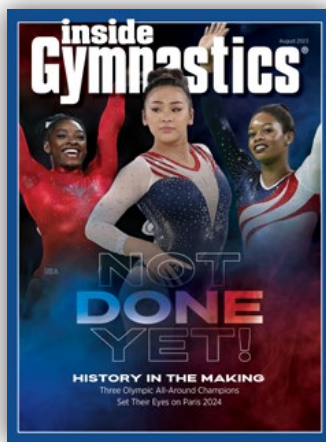


inside publications



# MEDIA KIT



2024



Inside Publications produces four bi-monthly publications and two annual publications for the **gymnastics, dance, cheerleading** and **action sports** markets.

**DIGITAL**

**WEB**

**PRINT**

**E-NEWSLETTER**

**EVENTS**

**SOCIAL MEDIA**

[insidegymnastics.com](http://insidegymnastics.com) • [insidedance.com](http://insidedance.com) • [insidecheerleading.com](http://insidecheerleading.com) • [insideactionsports.com](http://insideactionsports.com)



# Reaching Your Audience On Every Platform

**Our 360° Approach = Ultimate Visibility for Your Campaign!**

## PRINT

4 bi-monthly publications + 2 annuals that are the go-to source for reaching an active, engaged audience!

Our readers are loyal, passionate and engaged with advertising campaigns.

Independent research shows magazines are at the top in engagement for consumer marketing.

Each of our magazines have a total distribution of around 20,000 which includes our gym/studio owner complimentary mail list.

## ONLINE

Our websites contain engaging content and valuable resources, driving high traffic.

Campaign opportunities online include ad placement and event sponsorship.

## E-NEWSLETTERS

Our e-newsletters reach nearly **80,000 subscribers**

Campaign opportunities include ad placements within e-newsletters and dedicated e-blasts.

## DIGITAL

Ads from the print version of the magazines automatically appear in the digital versions! Learn more about our brand new apps launching in 2024 on the next page!

Add-on features, such as video embeds and bonus advertorial pages, are also available for an additional fee.

## SOCIAL MEDIA

**1 Million +** combined followers on social media

## PODCASTS

The ***Inside Dance with Taylor and Alex*** podcast is an informative and entertaining conversation about ALL aspects of the dance industry.

Hosted by top working professional dancers and choreographers, Taylor Bradley and Alex Yonkovich.

Heading into it's sixth season, the podcast is currently averaging over 2,000+ downloads per month and growing since launching in 2021.

Published on Spotify, Apple Podcasts or anywhere podcasts are available.





DIGITAL APPS - NEW FOR 2024!

