

AQ
ATHLETES QUARTERLY





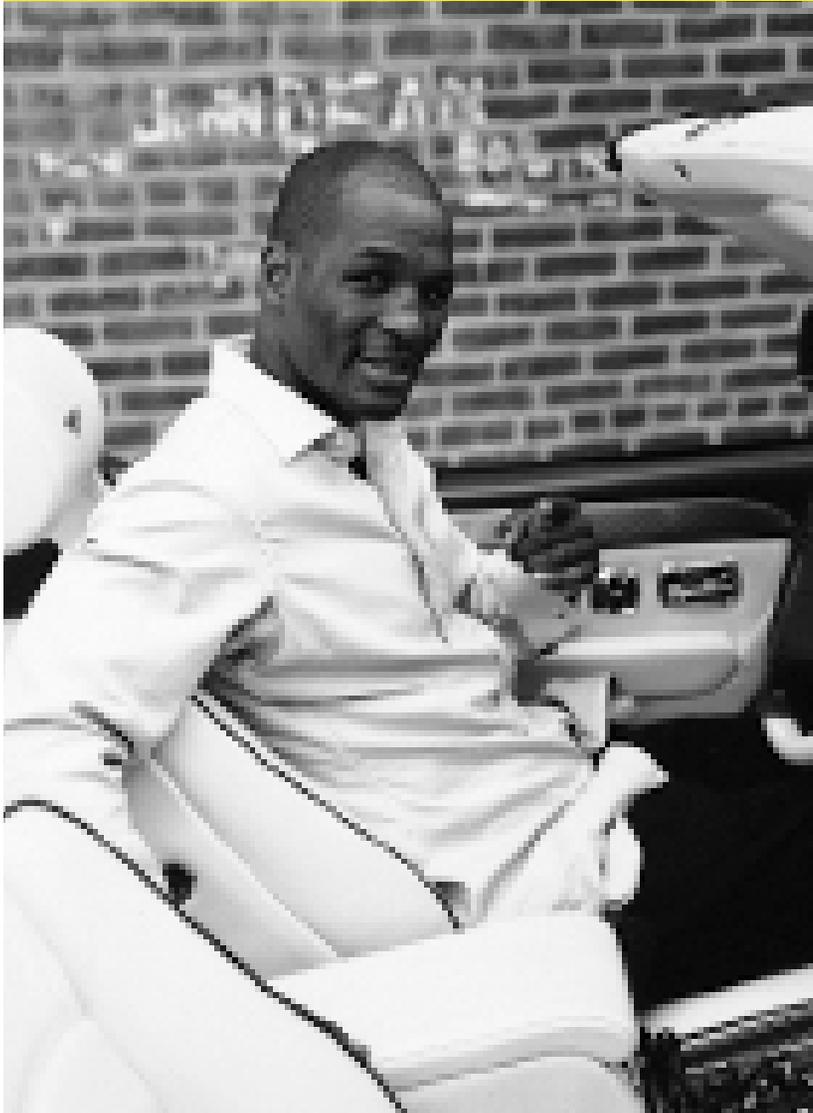
Mission Statement

Athletes Quarterly is dedicated to helping current and former professional athletes get the most out of life. In addition to chronicling the lives of one of the most elite communities in the world, AQ brings the very best of fashion, automotive, watches, jewelry, real estate, home electronics and travel to this community with every issue. AQ is devoted to help every pro athlete achieve their very best in what they do, what they buy, and how they will create the second act to their playing careers. Drawing on a wide range of contributors from every major sport, AQ is the most authentic community for professional athletes of all sports.

Automotive

An athlete's body is a finely tuned machine, and his choice of automobile is no different. The same qualities that an athlete must bring to his sport: speed, endurance, performance, modern design, is what he looks for in a driving machine.

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Travel

For a professional athlete, travel is another part of the job. To get away from the every day grind of athletic life, athletes are seeking new escapes where anonymity provides a respite from the spotlight. They are willing to pay a premium for an extraordinary experience.

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“All you need to do is fly private once and you’ll never step foot on a commercial airplane for the rest of your life.”

David Diehl, New York Giants

Liquor & Venues

As cultural icons, athletes continue to influence the tastes of popular culture, not only in what they wear, but where they go and the brands they choose to consume. When high-profile athletes visit a restaurant or club, it raises the profile of that establishment exponentially.



“As an athlete, you need to be careful about where you go. You can only really go to the most high-end places because you know you’ll be treated well. And so you keep going back and giving them your business.”

Jonathan Vilma, New Orleans Saints

Watches & Jewelry

For most athletes, a superior timepiece represents his elevation in status to an elite community. All the hard work, the practices, the sacrifices that it took to get a big contract— a quality watch reminds him of that pursuit and how important it is to make the most of every minute as a professional athlete.

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Finance

In an effort to ensure a standard of living during retirement, athletes constantly look for new ways to preserve and enhance their wealth through sound advice and sound investing.



