

AQ

ATHLETES QUARTERLY 2015 MEDIA KIT



MISSION

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.

DEMOGRAPHICS

AVERAGE AGE: 27

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

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

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

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

MEDIAN HHI: **\$2.4 MM**

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

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

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

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

CIRCULATION

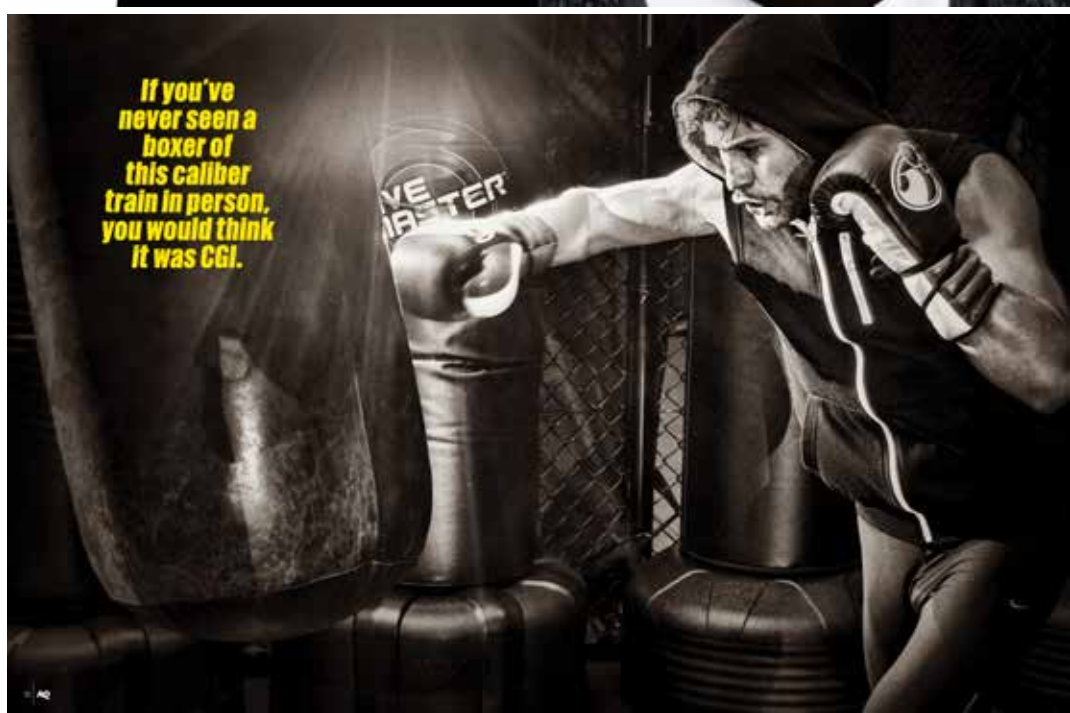
25,000 HOMES

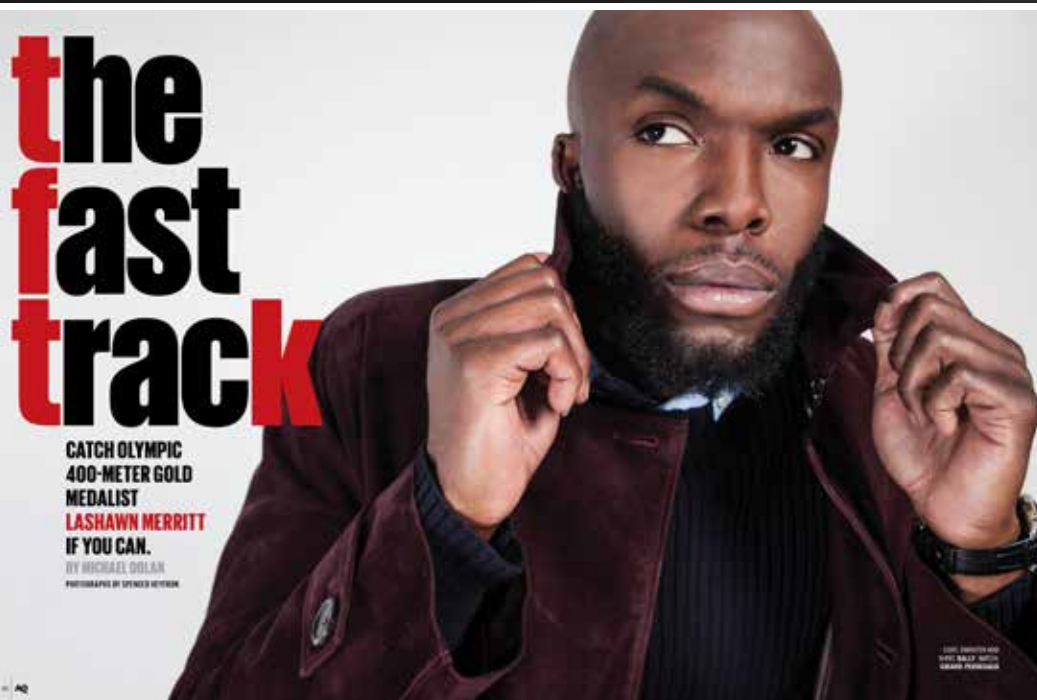
8,000 CURRENT PROS

12,000 FORMER PROS

+OWNERS, EXECS, AGENTS

HNW INDIVIDUALS





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 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.

AQ PUBLISHING CALENDAR 2015

	DEADLINE	MATERIALS	AVAILABLE
SPRING	1/30/15	2/6/15	2/20/15
SUMMER	5/1/15	5/8/15	5/22/15
FALL	7/31/15	8/7/15	8/21/15
HOLIDAY	10/30/15	11/6/15	11/20/15

AQ ADVERTISING RATES 2015

	1X	2X	3X	4X
C2P1	46,000	41,400		
C4	35,000			
C3	24,000	21,600		
SPRD	36,000	32,400	28,000	
FP	20,000	18,000	16,000	12,000
HP	8,000	6,000	4,000	

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big time!

FOUR-TIME MR. OLYMPIA PHIL HEATH BRINGS BODYBUILDING TO THE MASSES. BY MICHAEL DOLAN