# Every Issue at Your Audiences' Fingertips Every Day, Every Moment!

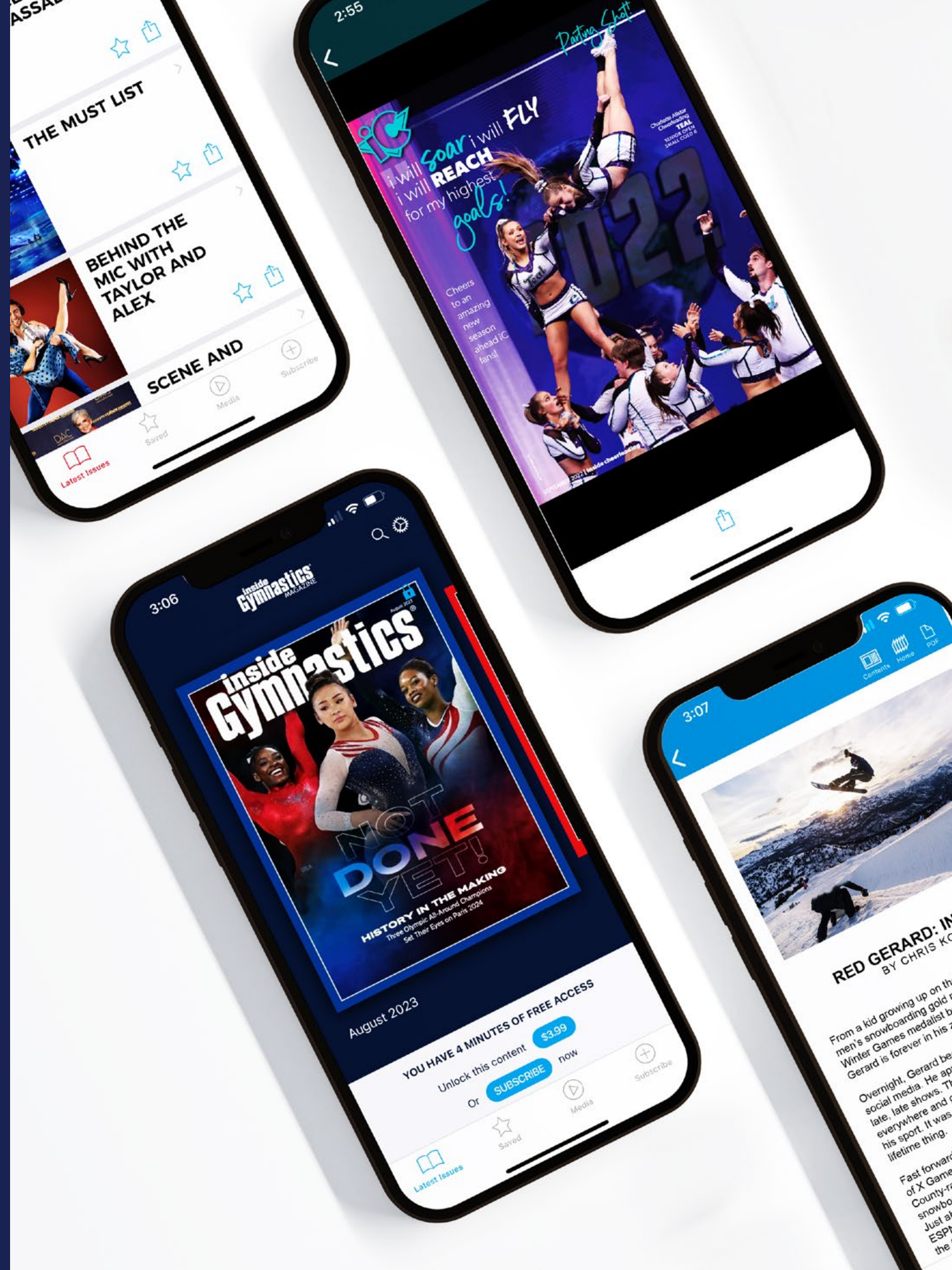
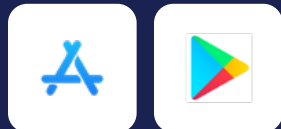
At the touch of a button, readers will now be able to download our App in less than a minute and have instant access to subscribe for the current issue of the magazine, past issues, video features and more! And all advertiser ads from the print editions of the magazine automatically appear in the digital version of the magazine at no additional charge!

**Inside Gymnastics** | Currently Available!

**Inside Dance** | Launching Quarter 1, 2024

**Inside Cheerleading** | Launching Quarter 3, 2024

**Inside Action Sports** | Launching Quarter 3, 2024





## HISTORY IN THE MAKING

## Three Olympic All-Around Champions Set Their Eyes on Paris 2024

Whether you're a **gymnast, coach, club owner, parent or fan**, *Inside Gymnastics* has something for everyone! Insightful articles, personality profiles, columns from Olympic legends, plus fashion, fitness, nutrition, product spotlights and more - all with stunning photography!

**COMPETITIONS • CAMPS • LEOTARDS, UNIFORMS & APPAREL •  
FITNESS • NUTRITION • COACHING + More!**

[illegible][illegible]

www.foxsports.com

April 2014

# start | list

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- Wesley B. (GAY)**  
19th season of *So You Think You Can Dance*  
with *So You Think You Can Dance*  
and *So You Think You Can Dance*  
and *So You Think You Can Dance*
- Cheryl Burke (GAY)**  
19th season of *So You Think You Can Dance*  
and *So You Think You Can Dance*  
and *So You Think You Can Dance*

PHOTO BY MICHAEL GUTHAUS

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Wesley B. (GAY)

Cheryl Burke (GAY)

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10 | FOX Sports Illustrated | April 2014

## ADVERTORIAL

# INTRODUCING The **SPiETH** PODIUM PREVIEW!

SPiETH America is proud to partner with USA Gymnastics and provide equipment to all National Teams in Olympic, World Cup and on this podium. SPiETH has over 50 years of equipment experience, including 12 Olympic Games, 6 continental Games more than 119 World Championships. SPiETH America is excited to introduce the equipment seen on the podium at all USA Gymnastics Artistic premier events.

