



GREATER LANSING
sport
magazine



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

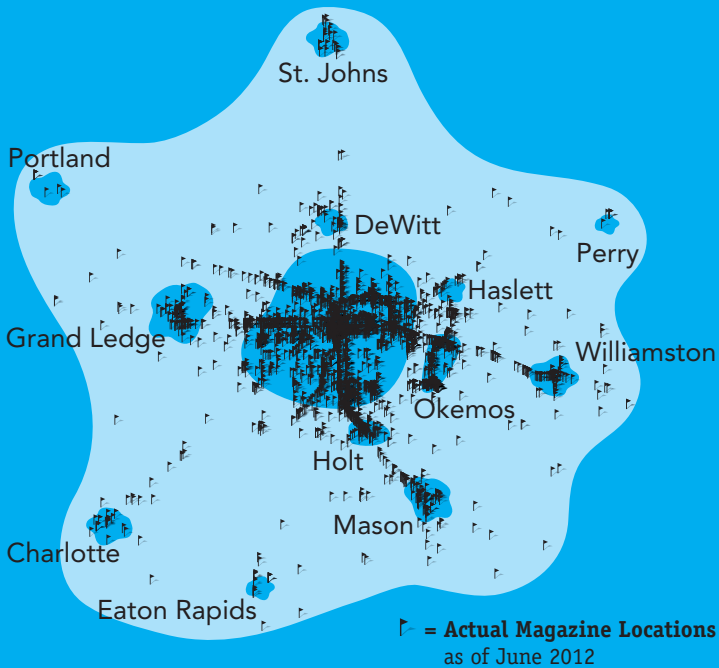
Jack Ebling
• Greater Lansing Area Sports Hall of Fame
• Three-time Michigan Sportswriter of the Year
• 25-year Lansing State Journal beat writer/columnist
• Winner of 21 major writing awards
• Author of five books and hundreds of magazine pieces
• Talk radio host and frequent TV contributor

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

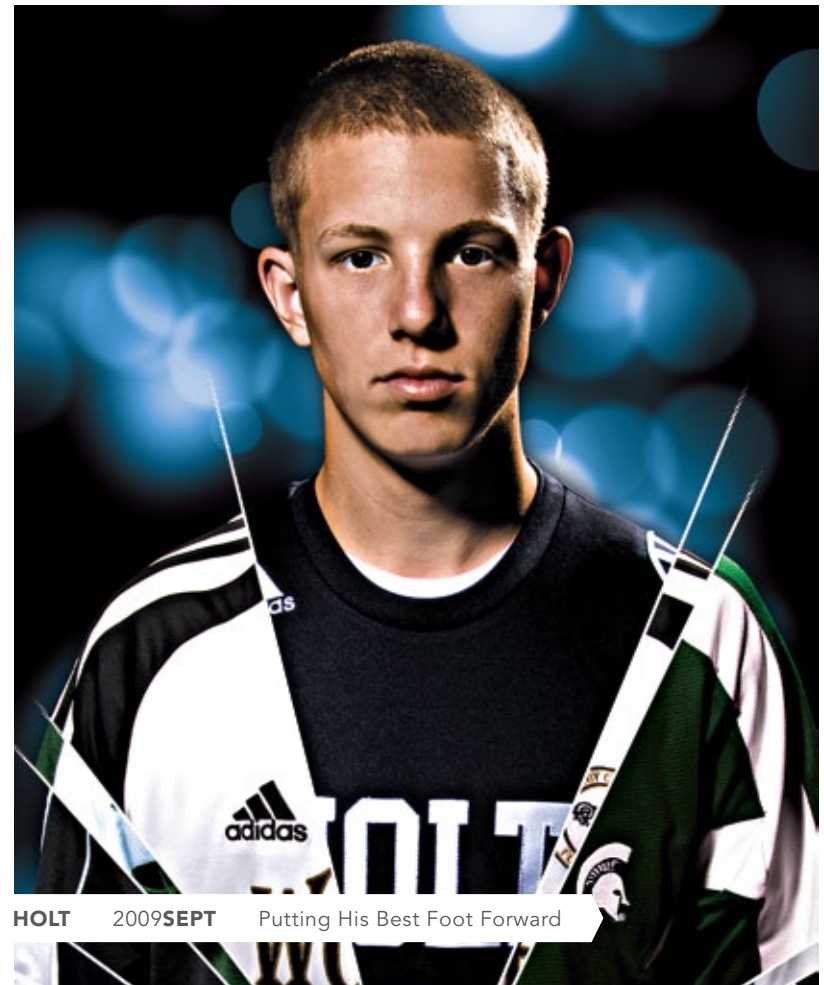
Readership: 80,000+

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



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

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