that sporting excellence starts at facility level means that current investment levels will continue for the foreseeable future.

magazine readership

Sports Management subscribers are decision makers, managers, specifiers and architects from all areas of the sports market, from local to national level.

The magazine's focus is on sports facilities – their design, construction, funding, management and maintenance – and our readership reflects this commitment, with readers including sports development officers, sports centre managers and stadium operators from every sport around.

Sports Management works in partnership with a number of industry trade associations, and a subscription to the magazine is a member benefit for several leading organisations.

As well as our usual circulation to subscribers, *Sports Management* has a programme of bonus distribution at major industry shows, conferences and meetings.

who we work with

Sports Management is proud to have developed close working relationships with all the key groups and bodies in the industry at every level, including, among others:

- UKSport
- The Home Sports Councils
- British Olympic Association/LOCOG
- British Paralympic Association
- FA and Football Foundation
- Rugby Football Union
- Lawn Tennis Association
- UK Athletics
- Sports And Play Construction Association
- Association of Play Industries/Play England
- Amateur Swimming Association
- England and Wales Cricket Board
- Top sports architects and consultants
- Local authorities nationwide
- Facility managers and operators



facilities. funding. people. policies.

the magazine

Sports Management keeps operators, investors, buyers, architects and suppliers in touch with the industry.

Each issue, *Sports Management* offers 5,500 subscribers the latest news and analysis, as well as interviews with the people who are shaping the industry and reports from the latest facility openings.

Sports Management also runs regular pieces from industry experts which examine the latest trends and best practice at every level, from community to elite competition.

The magazine also deals with sports development and participation issues, keeping readers abreast of good practice in every sport and sector.

The magazine is produced and written in a straightforward, easy to read style, which ensures it's read by professionals at all levels in the industry.

the website

Sports Management's website, www.sports-management.co.uk, is updated throughout the day with the latest jobs, news and diary dates as they happen.

This valuable resource is used by thousands of people each month, making it the perfect vehicle for your online advertising.

If you've developed your own website, but aren't happy with the number of visitors, or you want to launch a new event or product, but time is tight, the *Sports Management* website can get your promotions in front of your target audience almost immediately.

Alternatively, you may want some straightforward brand building or sales lead generation and in all cases, the *Sports Management* website has delivered excellent results. In addition, advertising on the website enables you to harness...

the email

For those busy professionals who'd rather the information came straight to them, *Sports Management* offers a comprehensive email newsletter service.

'The Sports Management Report' is a weekly email featuring the latest sports industry news and jobs which is sent to more than 14,000 subscribers, with more requesting it every month.

The service is free of charge, meaning everyone in the industry has access to this valuable resource, but as our email service is only available on request, your email promotions are seen by buyers and decision makers who've chosen to receive it and who value its content.

When you promote on the *Sports Management* website, we'll place your banner, tower or hyperlink on the email too, giving unrivalled coverage and value.

SPORTS MANAGEMENT RATECARD

Our standard advertising and marketing services are listed here. But if you're looking for a bespoke campaign customised to your specific needs, we'd be delighted to help. Give the Sports Management sales team a call on +44 (0)1462 471902

MAGAZINE & DIRECTORIES

	single insertion	3-4
Double page spread	1,747	1,690
1/2 page DPS	1,393	1,298
1/4 page DPS	862	799
1 page	1,013	939
1/2 page	588	545
1/2 page upright OSE	676	626
1/4 page	341	316
1/4 page upright OSE	392	363
1/4 page horizontal	392	363

	single insertion	3-4
covers		
Inside front cover	1,165	1,080
Outside back cover	1,165	1,080
Inside back cover	1,114	1,033

sports directory and online hyperlink special offer

When you book a classified advertisement in the magazine's Sports Directory, you receive a FREE online buyer's guide hyperlink box with monitored response on the sportsmanagement.co.uk home page. Each package includes all four issues of *Sports Management* magazine and 12 months' online exposure.

package	classified size		cost
1.	20mm x 43mm	plus hyperlink box	500
2.	40mm x 43mm	plus hyperlink box	600
3.	60mm x 43mm	plus hyperlink box	700
4.	80mm x 43mm	plus hyperlink box	800

artwork specifications – accepted file formats

High-res PDF (press optimised / PDF/X-1a / PDF1.3). Ensure that all fonts are embedded and any transparencies are flattened. If the advertisement is in colour, all images must be in CMYK colour mode. A 300dpi JPEG is also acceptable.

Please email the complete file to your account manager in the format fullname@leisuremedia.com. Please call for file sizes over 5mb.

If you have any queries please contact:
edgallagher@leisuremedia.com Tel: +44 (0)1905 20198

measurements

	Type area	Trim	Bleed
Page	260 x 172	297 x 210	303 x 216
Half	Horiz	127 x 172	
	Vert	260 x 83	
Quarter	Regular	127 x 83	
	Horiz	62 x 172	70 x 210 76 x 216
	Vert	297 x 52	303 x 58
DPS	260 x 390	297 x 420	303 x 426

(all measurements are in millimetres)

online specifications

online hyperlink box 130 x 60 pixels @ 72 DPI
 banner ad 480 x 60 pixels @ 72 DPI

ONLINE



We offer a variety of online promotional marketing opportunities, including:

tower ad (Special Offer!) £1,000/3 months. We design this large vertical box with FLASH to really make it leap off the screen! It appears on the home page for three months and includes a hyperlink to your own website.

banner ad £600/3 months. Banner ads appear on a rotational basis across the top of the home page and on every news page. The advert includes a hyperlink to your website.

As well as appearing on our homepage, your advertisement will also be included in the *Sports Management* e-zine – a subscriber service sent to 14,000 decision makers from across the sports industry.

OTHER

inserts		
Loose inserts	15g random	140/1,000
	15g specific	175/1,000
	20g random	150/1,000
	20g specific	186/1,000
	Bound-in inserts	10g
Bound-on inserts	15g	203/1,000
Bound-in fold-out	15g	155/1,000

tip ons & cover mounts

Tip ons/ins	5g	183/1,000
Post-it tip ons	1 issue 4,384	2 issues 8,022

wrap-arounds

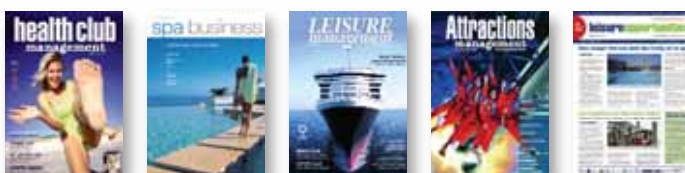
Closed wrap-around	to 15g	230/1,000
Open wrap-around	to 15g	366/1,000

advertorials (Minimum 1 page) Ratecard + 10%

payment

All prices are in £ Sterling and exclude VAT.

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