### ERGOSET VAULT

The vault used at the 2016 Rio Olympics outperforms its competition because of the renowned vault bar combined with a full spring design. The athlete-drive design allows for superior rebound and reduced impact to joints. Since 1986, approval of the ErgoSet vault, calling it "the most stable and explosive vault in the market."



### ALL-AMERICAN SWENEN BARS

Utilizing SPiETH's proprietary fiber rail, the All-American swenen bars are on an alloy steel. The rails provide an industry leading feel and last you only get on an international podium. The All-American bars are the easiest to adjust with the air spring seat, combined with built in levers for easy height adjustment.



### SOFT TOUCH SEAM

This beam is one of a kind and only manufactured by SPiETH. While the surface is an advanced molded, decorative polymer that offers enhanced grip, it's the inside of the beam that makes the true difference. The unique top layer construction offers a "soft touch" feeling that reduces rebound impact and reduces the risk of injury. Manufactured globally by athletes as it allows for more repetitions on higher level skills, as said by two-time Olympian, Ellie Simmonds, "It keeps me excited for each run on each routine!"



### 16 METERS HIGH FLOOR FLIP

The SPiETH floor is the top international competition floor. The intricately designed floor offers layers of technology to provide the ultimate feel in all regions, with optimum shock absorption. The simple, clean, resistant, and coated plywood deck fuses together using resistant, durable glue. The floor is made of a layer that eliminates uneven floorboards.



## EDITORIAL CALENDAR

## BIG YEAR, BIG PLANS

- Fundraising 101
- Summer Camp Directory
- Mental Resiliency

## + BONUS DISTRIBUTION AT INVITATIONALS

**AD CLOSE: 12/12/23**

## ARTISTIC EVOLUTION

- Road to Paris
- Artistic Class of 2024
- NCAA Preview

## + BONUS DISTRIBUTION AT INVATIONALS

**AD CLOSE: 2/9/24**

## OLYMPIC FEVER: PARIS 2024 PREVIEW

- Ones to Watch
- Competition Calendar
- Olympic Trends

## + BONUS DISTRIBUTION AT CONGRESS AND NATIONALS

**AD CLOSE: 6/10/24**

## THE OLYMPIC COMMEMORATIVE ISSUE

- Global Showdown & Results
- Goal Setting
- Celebrating Olympic Achievement

**COLLECTORS EDITION**

**AD CLOSE: 8/19/24**

## CONGRESS ISSUE + OLYMPIC DREAMS

- 2024 Lovely Leotard and Apparal Challenge
- Hot Products at Congress
- NCAA Champions

## + BONUS DISTRIBUTION AT CONGRESS AND NATIONALS

**AD CLOSE: 4/15/24**

## GOLDEN HOLIDAY DREAMS

- Holiday Gift Guide
- All Eyes on 2025
- Reader's Choice

## + BONUS DISTRIBUTION AT INVITATIONALS

**AD CLOSE: 10/17/24**





McClure's  
**MOMENTS**

Inside Dance Ambassador **McClure Thornton** on Studio Life, the Competition Circuit & Memorable Moments

For **dancers, teachers** and **studio owners** alike, *Inside Dance* delivers an all-access, fresh take on the world of dance. Features spotlighting conventions, competitions, tours and the commercial and professional side, plus choreography, fashion, fitness, entertainment and more – all with breathtaking photography!

**COMPETITIONS • PRODUCTS • COSTUMES & FASHION •  
FITNESS • NUTRITION • INDUSTRY NEWS + More!**

### TOP *Ten* TIPS FOR STUDIO OWNERS

**1. Start a "Studio Owner" group in your area.** Connect with other studio owners or business owners who can offer advice and support. This can be a great way to learn from others who have been through the same challenges and to share your own experiences.

**2. Check a local dance magazine for your company.** Many dance magazines have a section for studio owners. This can be a great way to learn about new products and services that are available to you.

**3. Build an online presence for your studio.** A website is essential for any business. It can be a great way to showcase your studio and its offerings. It can also be a great way to connect with potential customers.

**4. Hire a professional photographer.** A professional photographer can help you create a professional-looking website and social media presence. This can be a great way to attract new customers.

**5. Offer a variety of classes.** Offering a variety of classes can help you attract a wider range of customers. This can include classes for different age groups, styles of dance, and levels of skill.

