

I N T E R N A T I O N A L
GYMNAST

SPECIAL OLYMPIC ISSUE

60 YEAR
ANNIVERSARY

**HEAVY
MEDALS**

**2017
MEDIA KIT**

- Overview
- Editorial Calendar
- Rate Card
- Digital Media
- Advertising Agreement

**SIMONE
BILES
GRABBED
4 GOLD &
1 BRONZE!**



SEPTEMBER 2016
\$4.25 USA \$5.95 CAN
intlgymnast.com



INTERNATIONAL GYMNAST

A Division of Paul Ziert & Associates, Inc.

3214 Bart Conner Drive
P.O. Box 721020
Norman, OK 73070
Tel: (405) 447-9988
Fax: (405) 447-5810
www.intlgyrnast.com

OVERVIEW

2017



EACH COLORFUL ISSUE OF *International Gymnast* is filled with the latest news and competition reports from around the globe, plus a variety of departments such as Ziert Alert!, Warmup, ChalkTalk, All Around the World and Kids Klub. Features include personality profiles, in-depth interviews, opinion pieces, breathtaking photo galleries and much more. Each jam-packed issue has something for everyone—gymnasts, coaches, parents and fans!

Fast Facts...

- > Founded in 1956, *International Gymnast* was the first gymnastics magazine in the world. It has subscribers in more than 50 countries.
- > IG publishes more often than any other gymnastics publication: 10 issues/year, both Print and Digital versions. So IG guarantees the most frequent exposure for advertisers.
- > IG subscribers share their issues with numerous non-subscribers, which vastly increases the number of impressions for advertisers.
- > IG's popular website, www.intlgyrnast.com, draws 10,000 hits daily, and IG has a growing following on Facebook (almost 200,000 Likes) and Twitter.

Who Reads IG?

- > International Gymnast is targeted to a wide audience of gymnasts, parents, coaches and fans: 80% U.S.; 10% Canada; 10% other foreign.
- > More than 5 million kids participate in gymnastics in the U.S.
- > U.S. gymnastics participants are 76% female; 80% are under 18 years old. Their average family annual income is more than \$75,000.
- > IG is the only gymnastics publication in the world to offer the following combination of advertising exposure:
 - 1) In-home subscriptions and Digital subscriptions
 - 2) School and Public Library circulation (1,500+)
 - 3) Newsstand sales in all 50 U.S. states; continuous Back Issue sales
 - 4) IG reaches every U.S. gymnastics club (4,000+)
 - 5) IG reaches every national gymnastics federation in the world

What They're Saying...

Our advertisers... "For over 15 years I've depended on IG to help Resilite reach its target marketing in the gymnastics industry."

—Mark Kessler, *Gymnastics Division Manager, Resilite*

"I always know when IG is mailed. We always see a jump in our phone orders as soon as the magazines reach the subscribers and newsstands."

—Wendy Nelson, *Gym Treasures*

Our readers... "I do not think anything can replace IG in my heart. I love every issue." ... "I started my subscription in '97. I have kept every one of them."

Sports Illustrated... "IG is the world's premier gymnastics magazine and an invaluable source for news about the sport."

—Brian Cazeneuve, *Olympics Writer*



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EDITORIAL CALENDAR

2017

Space Reservation: Dec. 27
Material: Jan. 2
Mail Date: Jan. 18

Space Reservation: Feb. 1
Material: Feb. 5
Mail Date: Feb. 26

Space Reservation: March 1
Material: March 5
Mail Date: March 26

Space Reservation: April 6
Material: April 10
Mail Date: April 29

Space Reservation: May 11
Material: May 15
Mail Date: June 1

Space Reservation: July 1
Material: July 5
Mail Date: July 29

Space Reservation: Aug. 11
Material: Aug. 15
Mail Date: Sept. 1

Space Reservation: Sept. 11
Material: Sept. 15
Mail Date: Oct. 1

Space Reservation: Oct. 11
Material: Oct. 15
Mail Date: Nov. 2

Space Reservation: Nov. 11
Material: Nov. 15
Mail Date: Dec. 1

JANUARY/FEBRUARY

The New Year Begins: Interviews, personality profiles and breathtaking photo galleries of established veterans and rising stars of gymnastics.

