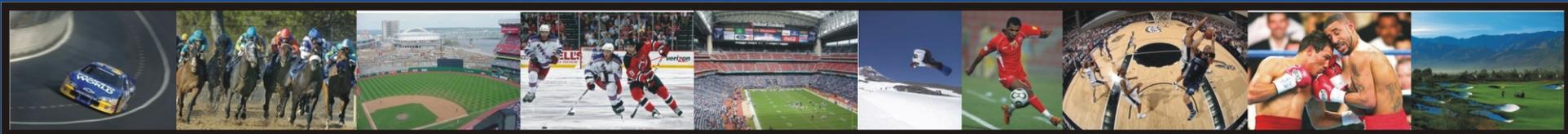


# MEDIA KIT

SPORTS LIFE MAGAZINE

2021

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



# Our Mission

- **Our goal at Sports Life Magazine** is to be a different kind of sports magazine. We do not involve ourselves with negative, slanted, opinionated, or biased reporting. We firmly believe in giving the athletes, sports figures, and sports experts a proper forum to speak their mind without judgment. We let them tell their stories in their own words. We encourage them to share their truths, their inspirations, their fears, and anything else they want to get out in the open. We are bringing the human element back to sports. Our writers do not interject their own biases or opinions. You will very rarely find the word “I” in one of our featured stories, as it is not about what the SL staff thinks. We let our subjects tell it like it is. In short, the “good guys” have arrived!
- **Sports fans and readers** – are tired of negative stories filled with unfounded, false accusations, or unwarranted personal opinions. They would rather read professionally written pieces that reflect what the athletes and experts say. We believe that it is time for objective, fair reporting to return to sports media coverage. Sports fans want to read real stories about their favorite athletes in their own words, speaking from their heart. They want to hear what is really going on behind the scenes from the true experts. Sports Life is all about what is real and what is positive in sports today.
- **Athletes and experts** – speak their minds honestly, without fear of being judged or ridiculed by the writer. We vow to focus on our subject’s positive contributions to the sport and to society. We share with our readers what motivates and drives the athletes. We expose what they really think, what they really feel and why. We strive for our readers to get to know the athletes, teams, and sports better than they could have ever imagined.
- **Our writers and journalists** – walk away from negative, tabloid style reporting. That type of writing completely goes against our core beliefs and you will never find any of it in our magazines. You won’t find stories with the writers offering their own personal feelings and thoughts with phrases that begin with, “I think” or “I feel”. Our writers do not try to manipulate our readers with their own personal slants on stories. And we certainly do not ever engage ourselves in unfair slamming of an athlete, coach, team, organization, or expert to try and garner attention or sell magazines. Only honest and factual analysis will be given. True, fair, professional sports journalism allows the reader to draw their own conclusions and judgments without influence from the writer. This is what Sports Life is all about. We report the facts.

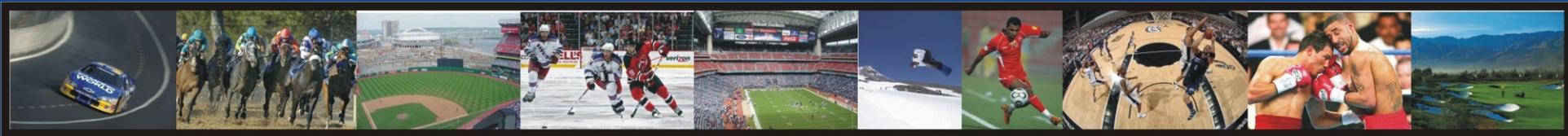


# About us

Sports Life magazine covering all Professional, Extreme & College sports. You! the reader are on a need to know bases. All extreme sports such as Go Pro and Red bull will be a major factor of our new and improved sports magazine publication. Sports Life magazine now comes with live interactive video embedded into any pictures or logo of your choice. It's like live TV in your ad.

Articles - Good topics for articles include anything related to your life. something you can relate to. Not just what the media thinks. Although, Can we trust some of the media sources? or are they to involved on the hate and crime that is out there today? Some say, "Are we getting the full story?" It is hard to believe what is out there with so much getting in the way of the truth.

Sports Life magazine's photo and writing Journalists will give you the best there is in the sports magazine industry, Digital and Paperback. Clarity like never before, Illustrations like no other. Years of knowledge and of course, dedication. It is important to have a team on which we all believe in the same thing, the same course and political views.



