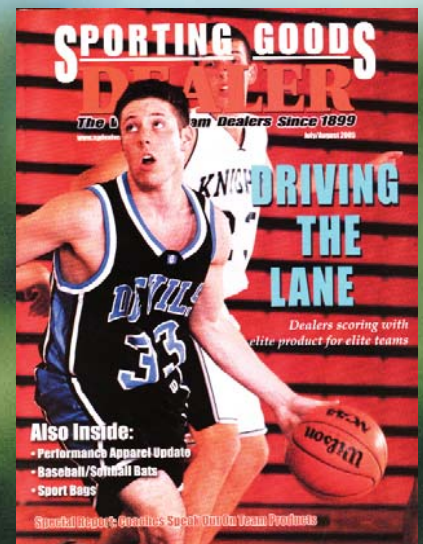
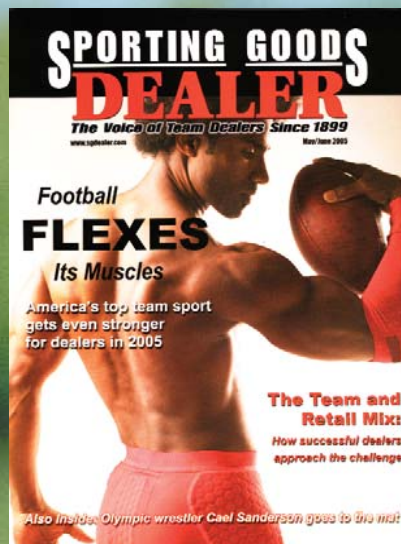
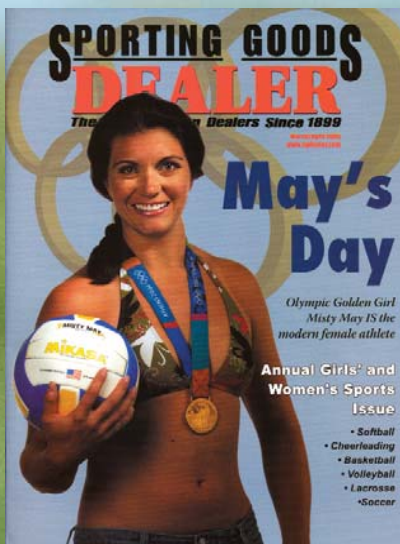


SPORTING GOODS DEALER

The Voice of Team Dealers Since 1899

PROVIDING EXCLUSIVE COVERAGE OF THE TEAM SPORTING GOODS INDUSTRY

Sporting Goods Dealer reports the latest on the growing team dealer market, including coverage of new products, merchandising trends and the business-to-business challenges that impact today's dealers and retailers servicing schools, colleges, professional and local teams.



ALL TEAM, ALL THE TIME

2 0 0 6 E D I T O R I A L C A L E N D A R

ISSUE	LEAD ARTICLE	CATEGORY FEATURE	PRODUCT UPDATE	APPAREL & UNIFORMS	SPECIAL REPORTS & MARKETS	MARKETING & BUSINESS	BONUS DISTRIBUTION
Jan/Feb Close: 12/6 Mats: 12/13	State of the Team Dealer Industry	Baseball/Softball Lacrosse	Wrestling Inflatables & Balls	Baseball/Softball Soccer Headwear	Sports Medicine Performance Apparel	Working a Trade Show	Super Show NBS, PIA ISS
Mar/Apr Close: 2/6 Mats: 2/13	4th Annual Women's Team Sports Issue	Softball Cheerleading Field Hockey	Basketball Volleyball Soccer	Women's Performance Apparel	Decorating Update Sports Officials	Running a Clinic	ISS
May/June Close: 4/4 Mats: 4/11	A Study of the Team Business at Retail	Football Soccer Wrestling	Headwear	Team Jackets Football Hosiery	Sports Medicine Screenprinting Training Aids	Hiring Good People	NSGA Summit NBS
Jul/Aug Close: 6/5 Mats: 6/12	Research Report: Inside the Mind of The Coach	Basketball Sport Bags	Baseball/Softball Lacrosse Performance Apparel	Baseball Basketball	Sports Medicine Retail Sales Systems Hosiery	Holding Your Own Team Show	ADA, TAG & PIA, ISS
September Close: 8/7 Mats: 8/14	Selling Specialty Markets	Lacrosse, Cheerleading, Soccer, Hockey, Wrestling, Volleyball	Track & Field, Field Hockey	Selling PE & School Uniforms	In-Store Technology	Fundraising	NE Sports Show
Oct Close: 9/11 Mats: 9/18	7th Annual Team Buyer's Guide						SE Show Crown Conf IF, ISS & TAG
Nov/Dec Close: 10/5 Mats: 10/12	5th Annual Top Team Dealer Report Roadmen Compensation Research Report	Track & Field Ice Hockey	Football Soccer Cheerleading	Screenprinting Cheerleading	Uniform Design Backboards	How to Sell Coaches and Athletic Directors	ADA & Sports, Inc. TAG

In Every Issue: News, NSGA Behind the Numbers, On the Road with Reps

Southeastern Sporting Goods Show

This show is where buying happens. Retailers from around the Southeast gather to see the latest product lines for the upcoming season. Held at the Cobb Galleria, just outside of Atlanta, this location has received rave reports from attendees and exhibitors.

www.SGDealer.com

The need to know quickly is driving Sporting Goods Dealer to maintain an evolving web site that is reflective of industry needs. Visit our site and talk with your representative about incorporating our web site into your marketing plan.

