

INDIA'S NO 1 SPORTS BUSINESS MEDIA

SPORTZ BUSINESS



www.sportzbusiness.com

Sportz Business Insights is a business-to-business publication which works on the way 'Sports Business' industry is being seen in India today. Being a sports business centric platform, Sportz Business is targeted to cater gamut of allied business heads including Sports Federation & Associations, National Olympic Committee Members, National Sports Federations, Club and Academies, Gym's, Sports Authority of India Representatives, Sports Consultants, Policy Makers, State Sports Federations, Government bodies, manufacturers and suppliers of sports equipment, as well as their service providers across the country.

Backed by an adept team of journo's, we know what matters your business and subsequently renders the exact piece of information through our publication featuring industry based news and other allied literary works.

A Proven track-record

Sportz Business has grown to be a leader in its domain, by offering a unique blend of editorial coverage and business outreach to satisfy the diverse needs of its readers.

Its focus

The magazine is pledged to provide its readers an insight of the activities of Indian & International companies in both indigenous and international markets featuring news and interviews, contracts and projects, innovations in Sports Equipment, products and services, and latest sports Fashion trends.

Editorial mix

In addition to a range of regulars (news, equipment, footwear, apparel, nutrition, arena, outdoor & retailer), the platform also regularly carries features such as contemporary trends in fashion of sports apparel, footwear & accessories, Market Research and Insights.



Editor

Manas Nandi

Tel: +91-11-40538137

Cell: +91-9811504555

Email: manas@sportzbusiness.com

Advertising manager

Arnab Sabhapandit

Tel: +91-11-40538137

Cell: +91-8802315661

Email: arnab@sportzbusiness.com

• Print edition



• Online edition



• Website



• eNewsletter

• Event: Best Projects Awards

2019 MEDIA KIT

Apart from the print edition that reaches a carefully managed target audience every month, the Sportz Business offering includes:

SportzBusiness.com

With its rapidly increasing unique visitor numbers since its launch in March 2018, www.sportzbusiness.com, is a valuable extension to the conventional printed Sportz Business magazine. Its offering is two-fold: the online edition of the current magazine and a fully-fledged website.

Online edition

Those who do not receive the physical magazine can read the magazine online. This is an online replica of the magazine with enhanced online functionality. It is powered by a software application that allows the user to turn pages, zoom in, print and email articles. This version of the magazine is especially popular with readers who do not receive or do not want to wait for the latest issue of Sportz Business in the mail. All advertisers in the print edition of the magazine receive a hyperlink in the online version to their websites.

Website

The website, with the sections news, equipments, footwear, apparel, nutrition, arena, outdoor & retailer, is updated daily. It carries up-to-date news, in-depth articles, product and equipment announcements and project news. This reaches a wider audience than the print edition, but has an equally targeted audience – a new market that does not always have the time to read the magazine or that does not necessarily receive the magazine. This is beneficial to both parties in the market that Sportz Business serves: advertisers who use the brand as a vehicle to reach a targeted market, and readers who receive targeted content. News and announcements are shared with our large Twitter and LinkedIn following.

E-Sportz Business

Sportz Business has a growing mailing list (currently in excess of 22,000) that receives our daily e-Sportz Business newsletter. It informs our targeted readership of news relevant to their industry. The newsletter directs recipients to the print editions and the website. It is therefore a much targeted advertising and editorial vehicle and is part of the 360° degree strategy that Sportz Business has embarked on: as a business-to-business magazine it interacts with its readers via the print edition, online edition, website, e-newsletter and through its annual event: Sportz Equipment Awards.

Sportz Business's Best Sportz Equipment Awards

Sportz Business will host its prestigious Best Sportz Equipment Awards annually. This is the only award in India that recognises excellence across the entire Sports Industry (equipments, footwear, apparel, nutrition, arena, outdoor & retailer) and ensures that products & projects are not only celebrated by the entrants' own institutions, but receive far wider appreciation. The April issue is dedicated to the winners and entrants. As an overview of activity in the Sportz Business for that year it is the ideal vehicle with which to associate your brand with excellence.

Platinum, gold and silver sponsorships are available.

Frequency

Sportz Business is a monthly publication, published 12 times a year.

10 reasons to advertise with Sportz Business

1. Covers entire Sports industry (EQUIPMENTS, FOOTWEAR, APPAREL, NUTRITION, ARENA, OUTDOOR & RETAILER)

Print edition:

2. Distributed to Sports Federation & Associations, National Olympic Committee Members, National Sports Federations, Club and Academies, Sports Authority of India Representatives, Sports Consultants, Policy Makers, State Sports Federations

3. Highest circulation in its sub-category

4. HI quality Editorial

5. Glossy, high quality content and layout

6. Proven track record

Online offering:

7. Interactive online edition

8. Increasingly popular www.sportzbusiness.com

9. Targeted e-Newsletter (Daily)

Annual event:

10. The brand hosts the only award that recognises excellence across all Sports Manufacturing disciplines

READERSHIP PROFILE

- Athlete Sponsoring Associations
- Army Sports Institute
- Aspiring Sports Persons
- Brand Ambassadors
- Broadcasters
- Builders and Developers
- Central and State Ministries
- Club and Academies
- Coaches & Physical Trainers
- Judges and Instructors
- Dealer, Distributors & Retailers
- E-commerce procurement Heads
- Embassies & International Trade promotion bodies
- Facilities & Services Provider
- Government Representatives
- Grassroots Academies
- Hospitals
- Hotels & Resorts
- Importers & Exporters
- Indian Olympic Association Representatives
- Investment Companies
- IT & ITE's Companies
- League & Franchise Owners
- Military, Police & Para Military forces
- MNCs, PSU's & Corporates Procurement Heads
- N.G.Os
- National & International sports Federations and Associations
- National and International Business Chambers of Commerce
- National Sports Federations
- Physiotherapist & Nutritionist
- Policy Makers
- Real Estate and Infrastructure Procurement Heads
- School, Colleges & Universities Decision Makers
- Sports Academies & Clubs
- Sports Authorities
- Sports Authority of India Representatives
- Sports Brands
- Sports Consultants
- Sports Enthusiasts & Young Athletes
- Sports Federation & Associations
- Sports goods manufacturers
- Sports Management Agencies
- Sports Medicine Practitioners & Institutes
- Sports Players
- Sports Retailers & Merchandisers
- Stadiums & Playgrounds
- State Govt. - Sports Departments
- Urban Development authorities

2019 Features

January

RE / E - TAILER- Decathlon
SPORT FOCUS- Hockey / Tennis
Outdoor Sports- Mountain Climbing
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

February

RE / E - TAILER- Planet Sports
SPORT FOCUS- Cricket / Volleyball
Outdoor Sports- Bungee jumping
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

March

RE / E - TAILER- Khelmart -e
SPORT FOCUS- Motor sports / Shooting
Outdoor Sports- Biking
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

April

RE / E - TAILER- SportXS
SPORT FOCUS- Polo / Athletics
Outdoor Sports- Skydiving
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

May

RE / E - TAILER- Shakti Sports Pune
SPORT FOCUS- Baseball / Gymnastics
Outdoor Sports- Para Gliding
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

June

RE / E - TAILER- Vinexshop-e
SPORT FOCUS- Rock climbing / Billiards
Outdoor Sports- Fishing
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

July

RE / E - TAILER- habicco sports chennai
SPORT FOCUS- Kayaking / Weightlifting
Outdoor Sports- 4x4
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

August

RE / E - TAILER- Lodhi Sports Delhi
SPORT FOCUS- Football / Badminton
Outdoor Sports- River Rafting
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

September

RE / E - TAILER- Sports 365 -e
SPORT FOCUS- Golf / Basketball
Outdoor Sports- Water Surfing
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

October

RE / E - TAILER- Total Sports & Fitness- Mumbai
SPORT FOCUS- Archery / Table tennis
Outdoor Sports- Formula 1
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

November

RE / E - TAILER- the sportmall Bengaluru
SPORT FOCUS- Swimming / Boxing
Outdoor Sports- scuba diving
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

December

RE / E - TAILER- sporting8-e
SPORT FOCUS- Cycling / Wrestling
Outdoor Sports- Jet Skiing
Fitness Accessories
Gym Equipments
Nutrition
Apparel
Arena

SUPPLEMENT



Sustainable Sporting

In December every year Sportz Business will publishes a supplement dedicated to sustainability in the Sports Equipment Manufacturing environment with a focus on both local and international sustainable sports equipment's, trends, developments, products and services. It highlights and celebrates successes while at the same time illustrating sustainable innovation. It is editorially based around the core elements of sporting (people, planet and profit). It focuses on trends, important events in the sporting marketplace, opinion, projects, products, suppliers, company profiles and highlights the latest sporting gears.

PRODUCTION SCHEDULE 2019

Issue	Editorial deadline	Booking deadline	Material deadline
January	20-Dec	25-Dec	28-Dec
February	20-Jan	25-Jan	28-Jan
March	20-Feb	25-Feb	28-Feb
April	20-Feb	25-Mar	28-Mar
May	20-April	25-Apr	28-Apr
June	20-May	25-May	28-May
July	20-Jun	25-Jun	28-Jun
August	20-Jul	25-Jul	28-Jul
September	20-Aug	25-Aug	28-Aug
October	20-Sep	25-Sep	28-Sep
November	20-Oct	25-Oct	28-Oct
December	20-Nov	25-Nov	28-Nov

PRINT ADVERTISING

2018-19 Advertising rates*(INR)		*All of the rates exclude GST			
Description	1	2 to 4	5 or 8	9 to 11	12
Outside Front Cover	125000 (includes an online advertisement and DPS cover story)				
Outside Back Cover	100000	90000	81000	72900	65610
Inside Front Cover	90000	81000	72900	65610	59049
Inside Back Cover	80000	72000	64800	58320	52488
DPS	100000	90000	81000	72900	65610
Full page	65000	58500	52650	47385	42647
Half Pge DPS	65000	58500	52650	47385	42647
Half page	40000	36000	32400	29160	26244
Quarter	25000	22500	20250	18225	16403
Strip	15000	13500	12150	10935	9842
Advertorial	Display advert rate PLUS 7% ('ADVERTORIAL' to be published at top of page)				

Outside front cover space:

Client to supply high resolution portrait photograph and logo for cover. For the DPS cover story copy and 4 to 6 high resolution Photographs must be supplied.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double Page Spread	279 x 432	259 x 412	284 x 437
Full Page	279 x 216	259 x 196	284 x 221
Half page vertical	259 x 98		
Half page horizontal	129 x 196		
DPS half page (horizontal)	139 x 432	129 x 432	142 x 437
Quarter standard	129 x 103		
Strip	51 x 196		

* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

ONLINE ADVERTISING

Banner adverts	Size: wide x high	1	2 to 5	6 to 12
Standard rectangle	728 pixels w X 90 h	60000	54000	48600
Standard square 1	300 pixels w X 200 h	50000	45000	40500
Standard square 2	300 pixels w X 200 h	45000	40500	36450
Standard tall (Both)	120 pixels w X 600 h	60000	54000	48600
Large rectangle	300 pixels w X 250 h	40000	36000	32400
Large square Intertisial	800 pixels w X 400 h	75000	67500	60750
Daily eNewsletter: (Top banner)	580 pixels w X 90 h	50000	45000	40500

Adverts can be booked on the SportzBusiness website, the Sportzbusiness homepage and the top banner of the weekly newsletter.

360° solution

Package rates that include print, website and newsletter advertising available

Artwork and printing material, if not supplied by the advertiser, are charged at standard SEI Publications rates.