

Sports Planning Guide (SPG) circulation includes rights holders and governing bodies from all aspects of the sports world. Via superior print, digital and social media marketing, we help planners envision their next first-class event. SPG focuses on providing content that brings together resources that facilitate planners in creating efficiently run tournament and events in destinations that suit the unique aspect/nature of their sport.

10,000 Print Circulation

West: 25% (2,483)

WA, OR, CA, NV, UT, CO, WY, MT, ID, AK, HI

Southwest: 9% (868)

AZ, NM, TX, OK

Midwest: 22% (2,283)

MN, IA, MO, IL, IN, WI, MI, OH, ND, SD, NE, KS

Southeast: 27% (2,695)

AR, LA, MS, AL, GA, FL, TN, KY, SC, NC, VA, WV

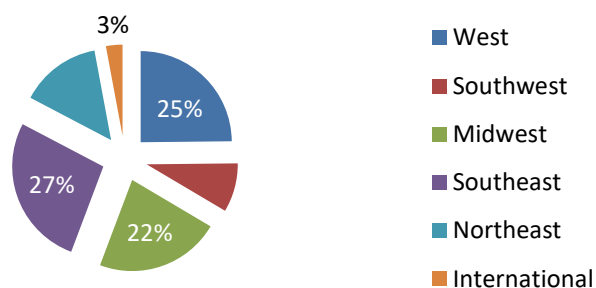
Northeast: 14% (1,438)

NY, NJ, PA, VT, NH, ME, CT, NJ, DE, MD, VA, DC, MA

International: 3% (293)

Canada, UK, Europe, Latin America

SPG Circulation By Region



Digital Stats & Trends

SportsPlanningGuide.com

Traffic: 76,145 Unique Readers Annually (2017)

Traffic Growth: 0.87% (2017 over 2016)

Traffic Origination: 75% SEO, 4% Direct, 18% Social

Device Breakdown: Desktop 61%, Mobile 34%, Tablet 5%

Top States (traffic origination): Texas, Illinois, Mass., Calif., Florida, Georgia, New York, North Carolina, Pennsylvania, Michigan

InSite E-Newsletter

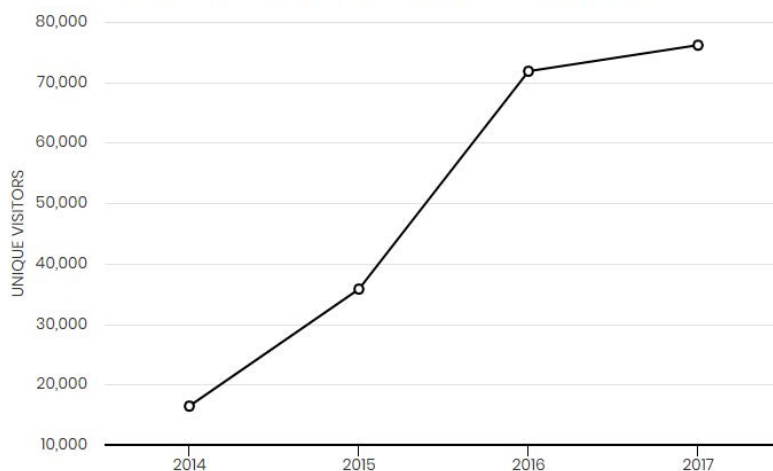
Circulation: 6,000

Open Rate: 16%

Click Rate: 1%

Frequency: Twice Monthly (Delivered on Wednesday morning)

Online Audience Growth from 2014 Through 2017



*all digital statistics are from derived from the full 2017 calendar year



Sports Planning Guide is a Premier Travel Media Publication

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