Editorial Team

Terry Murphy joined *Sporting Goods Dealer* as our Editor. Terry began covering the sporting goods industry in 1983 as a market reporter on SportStyle magazine and served as Managing Editor of that innovative publication. Since then, Murphy worked for more than 10 years as a freelance writer and editor covering the industry. His articles have appeared in a wide variety of sports magazines and sporting goods industry publications (Golf Digest, PGA magazine, PGA Show News) and general interest business publications such as Business Week magazine, The New York Times Sunday Magazine and many others.

A D V I S O R Y B O A R D



Larry Aasheim
Universal Athletic
Bozeman, MT

Sammy Barcelona
Barcelona
Sporting Goods
Houston, TX

Anthony Barrett
Archies Sporting Goods
Gainesville, GA

Duane Brackenburg
Hauff Sporting Goods
Omaha, NE

Roger Brackhan
Lou's Sporting Goods
Fremont, NE

Jim Brumfield
Glenn's Sporting Goods
Huntington, WV

Mike Bruno
Grogan-Marciano Sporting
Goods
Mansfield, MA

Ken Caravati
Dixie Sporting Goods
Richmond, VA

Jim Chandley
Nation's Best Sports
Fort Worth, TX

Bob Dickman
Kesslers Sport Shop
Richmond, IN

Jim Faltinek
NSGA
Mt. Prospect, IL

Ronnie Flowers
Athletic Supply Inc.
Odessa, TX

Nelson Gage
Hibbett Team Sports
Birmingham, AL

Murray Greenberg
Efinger Sporting Goods
Bound Brook, NJ

Lois Halinton
SGAA
Morton Grove, IL

Ron Kruse
Hayden's Athletic
Montgomery, IL

John McArthur
Johnny Mac's
Sporting Goods
St. Louis, MO

Chris Chesley
Badger Sporting Goods
Madison, WI

Don Sonandres
Athletic Dealers
of America
Melbourne, FL

Trevor Swangard
Team Athletic Goods
Chesterfield, MO

Rod Toomey
Adler's Sporting Goods
Rochester, MN

Jack Turley
Bill Hatch
Sporting Goods
Seattle, WA

Bob Webster
Webster's Team Sports
Ft. Lauderdale, FL

RATE CARD NO. 8



EFFECTIVE 12/1/05

2006 Advertising Rates

Display Advertising Rates (Full Color)

Number of units used within twelve months from date of first insertion in contract period determines frequency rate.

Ad Size	1x	3x	6x	12x
Full page	5,440	5,170	4,950	4,790
Spread	9,250	8,785	8,410	8,140
2/3 page	4,710	4,470	4,290	4,150
1/2 Island	4,210	4,000	3,830	3,710
1/2 page	3,950	3,750	3,590	3,470
1/3 page	3,620	3,440	3,300	3,190
1/4 page	3,270	3,100	2,970	2,880

Black & White: 20% discount on Four Color rates

Inserts: Please contact the publisher for pricing quotes.

Cover Rates

Extra charge on space and color rates:

Second cover (inside front)additional 10%

Third cover (inside back)additional 5%

Fourth cover (outside back) additional 10%

Issue and Close Dates

Published 7X; call your sales representative for exact dates.

Production Contact:

Adam Schaffer, Production Manager, VNU
770 Broadway, 7th floor, New York, NY 10003
Ph: (646) 654-7295 • Fax: (646) 654-7318
Email: aschaffer@vnubuspubs.com

Editorial Profile

Sporting Goods Dealer, celebrating more than 100 years of publication, offers expert reporting on industry insiders, new products, and merchandising trends affecting team dealers and retailers that service schools, colleges and pro and local teams. This is the only business publication committed to providing insightful, practical information that team sports dealers and retailers need to know: "how-to's" on merchandising, finance/accounting, and management techniques; interviews with key industry leaders; new product information; personnel updates; and more. *Sporting Goods Dealer* is designed to be an essential business tool for the team sports marketplace.