## About The Company

**Sports Life magazine**, founded in 2008 by owner and CEO Larry Reiche, based out of Southern California. The SLM team spent years researching and developing its two major entities: Sports Life Magazine, Sports Life Digital. We took the time to ask sports fans and sports readers across the United States, Canada, Australia & the UK what they would like to see in a new, vibrant sports magazine. We also conducted extensive competitive research of other top sports magazines to find out what is currently working and what is not working in the sports magazine world. We provide high quality, professional content at a competitive price point. We want our readers to look forward to each and every issue and stay with us for years to come.

**Sports Life Magazine** is published 6 times a year, distributed globally by Publishers Distribution Group INC, (PDG) Sports life magazine can be found in many top chain stores and newsstands across the country, starting with Barnes and Noble, Bass Pro Shop & Books A Million This magnificently illustrated magazine, with expert layouts and professionally written articles and interviews, will be sure to capture the attention of sports enthusiasts around the globe.

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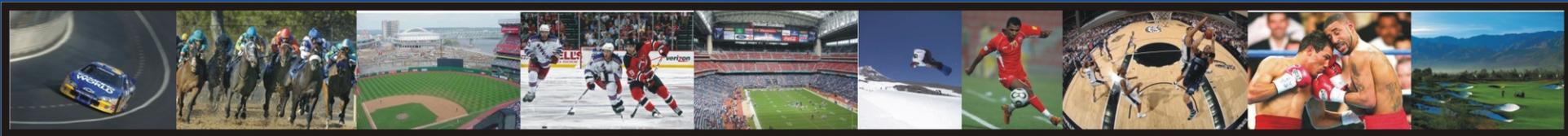
## About The Magazine

This vibrant, well-illustrated magazine leaves our readers wanting to come back for more. Sports Life has compiled a group of well-rounded professional journalists & photographers with a vast knowledge of all aspects of the sports industry.

**Sports Life Magazine** Distributed by Publishers Distribution Group, INC., one of the leading wholesale distributors to chain stores, bookstores & newsstands throughout the US & Canada.

**Sports Life Magazine** covers all the sports action. Sports Life Magazine offers substantial sports coverage that includes news stories and regular columns on College, Pro and Extreme Sports

**Sports Life Magazine** reports on all level of sports, draft picks, rookies, season previews, and predictions on teams and athletes, as well as highlighting coaches and players in various issues with one-on-one personal interviews dealing with their lives both on and off the field. In short, "The Good Guys Have Finally Arrived!" We give the athletes the opportunity to tell their stories in their own words and not the news media's words Answering for them.



# Technology

## Live Portrait

LIVE PORTRAIT: WHERE YOUR IMAGES COME TO LIFE!

The Live Portrait technology blends Augmented Reality (AR) with Image Recognition to create images that literally Come to life through smart devices.

### **EXPERIENCE THE MAGIC OF LIVE PORTRAIT!**

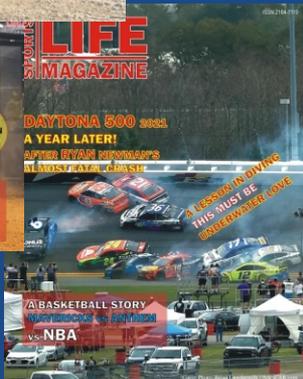
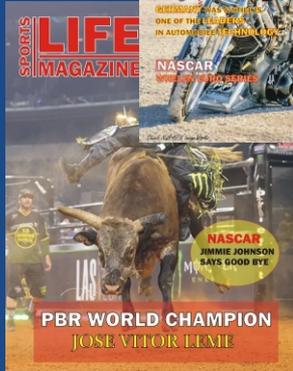
Simply scan the image with the Live Portrait app on your cell phone or tablet to see it come to life, It's that easy!

Sports Life now offers Live Scan for all Advertisements and Articles. Show off your advertisement with the new technology. Create a Family video, Merchandise and your very own commercial describing your product. Create a more engaging experience for your customers with Live Portrait

**HOW IT WORKS:** The magic happens when our software analyzes the printed image by creating a mathematical model based on shapes, lines, proportions, colors and other elements. It then matches the model against images already in the database. When a match is found what you see is a 3D, mapped digital video playing on top of your print, living in the physical world.