**6. Hire a qualified instructor.** A qualified instructor can help you create a safe and effective dance environment. This can be a great way to attract new customers.

**7. Offer a variety of pricing options.** Offering a variety of pricing options can help you attract a wider range of customers. This can include drop-in rates, class packages, and private lessons.

**8. Hire a qualified accountant.** A qualified accountant can help you manage your studio's finances. This can be a great way to ensure that your studio is profitable.

**9. Offer a variety of services.** Offering a variety of services can help you attract a wider range of customers. This can include dance classes, dancewear, and dance accessories.

**10. Hire a qualified marketing professional.** A marketing professional can help you create a marketing plan for your studio. This can be a great way to attract new customers.

### HOLIDAY 2023 Gift Guide

The holidays are here and *Inside Dance* is ready to give with all of our shopping love! Check out some of our favorite selections of top fashion items, clothing, accessories and more for the special dancer in your world. Cheers to an unforgettable holiday season!

**DANCE ON THE WALL CUSTOM DANCE PRODUCTS**  
Perfect for dance studios, dance teachers, and dance enthusiasts. These custom dance products are available in a variety of colors and designs. They are a great way to show your love for dance and to promote your studio or business.

**JACK & JILL HATS**  
These hats are a great way to keep your head warm and stylish. They are available in a variety of colors and designs. They are a great way to show your love for dance and to promote your studio or business.

**TEAM BASICS SKIRT**  
This skirt is a great way to show your love for dance. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**CHAMPION REVERSE WEAVE HOODIE**  
This hoodie is a great way to keep you warm and stylish. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**BOSS BARRE PRO**  
This barre is a great way to keep you in shape. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

### STYLES OF THE SEASON: FALL FASHION & COSTUME DEBUTS

The fall season is here and *Inside Dance* is ready to give with all of our shopping love! Check out some of our favorite selections of top fashion items, clothing, accessories and more for the special dancer in your world. Cheers to an unforgettable fall season!

**AWASH COMPETITION**  
This competition is a great way to showcase your dance skills. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**STYLISH DANCEWEAR**  
This dancewear is a great way to keep you stylish and comfortable. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

### LINEUP >>>>>>

**20 MAIA ROSE**  
MAIA ROSE is a professional dancer and choreographer. She is a great way to show your love for dance and to promote your studio or business.

**37 3, 2, 1, SHOWTIME**  
This show is a great way to showcase your dance skills. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**61 DANCE EDUCATORS: ARE YOU CARING FOR YOURSELF?**  
This article is a great way to learn about the importance of self-care for dance educators. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**ADVERTORIAL**  
This advertisement is a great way to promote your studio or business. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**IN EVERY ISSUE**  
This section is a great way to learn about the latest in dance. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

**PICTURE PERFECT**  
This section is a great way to showcase your dance skills. It is available in a variety of colors and designs. It is a great way to show your love for dance and to promote your studio or business.

## EDITORIAL CALENDAR

6 ISSUES PER YEAR

### JANUARY/FEBRUARY

#### DANCE EXCELLENCE: REACHING NEW HEIGHTS

- The Power of Fundraising!
- New Year, New Gear
- Looking Ahead to the Competition Season!