Mechanical Requirements

Publication Trim Size: 8" x 10-3/4"

Ad Size	Width	Depth
Full page	7"	10"
2/3-page	4-9/16"	10"
1/2-island	4-9/16"	7-1/2"
1/2-horizontal	7"	4-7/8"
1/2-vertical	3-3/8"	10"
1/3-square	4-9/16"	4-7/8"
1/3-vertical	2-3/16"	10"
1/4-page	3-3/8"	4-7/8"

Specifications for Bleed

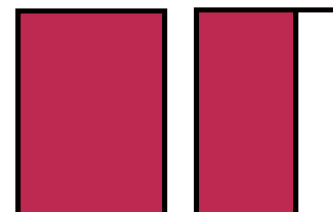
	Width	Depth
Single page	8-1/4"	11"
(Allows for 1/8" trim on three sides)		
Spread	16-1/2"	11"
Gutter bleed negatives	7-5/8"	10"

- Live matter should be 3/8" from all sides.
- Spreads require 1/2" from gutter.

Storage of Printed Material

Material will be stored by publisher for 12 months and then destroyed unless otherwise instructed by advertiser or agency.

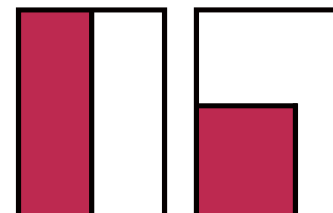
Ad Sizes & Configurations



Full page 7"x10" 2/3-page 4-9/16"x10"



1/2-page (island) 4-9/16"x 7-1/2" 1/2-page (horiz.) 7"x 4-7/8"



1/2-page (vert.) 3-3/8"x10" 1/3-page (square) 4-9/16"x 4-7/8"



1/3-page (vert.) 2-3/16"x10" 1/4-page 3-3/8"x 4-7/8"

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V A L U E A D D E D M E R C H A N D I S I N G B E N E F I T S

GOLD LEVEL AD INVESTMENT OF \$19,320 GROSS AND UP**Total Value of Merchandising: \$15,775.00**

1. Receive four FREE 4-color Advertiser Product Showcases. Consists of a 4-color product shot and up to 50 words of descriptive copy. An \$8,000 Value FREE!
2. 25 personalized subscriptions for your best customers courtesy of your company. A \$875 Value FREE!
3. Use a targeted portion of the SGD mailing list one time, with no rental fees, for your own direct mailing project. Advertiser incurs postage and lettershop fees. A \$2,000 Value FREE!
4. We'll distribute your sales literature polybagged with bonus issues of SGD at various shows (i.e. TAG, ADA and Super Show). A \$1,500 Value FREE!
5. Receive 2 FREE Rep listings. Maximize your sales representatives' effectiveness by providing your customers and prospects with their contact information. We'll run your company's sales contact information in a 1/3-vertical, black and white page. A \$3,400 Value FREE!

SILVER LEVEL AD INVESTMENT BETWEEN \$9,000 - \$19,319 GROSS**Total Value of Merchandising: \$8,075.00**

1. Receive two FREE 4-color Advertiser Product Showcases. Consists of a 4-color product shot and up to 50 words of descriptive copy. A \$4,000 Value FREE!
2. 25 personalized subscriptions your best customers courtesy of your company. A \$875 Value FREE!
3. We'll distribute your sales literature polybagged with bonus issues of SGD at various shows (i.e. TAG, ADA and Super Show). A \$1,500 Value FREE!
4. Receive 1 FREE Rep listing. Maximize your sales representatives' effectiveness by providing your customers and prospects with their contact information. We'll run your company's sales contact information in a 1/3-vertical, black and white page. A \$1,700 Value FREE!

BRONZE LEVEL AD INVESTMENT BETWEEN \$4,730 - \$8,999 GROSS**Total Value of Merchandising: \$3,500.00**

1. Receive one FREE 4-color Advertiser Product Showcase. Consists of a 4-color product shot and up to 50 words of descriptive copy. A \$2,000 Value FREE!
2. We'll distribute your sales literature polybagged with bonus issues of SGD at various shows (i.e. TAG, ADA and Super Show). A \$1,500 Value FREE!

C I R C U L A T I O N

SPORTING GOODS DEALER

- The industry's only publication exclusively serving team dealers and retailers
- SGD delivers a controlled, Qualified circulation of 10,000 sporting goods professionals in the team sports marketplace. We target the decision-makers with purchasing power that you need to reach.
- As the only publication dedicated to this exclusive market, SGD is focused. Your ad gets high visibility from an exclusive audience no other publication can match.

BUSINESS TYPES REACHED

- Specialty Sporting Goods Retailers (i.e. Soccer, Team Athletics, Hockey, Lacrosse etc...)
- Independent Team Dealer; Institutional Team Sales
- Full-Line Sporting Goods Retailers (Team Products Buyers)
- Team Road Sales People Working for Team Dealers
- All Team Buying Groups, Play It Again Sports Stores, SGAA and NSGA Members