"In the next 15 or 20 years, I hope I'll be the richest man in the world. That's one of my goals. I want to be a billionaire... I don't want family members from my kids to my son's kids to never have to worry. And I can't do that now just playing basketball."

LeBron James



Electronics

Privacy is critical to a professional athlete. Because it is difficult to enjoy a movie or concert with their families in public without distraction, athletes are continually finding ways bring the movie and music experience to their own home. That is why they will invest in the very best electronics to replicate the theater and concert environment.



“Give me the best flat screen TV in the world with surround sound and a cable dish, and I only have to leave the house to play football.”

Brandon Jacobs, New York Giants





Distribution

- Athletes Quarterly is the premier magazine for current and former professional athletes and other high net-worth individuals in the professional sports world. By distributing individual issues directly to our readers, we ensure that our controlled circulation remains an efficient way to reach this elite and affluent audience.
- Exclusive home delivery (70%): Athletes Quarterly delivers issues directly to the homes of current and former professional athletes across the United States. By doing so, we allow wives and other family members to enjoy the magazine as well.
- Sports Agencies and Marketing Firms (13%): Athletes Quarterly is also distributed to the high net worth individuals who negotiate the multi-million dollar contract and endorsement deals for professional athletes.
- Professional Team Offices (5%): Each issue of Athletes Quarterly is shipped to the CEO's, Team Presidents and other high net worth members of the professional organizations who represent these players.
- Exclusive Charity Events (10%): Athletes Quarterly is proud to support the philanthropic efforts of our readers. That is why we provide copies of the magazine to be included in gift bags for athletes' high-profile foundation events and the affluent people who contribute to their charitable endeavors.
- Private Jet In-Flight Placement (2%): Athletes Quarterly distributes magazine to many private plane carriers as a convenience to our readers who travel accordingly.



DEMOGRAPHICS

AVERAGE AGE: **27**

MEDIAN HOUSEHOLD INCOME: **\$2.4 MM**

AVERAGE NFL SALARY: **\$1.4 MM**

MINIMUM NFL SALARY: **\$310,000**

AVERAGE NHL SALARY: **\$1.9 MM**

MINIMUM NHL SALARY: **\$500,000**

AVERAGE MLB SALARY: **\$3.26 MM**

MINIMUM MLB SALARY: **\$400,000**

AVERAGE NBA SALARY: **\$5.85 MM**

MINIMUM NBA SALARY: **\$457,588**



Ad Rates

Distribution: 20,000

AD SIZE	1X	2X	3X
FULL PAGE	\$20,000	\$18,000	\$16,000
SPREAD	\$36,000	\$32,400	\$28,800
HALF PAGE	\$12,000	\$10,800	\$9,600
QUARTER PAGE	\$8,000	\$7,200	\$6,400
COVER 2 / PAGE 1	\$46,000	\$41,400	
COVER 3	\$24,000	\$21,600	
COVER 4	\$35,000		

All rates are net

Premium Positions + 15%

Calendars and rates are subject to change

Statistics



	FULL PAGE AD
GQ	\$118,500
ESQUIRE	\$104,000
DEPARTURES	\$83,500
DETAILS	\$59,000
ELITE TRAVELER	\$43,500
ROBB REPORT	\$30,000
CIGAR AFICIONADO	\$26,500
NICHE MEDIA	\$20,500
AQ	\$20,000

	MEDIAN INCOME
AQ	\$2,400,000
ELITE TRAVELER	\$2,280,000
ROBB REPORT	\$1,200,000
DEPARTURES	\$440,000
NICHE MEDIA	\$200,000
ESQUIRE	\$160,000
CIGAR AFICIONADO	\$150,000
DETAILS	\$80,000
GQ	\$75,000

	MEDIAN AGE
DEPARTURES	49
ESQUIRE	49
NICHE MEDIA	47
ROBB REPORT	47
ELITE TRAVELER	41
CIGAR AFICIONADO	41
DETAILS	35
GQ	35
AQ	27

	MALE READERSHIP
AQ	99%
CIGAR AFICIONADO	85%
GQ	77%
ROBB REPORT	70%
ESQUIRE	70%
DETAILS	69%
ELITE TRAVELER	60%
DEPARTURES	52%
NICHE MEDIA	45%

Events

Athletes Quarterly offers advertisers the opportunity to showcase their brands at exclusive events throughout the year, featuring the biggest names in professional sports.



Event Rates:

EVENT SIZE	1X	2X	3X
SMALL	\$12,500	\$11,250	\$10,000
MEDIUM	\$20,000	\$18,000	\$16,000
LARGE	\$30,000	\$27,000	\$24,000



Calendar

ISSUE	SPACE RESERVATION	MATERIALS	ISSUE AVAILABLE
WINTER	DECEMBER 1	DECEMBER 15	JANUARY 30 - APRIL 29
SPRING	MARCH 1	MARCH 15	APRIL 30 - JULY 29
SUMMER	JUNE 1	JUNE 15	JULY 30 - OCTOBER 29
FALL	SEPTEMBER 1	SEPTEMBER 15	OCTOBER 30 - JANUARY 29