

# SPG

SportsPlanningGuide

For more than 15 years, Sports Planning Guide has connected sports event planners with top destinations and facilities across North America. Through a powerful mix of editorial, digital and print platforms, SPG helps decision-makers choose where to play with confidence.

## AUDIENCE

- ✓ Tournament directors
- ✓ Sports events rights holders
- ✓ National governing bodies
- ✓ League administrators and coaches



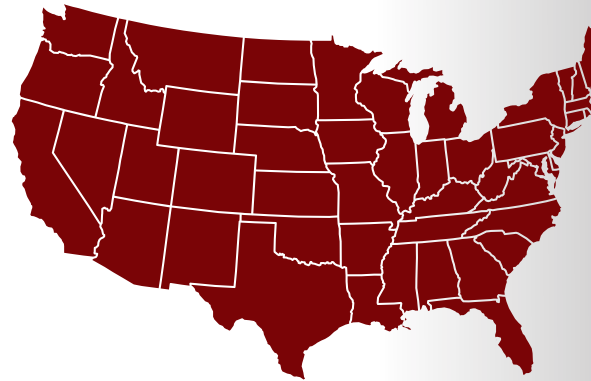
## MAGAZINE DISTRIBUTION

The annual Sports Planning Guide remains a trusted resource for sports event planners across North America

- ✓ Digital Distribution: **5,000**
- ✓ Print Distribution: **10,000**

Three Where2Play guides per year, covering:

- ✓ Baseball / Softball
- ✓ Soccer / Lacrosse
- ✓ Pickleball / Racket Sports



## WEBSITE PLATFORM STATS

With a sleek, mobile-friendly design, thousands of relevant articles and embedded advertising opportunities, SportsPlanningGuide.com is a trusted resource among sports event planners.

- 👁️ Visitors: **200,000**
- ❤️ Impressions: **5.75 million**
- 👆 Clicks: **100,000**



## INSITE NEWSLETTER

- ✓ Subscribers: **5,000+**
- ✓ Open Rate: **30%**
- ✓ Frequency: **Every Thursday**

## SOCIAL MEDIA

**2,400** followers across Facebook, Instagram and LinkedIn