MARCH

Early Season Action: 2017 kicks into gear with the Nadia Comaneci International Invitational and other competitions around the world.

APRIL

American Cup: The U.S. will play host to its most prestigious event, the American Cup, which will be held for the second consecutive year in Newark, N.J., at the Prudential Center.

MAY

NCAA Issue: Oklahoma is on a roll after becoming the first school to win both the men's and women's NCAA titles in the same year. Can the Sooners do it two years in a row?

JUNE

Hall of Fame/Europeans: The 21st annual induction dinner for the International Gymnastics Hall of Fame in Oklahoma City, plus the Men's & Women's European Championships in Romania.

JULY/AUGUST

Interviews, profiles and photos of current and new stars of the sport as the competition season hits full stride.

SEPTEMBER

P&G Championships: National champions will be crowned in Anaheim, Calif., at the most important U.S. competition of the year.

OCTOBER

World Championships Preview: IG handicaps the field for the most important international competition of 2017.

NOVEMBER

World Championships: The Worlds return to Montreal for the first time since 1985; this version will crown men's and women's champions in the all-around and on each apparatus.

DECEMBER

NCAA Preview: IG previews the top 12 women's teams and the top six men's teams as the collegiate season begins to take shape.

IN MOST ISSUES

IG features various departments that rotate throughout the year: Chalk Talk (tips and advice); All Around the World (international competitions/news); Ziert Alert! (thought-provoking commentary from IG publisher Paul Ziert); Stretching Out (opinion); My Story (personal stories from IG readers); IG Kids Klub (special section for younger readers); Cartoons; Photo Galleries; Posters; and much more.

Note: Editorial content subject to change.

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RATE CARD

2017

IG Goes Digital!

With circulation primarily in the U.S.A., *International Gymnast* has been covering the sport of gymnastics since 1956. It is the most widely read gymnastics magazine in the world and is received in more than 50 countries. IG publishes 10 issues per year, and offers Print and Digital versions of each.

The Digital version also goes to every registered gymnast and coach in Australia (more than 5,000). Print subscribers receive the Digital version at no extra charge.

Advertising Information

Tel: (405) 447-9988 Fax: (405) 447-5810

Circulation

All circulation is paid with sworn statement at Standard Rate & Data Service. Publisher guarantees net paid print and digital circulation of 10,000. Pass-along readership is between 40,000-50,000.

Publication Frequency: 10/Year

Monthly except bi-monthly for January/February and July/August.

Mechanical Requirements

Trim Size: 8-3/8 x 10-3/4 inches

Full Bleed Size: 8-5/8 x 11 inches

Keep live copy 1/4 inch inside trim size

Size	Shape	Width x Height
1	Full-page bleed.....	8-5/8 x 11
1	Full-page copy area.....	7-1/2 x 9-3/4
1/2	Horizontal	7-1/2 x 4-3/4
1/2	Vertical.....	3-5/8 x 9-3/4
1/3	Horizontal	7-1/2 x 3-1/4
1/3	Vertical.....	3-5/8 x 9-3/4
1/4	Vertical only.....	3-5/8 x 4-3/4

Printing Specifications

- Digital files saved in CMYK mode
- High resolution PDF, EPS or TIFF
- All photos should be scanned at 300 dpi
- SWOP standards apply
- B&W and 2-color density not to exceed 170%
- 4-color density not to exceed 260%; yellow-65%; magenta-65; cyan-75%; black-55%
- Keep live matter 1/4 inch from trim
- Printing process: web offset. Binding: saddle stitch

Four-Color Rates

Size	1 time	5 times	10 times
1 page	\$2,250.00	\$1,950.00	\$1,800.00
1/2 page	1,675.00	1,610.00	1,530.00
1/3 page	1,575.00	1,365.00	1,260.00
1/4 page	1,462.50	1,267.50	1,170.00