- Apple devices running iOS 7.0 and above, including iPads. [itunes.apple.com/us/app](https://itunes.apple.com/us/app)
- Android devices running 4.1 or newer. [play.google.com/store/app](https://play.google.com/store/app)





# 2021 Demographics

Men

71%

Women

29%

9%  
18-24

34%  
25-34

46%  
35-64

11%  
64 +



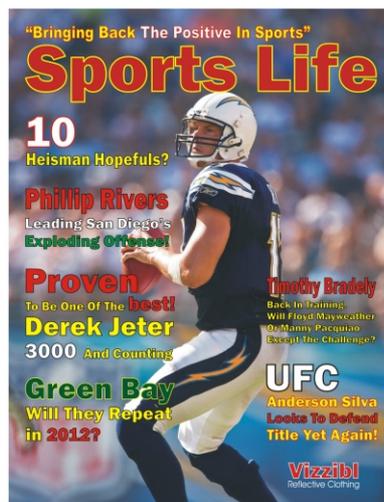
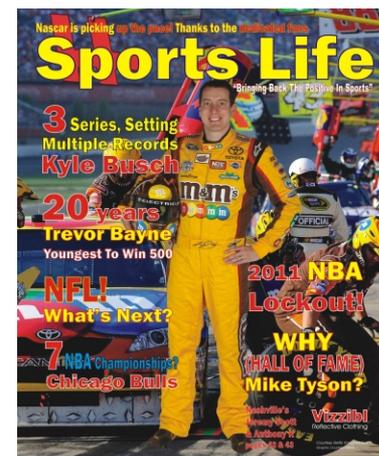
## Sports Life Magazine National Advertising Rates

<b>BASE RATE</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>6X</b>
<b>FULL PAGE</b>	\$600.00	\$600.00	\$600.00	\$575.00	\$575.00
<b>3/4 PAGE</b>	\$475.00	\$475.00	\$475.00	\$450.00	\$450.00
<b>1/2 PAGE</b>	\$375.00	\$375.00	\$375.00	\$350.00	\$350.00
<b>1/4 PAGE</b>	\$225.00	\$225.00	\$225.00	\$200.00	\$200.00
<b>BACK COVER</b>	\$900.00	\$900.00	\$900.00	\$850.00	\$850.00
<b>FRONT INSIDE COVER BACK INSIDE COVER</b>	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00



# Sports Life Magazine Distribution and Newsstand Rates

Sports Life magazine  
 National Newsstand Price Is: US \$5.99  
 CANADA \$7.99  
 Subscriptions, 6 issues: \$15.95 - \$17.95  
 Digital Newsstands - \$2.99



amazonkindle

nook newsstand  
by Barnes & Noble

amazon.com  
Prime

Readly

MAGZTER

MAGAZINE  
DISCOUNT CENTER



## Web Site & Article Posting Advertising Rates

Monthly Web Site Advertising Rate.....	\$200.00 Per Month
3 Month Advertising Rate.....	\$150.00 Per Month
6 Month Advertising Rate.....	\$115.00 Per month
12 month Advertising Rate.....	\$95.00 Per Month



# Ad Specifications

Electronic files may be supplied on CD or DVD formatted on PC or Mac. Conversion to JPG or PDF are excepted. Digital files up to 10MB may also be e-mailed to [sportslifemagazine@gmail.com](mailto:sportslifemagazine@gmail.com)

For sending files larger than 10MB via internet contact your sales representative for FTP (File Transfer Protocol) information. File Format: We accept Adobe Photo shop files up to CS5, Adobe Illustrator files up to CS5 and Adobe Acrobat PDF files with all fonts embedded (X 1-A Compliant).

Please include all EPS files, TIFF files and other graphic files linked to the document. All photographic or tonal images should be in CMYK or Gray scale and at least 300 dpi when used at 100% of original file size. All line art or bitmap images should be at least 1,000 dpi when printed at 100% of original file size. All ads must have fonts supplied in Mac format, embedded fonts or fonts converted to curves/line art are also acceptable. Ads must be supplied as CMYK or gray scale, not RGB, Spot or PANTONE colors including any embedded image files.

Color ads should be accompanied by color guidance, such as an iris or tektronics. If proper color guidance is not submitted, Sports life magazine is not responsible for any color variances.



## Copy & Contract

- a. Sports life magazine reserves the right to reject any advertisement at any time.
- b. No cancellations are accepted after closing date.
- c. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements printed.
- d. The Publisher assumes no liability for errors in key numbers. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.
- e. Advertising insertion orders are accepted subject to the condition that the Publisher shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond the Publishers control.
- f. If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently run ad will be repeated.
- H. Once an account is delinquent, publisher has the right to demand payment in full. All costs incurred for collection including reasonable attorney fees will be the responsibility of the advertiser and/or agency.
- I. Publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. Agencies submitting orders which disclaim dual liability must sign a personal guarantee or submit one signed by advertiser. Otherwise, prepayment will be required.

### Discounts

- J. To calculate earned frequency discounts, number of issues or insertions may be used, whichever is greater. Insertions must run within a 12-month period starting with the issue in which the first insertion appears. The size of ads cannot be reduced by more than 50 percent to maintain frequency discounts.