**AD CLOSE: 12/12/23**

### MARCH/APRIL

#### DANCE ADVENTURES: PREP FOR SUMMER

- Recital Ready!
- Spring Swag
- Summer Intensives & Camps

**+ BONUS DISTRIBUTION AT 2024 COMPETITIONS**

**AD CLOSE: 2/15/24**

### MAY/JUNE

#### DANCE CONVENTION EXPERIENCE

- 2025 Tour Reveals
- Summer Trends
- Season in Review

**+ BONUS DISTRIBUTION AT SUMMER CHAMPIONSHIPS**

**AD CLOSE: 5/2/24**

### JULY/AUGUST

#### STRATEGIZING FOR SUCCESS IN 2025

- Convention & Competition Tour Prep
- Teacher Expo Season
- Fundraising Goals

**+ BONUS DISTRIBUTION AT TEACHER & SUMMER EXPOS**

**AD CLOSE: 6/20/24**

### SEPTEMBER/OCTOBER

#### DANCING IN STYLE

- Costume & Fashion Couture
- #BTS & Back to Studio Goals!
- Winter Tour Stops

**+ BONUS DISTRIBUTION AT COSTUME & TRADE SHOWS**

**AD CLOSE: 8/29/24**

### NOVEMBER/DECEMBER

#### DANCE CAREERS: BEYOND THE STAGE

- Ultimate Holiday Gift Guide
- Winter Fashion that WOWS!
- 2025 Vision Board

**+ HOLIDAY SALES OPPS & SUMMER INTENSIVE ADS**

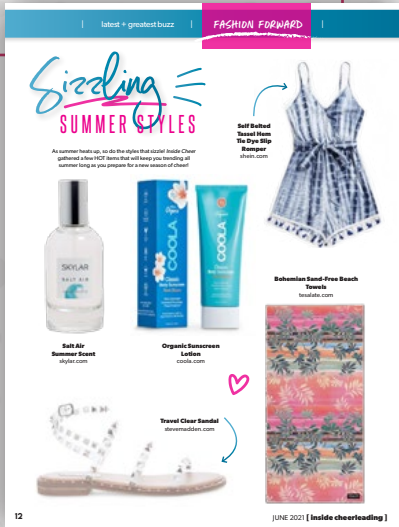
**AD CLOSE: 10/17/24**





Inside Cheerleading magazine is your all-access pass to everything “cheer,” complete with engaging editorial, fashion segments, entertainment news, industry buzz, columns from fan favorites and stunning photography! PLUS, our special BizBUZZ section has content specifically designed for industry professionals, gym owners, coaches, parents and more! No matter the segment of the cheer industry, we have all the bases covered!

COMPETITIONS • PRODUCTS • UNIFORMS & APPAREL • FITNESS • NUTRITION • INDUSTRY NEWS + More!



EDITORIAL CALENDAR

6 ISSUES PER YEAR

JANUARY/FEBRUARY

CHEERLEADING RESOLUTIONS

- The Power of Fundraising!
- New Year, New Gear
- Competition Season: Full Swing!

AD CLOSE: 12/12/23

MARCH/APRIL

CAMP COUNTDOWN

- Camp Directory
- Camp Fashion and Trends
- End of Season Showdown

+ BONUS DISTRIBUTION AT USASF CHEER WORLDS

AD CLOSE: 2/15/24

MAY/JUNE

CHAMPIONSHIP SEASON

- iC's Ultimate Uniform & Apparel Challenge
- Planning for 2025 Season
- Cheer worlds results

+ BONUS DISTRIBUTION AT SUMMER COACH CONFERENCES

AD CLOSE: 5/2/24

JULY/AUGUST

CHEERS FOR BACK TO SCHOOL

- New Season of Fashion
- Focus on 2025
- Fundraising for the New Cheer Season

AD CLOSE: 6/20/24

SEPTEMBER/OCTOBER

MASTERING YOUR SEASON GOALS

- Pink Awareness
- Fab Fall Fashion
- Holiday Prep

AD CLOSE: 8/29/24

NOVEMBER/DECEMBER

CELEBRATING THE SEASON WITH SPIRIT

- Ultimate Holiday Gift Guide
- Mid-Season Mindset
- 2025 is HERE!

AD CLOSE: 10/17/24





Inside Action Sports magazine is your all-access pass to adventure, featuring engaging editorial, stunning photography, and exciting content. Relaunching in 2024, our magazine covers featured competitions, athlete interviews, health tips, and more. Get ready for an exhilarating experience as we bring the world of action sports to you!

SKATEBOARDING • BMX • MOTO X • NINJA SPORTS • MARTIAL ARTS • SURFING • SNOWBOARDING  
SKI • CLIMBING • F-1 • WRESTLING • PARKOUR • RODEO • CLIFF DIVING • BOXING • FITNESS + *More!*



## EDITORIAL CALENDAR

4 ISSUES PER YEAR

### WINTER

#### SNOWBOUND EXCITEMENT: CONQUER THE COLD

- Snow Standouts
- Geared Up with the Best Tech
- Cool Winter Trends

AD CLOSE: 1/9/24

### SPRING

#### RISING WITH THE SUN: SPRING INTO ACTION

- Competition Destinations & Tour Dates
- Spring Break: Where & Wear?
- Fit Factor
- Martial Arts: Movement that Matters