Gym-Mart (Magazine) Gym-Mall (Website)

Display Ad Freq.	Gym-Mart	Gym-Mall	Both
1 page 10x	\$100.00	\$100.00	\$175.00
1 page 1x	\$125.00	\$150.00	\$250.00
No display	\$125.00	\$200.00	\$250.00

Gym-Mart: 4-color (CMYK); hi-res PDF; 2-3/8" w x 1-7/8" h

Gym-Mall: RGB; JPEG; 72 dpi; 250w x 210h pixels

Website Banner Ads

Size in pixels: 300 width x 125 height; JPEG; 72 dpi

\$350/month with 5-time contract for 4-color ad, half-page or larger, in print magazine

\$700/month without contract for 4-color ad, half-page or larger, in print magazine

Black & White Rates

Size	1 time	5 times	10 times
1 page	\$1,350.00	\$1,170.00	\$1,080.00
1/2 page	945.00	819.00	756.00
1/3 page	810.00	702.00	648.00
1/4 page	540.00	468.00	432.00

Preferred Position

(Four-color only; 10-time contract only — no cancellation)

Back cover.....	\$2,530.00
Inside front cover (cover 2).....	\$2,145.00
Inside back cover (cover 3)	\$2,145.00
Back cover (cover 4).....	\$4,730.00

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DIGITAL MEDIA

2017

IG WEBSITE: ADVERTISING

Increase Visibility on the Web!

- **IG Online Banner ads** average more than 250,000 impressions per month, which is 3 million per year!
- **IG Online** receives more than 40,000 unique visitors per month, and is viewed in more than 140 countries around the world.
- **Gym-Mall ads** can be converted from your Gym-Mart ad in the Print version of IG. Or, you can choose to advertise only online in the Gym-Mall. For details, see **Rate Card** and **Multi-Media Packages** elsewhere in this Media Kit.
- **Our Facebook page** has over 120,000 Likes, and these fans are directed back to our Website for articles, videos and other content. This drives an incredible amount of additional views to your Banner and Gym-Mall ads.

Banner Ad

300w x 125h pixels
RGB; JPEG; 72 dpi

Gym-Mall Ad

250w x 210h pixels
RGB; JPEG; 72 dpi



IG DIGITAL MAGAZINE: LIVE LINKS IN ALL ADS!



IG's Digital magazine is a great bonus for advertisers!

- **Since 2007**, IG has produced an identical Digital version of its popular Print magazine.
- **Print advertisers** automatically receive free live links in their ads in the Digital version, which drew more than 25,000 unique visitors and 900,000 page views during our trial period.
- **Print subscribers** also receive the Digital magazine at no extra charge.
- **Three years** of back issues are easily accessed by all Digital readers, which span more than 50 countries, so your ads reach a wide audience for a longer period of time.

Follow IG on...

facebook

twitter



Overnight shipping address: 3214 Bart Conner Drive, Norman, OK 73072
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ADVERTISING AGREEMENT

Please insert our _____ page advertisement in International Gymnast magazine
for _____ issues indicated below. Begin the schedule with the _____ issue.

- January/February, July/August, March, September, April, October, May, November, June, December

We will pay you for each insertion in accordance with the rates and terms of your current rate card. We have your rate card now in effect. Rates for this agreement billed per Rate Card

No. _____ .

FREQUENCY DISCOUNT based on number of issues within a 12-month period for International Gymnast. 1/6-page size minimum rate holder.

CANCELLATION: Advertising space may be cancelled up to issue closing date as shown on current Rate Card subject to retroactive billing at earned rate. Cover position contracts are non-cancellable.

ADVERTISING COPY of previous insertion will be repeated unless new material is furnished by closing date.

TERMS: Net 30 days. 1 1/2% service charge on balances over 30 days.

COMPANY _____ DATE _____

BY _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

