



GREATER LANSING  
**sport**  
magazine



Advertising Media Kit



# Sports make a difference in Mid-Michigan.

That difference can't be measured by stats or standings. The real story is the people, the pulse of a great community.

**sport** Magazine reaches deep into the community to tell the story behind the story. It profiles the kid you've seen playing ball for years and the neighbor or co-worker who plays hockey each night or races every weekend. It's a clear window into their world. It's also a vivid look at YOURS.

*Jack Ebling*

Jack Ebling **EDITOR**

## Power Play.

Magazines supply credibility.

### STUDIES SHOW THAT...

*Consumers 18-54 trust and believe magazines and magazine advertising more than other media, scoring higher on being "trustworthy" compared to TV or the internet.*

*Consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.*

*Readers are more likely than users of other media to influence friends and family on products across a variety of categories, including automotive, personal finance, food, technology and travel.*

*More than half of all readers act on magazine ads, making magazines the strongest purchase driver across all forms of media.*

**Source:** Simmons Multi-Media Engagement Study/Time, Inc. Yankelovich and Dynamic Logix MRI Omnibus Study, 2008 Affinity Research

Over The Ledges 2011 AUG GRAND LEDGE



## The Team.

### PUBLISHER

Sport Community Publishing

• A Lansing Michigan publishing company

### EDITOR

Jack Ebling

- Greater Lansing Area Sports Hall of Fame
- Three-time Michigan Sportswriter of the Year
- 25-year Lansing State Journal beat writer/columnist
- Winner of 21 major writing awards
- Author of five books and hundreds of magazine pieces
- Talk radio host and frequent TV contributor

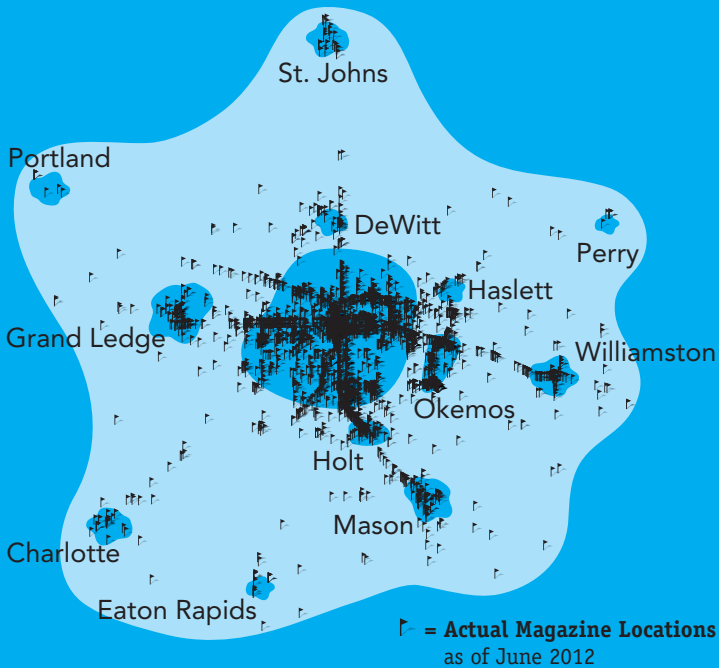
### LAYOUT & DESIGN

Traction

- Nationally recognized, visual communications studio.
- Located in downtown Lansing, Michigan

# Home Court.

**sport** is Greater Lansing's most available and widest reaching community magazine.



Total population of 436,000 with 183,000 households in Lansing/East Lansing MSA.

# The Fans.

## READERSHIP PROFILE

Typical reader is between the ages of 26 & 54.

88% have some college; 47% have a four-year degree or higher.

Nearly 99% of readership states that seeing a business in the magazine has a positive impact on their likelihood to conduct business with them.

Unlike other forms of print advertising, your **sport** ad is viewed over an extended period by over an estimated 80,000 readers in the first month alone.

## EXTENDED LIFESPAN

Research indicates more than 75% of business subscribers keep a copy of **sport** in their office or waiting room beyond 60 days, increasing the number of readers and views of advertising in **sport**.

# Availability & Readers.

## AVAILABLE AT GREATER LANSING...

- About 5,000 lobbies and reception areas across Mid-Michigan\*
- Playmakers
- Schuler Books
- Barnes & Noble
- EverybodyReads
- Also available by home subscription

## READERSHIP STATS

Readership: 80,000+

Frequency: Monthly

Readers Per Copy: 19 (On Average)

\*Qualified businesses receive a free subscription

Source: McPheters & Co. AudienceLab 2008 Greater Lansing Business Monthly by Capitol Research Services Greater Lansing Sport Magazine Distribution Survey



HOLT 2009SEPT Putting His Best Foot Forward

# Ad Dimensions.

SIZE	W x H (inches)
Full Page	9 x 11
2/3 Page	5.86 x 11
Half Page	9 x 5.375
1/3 Page Vertical	2.9167 x 11
1/6 Page Vertical	2.6667 x 5.125

## SPECIAL POSITIONS

The inside front cover, inside back cover, outside back cover or fixed positions available.



LANSING 2011 NOV/DEC Game-Winning Shot

GREATER LANSING

# sport magazine

617 East Michigan Avenue  
Lansing, MI 48912

Ph 517.455.7810  
Em ads@sportlansing.com

[www.sportlansing.com](http://www.sportlansing.com)