AD CLOSE: 3/6/24

### SUMMER - OLYMPIC PREVIEW ISSUE

#### SIZZLING SUMMER THRILLS: WHO WILL COME OUT ON TOP?

- Waves of Adrenaline
- Summer Spotlight Series
- Hot Gear Guide

AD CLOSE: 6/5/24

### FALL

#### AUTUMN ADVENTURES: OLYMPIC REVIEW

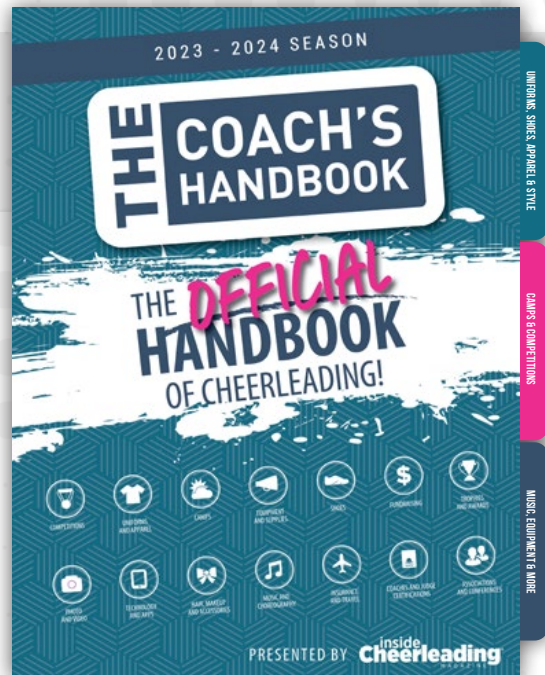
- Fall Trends & Debuts
- Holiday Gifts for the Adventure Junkie
- Ninja Nation!

AD CLOSE: 9/4/24



## THE COACH'S HANDBOOK

### THE OFFICIAL HANDBOOK OF **CHEER!**



With vendor listings by category, how-to articles, interviews with industry leaders and features on trends for the year, *The Coach's Handbook* is a must-have for cheerleading club owners, coaches and industry professionals.



### DISTRIBUTION

- Nearly 5,000 All Star Cheer Programs and Gymnastics Clubs that Offer Cheer
- 12,000 High School Coaches and Advisors
- Events, Competitions and Conferences Throughout the Year
- Available for Reference and Viewing on InsideCheer.com

### TOPICS

Competitions • Uniform & Apparel • Camps • Equipment & Supplies • Shoes • Photo & Video • Fundraising Web Design & Multimedia • Hair, Makeup & Accessories • Music & Choreography • Insurance & Travel • Trophies & Awards • Coach & Judge Certification • Associations & Conferences + Much More!

### ARTWORK DEADLINE

5/12/24

### BASIC LISTING

**INSIDE CHEERLEADING**  
PO Box 88605  
Atlanta, GA 30356  
insidecheer.com

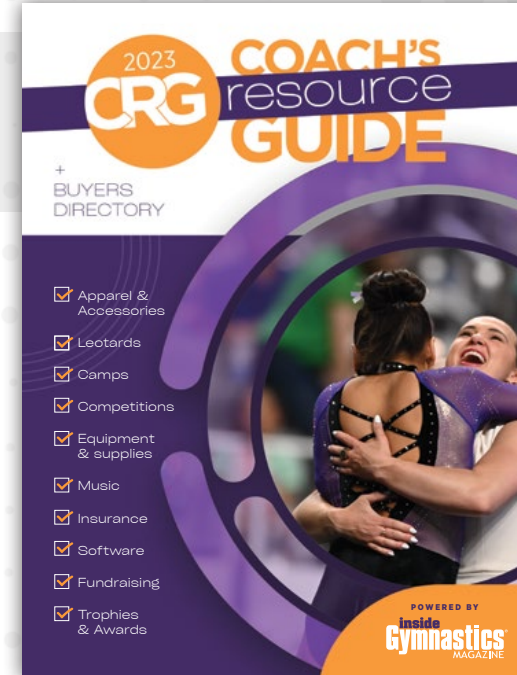
### ENHANCED LISTING

**inside  
Cheerleading**  
MAGAZINE

**INSIDE CHEERLEADING**  
PO Box 88605  
Atlanta, GA 30356  
insidecheer.com

## THE COACH'S RESOURCE GUIDE

### YOUR GO-TO GUIDE FOR **GYMNASTICS!**



With vendor listings by category, interviews with industry leaders and a comprehensive listing of meets/invitationals, *The Coach's Resource Guide* is designed with coaches and gym owners in mind!



### DISTRIBUTION

- Coaches, Club Owners and Industry Professionals at Virtually Every Gymnastics Club – Approximately 4,500
- Trade Shows, Conferences, Competitions and Camps Across the Country
- Digital Copies Available Through the Apple Newsstand and Amazon Marketplace
- Available for Reference and Viewing at InsideGym.com

### TOPICS

Leotards • Apparel & Practicewear • Camps • Competitions • Equipment • Supplies • Trophies & Awards • Travel • Insurance • Music • Invitationals • Software • Fundraising • Careers + Much More!

### ARTWORK DEADLINE

12/19/23

### BASIC LISTING

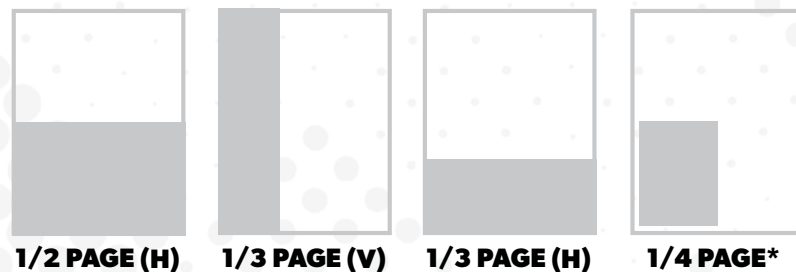
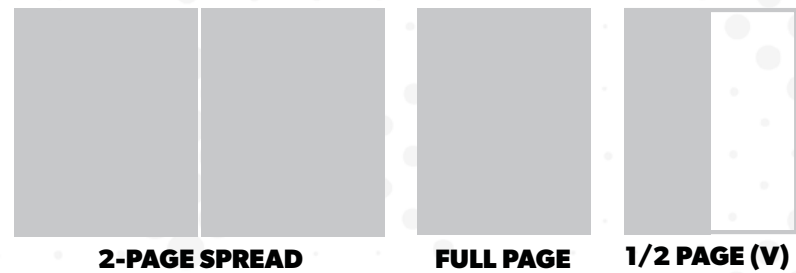
**INSIDE GYMNASTICS**  
PO Box 88605  
Atlanta, GA 30356  
insidegym.com

### ENHANCED LISTING

**inside  
Gymnastics**  
MAGAZINE

**INSIDE GYMNASTICS**  
PO Box 88605  
Atlanta, GA 30356  
insidegym.com





## COACH'S RESOURCE GUIDE

| AD SIZE              | BLEED SIZE      | TRIM SIZE      |
|----------------------|-----------------|----------------|
| <b>FULL PAGE</b>     | 7" x 9.375"     | 6.75" x 9.125" |
| <b>1/2 PAGE</b>      | 7" x 4.625"     | 6.75" x 4.375" |
| <b>1/4 PAGE</b>      | 4.5" x 4.5"     | 4.25" x 4.25"  |
| <b>2-PAGE SPREAD</b> | 13.75" x 9.375" | 13.5" x 9.125" |

## ALL OTHER PUBLICATIONS

| AD SIZE              | BLEED SIZE      | TRIM SIZE       |
|----------------------|-----------------|-----------------|
| <b>FULL PAGE</b>     | 8.125" x 10.75" | 7.875" x 10.5"  |
| <b>1/2 PAGE</b>      | 8.125" x 5.5"   | 7.875" x 5.25"  |
| <b>1/4 PAGE</b>      | 3.875" x 5.125" | 3.625" x 4.875" |
| <b>2-PAGE SPREAD</b> | 16" x 10.75"    | 15.75" x 10.5"  |

## ACCEPTED FILE FORMATS

- PDF X-1a (preferred)
- JPG & TIFF (300 dpi)

Files submitted in the wrong color, space or size could result in print errors.

**FOR MORE INFORMATION on sizing options and artwork guidelines contact:** [info@insidepubs.com](mailto:info@insidepubs.com)



\*1/4 page ads will be inset (white border around the ad), they will not bleed off the page.



**1 MILLION +**  
**COMBINED FOLLOWERS ON SOCIAL MEDIA**  
MORE THAN ANY OTHER MEDIA OUTLET IN OUR INDUSTRIES!



CHECK US OUT ON OUR FACEBOOK, INSTAGRAM AND TWITTER!

- Inside Gymnastics** (facebook.com/insidegymnastics, @insidegym)
- