

# Tailgating Digest



**Over**  
**50**  
**Million**  
**Tailgaters**  
**in the U.S.**  
**Each Year and**  
**Growing!**

**media kit**

**Your Game Plan to Reach the Fan!**

contact: Art Markos - American Magazine Consultants, [amipr@aol.com](mailto:amipr@aol.com) 805-220-6822

## Our Mission

- ▶ Tailgating is all about having fun, whether its at an NFL game, an NCAA football game or a NASCAR event. It's about spending time with friends and family. It's about good food, good drinks and supporting your favorite team. We estimate there are more than 50 million people who tailgate each year, and that number is growing.
- ▶ A great magazine, website and company is built on content, and we understand this point very well. Nobody wants rehashed content. They want fresh, unbiased and engaging content. That is what we deliver in every issue and our web site.
- ▶ Besides great content, everyone wants to have fun while tailgating or reading about tailgating. **Tailgating Digest** makes sure our readers have fun; whether it's with our best tailgating picture contests, sponsoring tailgating games throughout the year or just hanging out at some great tailgate parties enjoying the day.

## Demographics

### Who tailgates?

Tailgaters come in all ages and walks of life, but the typical tailgater is a college-educated male with a higher than average household income of \$67,500 per year.

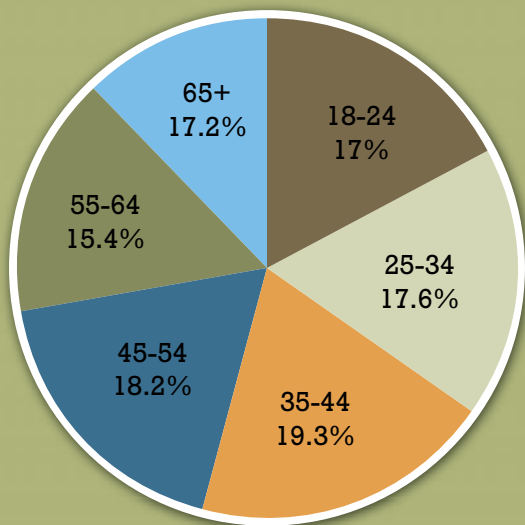
### Statistics show

- ▶ 61% of tailgaters are men
- ▶ Over 50% have attended college
- ▶ 57% are married

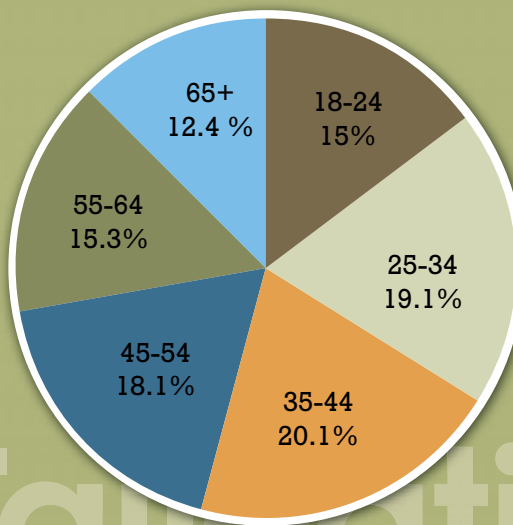
### Income level

- ▶ 58% have annual household income of \$50,000 or more
- ▶ 41% have annual household income of \$75,000 or more
- ▶ 20% have annual household income of \$100,000 or more

### Football fans



College Football Tailgater Ages



NFL Tailgater Ages

**Tailgating Digest** readers go to [www.TailgatingDigest.com](http://www.TailgatingDigest.com) to get even more recipes, product reviews, tailgating ideas and to enter contests.



- ▶ 111,000 Page Views per month and growing!
- ▶ Top Search Engine Ranking for "Tailgating" and "Tailgating Ideas"
- ▶ Tailgating Products Store
- ▶ Advertiser Banners featured on each page
- ▶ A dynamic Tailgating blog
- ▶ Facebook and Twitter page links
- ▶ Historical Tailgating content going back to August 2007
- ▶ College Alumni links for Tailgating Digest partner associations

## Profile:

Each issue of **Tailgating Digest** covers tailgating events, product reviews, recipes and the tailgating lifestyle. Our goal is to inform and entertain the avid and the casual tailgater alike. There truly is a lack of tailgating information, and that's what **Tailgating Digest** is aimed at improving, while at the same time enhancing the overall tailgating experience.

While football tailgating is a major focus in **Tailgating Digest**, our bi-monthly issues also cover other professional and college sports including baseball, NASCAR, hockey, lacrosse and golf.



## Issue Schedule: Editorial Focus:

February/March	<b>NASCAR</b> Tailgating at the races...NASCAR!
April/May	<b>Baseball and the NFL Draft</b> Tantalizing recipes shared by baseball tailgating fanatics! Plus, our readers tell us their favorite NFL draft picks!
June/July	<b>NFL Training Camp</b> Tailgaters take to the streets and nearby parking lots at football training camps! Plus, a peek at the big college Lacrosse final tournaments.
August/September	<b>College and Professional Football</b> See the winning photos from our "Extreme Football Tailgaters" contest! Tailgating on ice?? A look at college hockey.
October/November	<b>Football and Holiday Gift Guide</b> Cold weather football fan...atics! Plus, a holiday shopper's guide of tailgating goodies to add to your wish list.
December/January	<b>College Bowl Games and Superbowl</b> Running with the Bowls! Ultimate tailgating at the ultimate games. And, a look at the best new tailgating products unveiled this year!

# Tailgating

## Digest

**Tailgating Digest will launch with a minimum average circulation of **200,000 copies per issue** in both print and digital editions – the largest media vehicle reaching this enthusiastic audience!**

**50,000 copies of each issue of the print edition to be distributed through the following channels...**

- ▶ Over 50,000 to Fans Edge customers that have purchased sports apparel and products




**A minimum of 150,000 copies of the digital edition of each issue to be distributed through these channels...**

- ▶ 140,000 through College Alumni Association partners and Affinity Groups who receive a custom digital edition of **Tailgating Digest** for all of their members and we anticipate this number reaching 500,000 within 12 months
- ▶ 10,000 direct subscriptions ordered primarily through the **Tailgating Digest** web site and we anticipate this number reaching over 25,000 in the next 12 months



**Tailgating**  
Digest

## Tailgating Digest Digital Edition

CONFIGURATION	WIDTH X DEPTH
SPREAD 	Trim Size: 16.75" x 10.875" Bleed Size: 17.00" x 11.125" Live Image Area: 16.50" x 10.625"
FULL PAGE 	Trim Size: 8.375" x 10.875" Bleed Size: 8.625" x 11.125" Live Image Area: 7.75" x 10.375"
1/2 PAGE HORIZONTAL 	Live Image Area: 7.44" x 4.80"

### Print Ad Rates

ad size	1x	3x	6x
Spread	\$9,000	\$8,000	\$7,600
Full Page	\$5,000	\$4,400	\$4,000
1/2 Page	\$3,200	\$2,800	\$2,400

### Digital Edition Ad Rates

ad size	1x	3x	6x
Spread	\$5,400	\$4,800	\$4,300
Full Page	\$3,000	\$2,700	\$2,400
1/2 Page	\$1,900	\$1,700	\$1,500

### Combined Print & Digital Package Rates

ad size	1x	3x	6x
Spread	\$11,500	\$10,200	\$9,500
Full Page	\$6,400	\$5,700	\$5,100
1/2 Page	\$4,100	\$3,600	\$3,100

### digital media requirement:

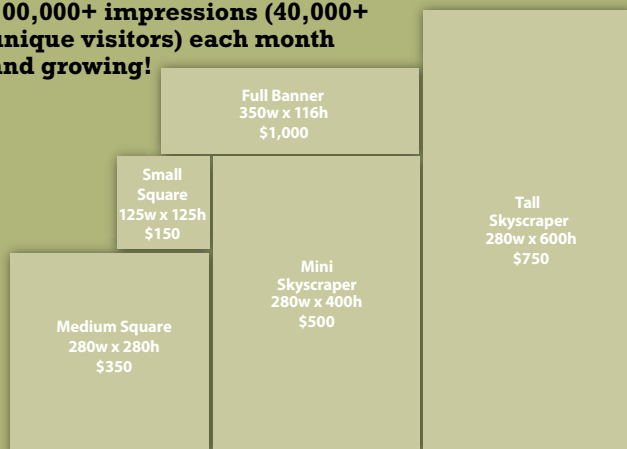
PDFX-1a or press-ready PDFs accepted ONLY. These must be high resolution (300 dpi) and in CMYK format. TAILGATING DIGEST is not responsible for errors. All costs incurred to make corrections will be billed to the advertiser. Spot colors are not available. Adobe Distiller settings must have no OPI information embedded in the pdf, nor any ICC color profiles.

Please send all advertising materials to: TAILGATING DIGEST, Art Department, P.O. Box 2428 Monument, CO 80132 Ads@TailgatingDigest.com

issue schedule	space closing	materials due	in homes
Aug/Sep 2012	6/15/2012	6/29/2012	8/15/2012
Oct/Nov 2012	8/15/2012	8/31/2012	10/15/2012
Dec/Jan 2012	10/15/2012	10/31/2012	12/15/2012
Feb/Mar 2013	12/17/2012	12/31/2012	02/15/2013

## online advertising

100,000+ impressions (40,000+ unique visitors) each month and growing!



### DIGITAL AD

#### SPECIFICATIONS (in pixels):

Format	Rate (per month):
Full Banner (header) 350w x 116h	\$1,000
Tall Skyscraper 280w x 600h	\$750
Mini Skyscraper 280w x 400h	\$500
Medium Square 280w x 280h	\$350
Small Square 125w x 125h	\$150

#### ACCEPTABLE AD FORMATS:

- GIF/JPEG/PNG, Flash, Rich Media, Motif
- 30 seconds, 3 Loops
- URL in correct format
- Do not embed
- Maximum File size: 39K

### Online Ads

#### Rate (per month):

#### contact:

Art Markos  
American Magazine Consultants  
amipr@aol.com 805-220-6822

Reach tailgating and sports enthusiasts online through banner advertising opportunities on [www.TailgatingDigest.com](http://www.TailgatingDigest.com).

This site was launched as [www.tailgatingideas.com](http://www.tailgatingideas.com) in August 2007 and has developed a considerable following over the years.

In addition to a very active blog, the site features tailgating recipes, product reviews, news and events, and some original content from each new issue of *Tailgating Digest*.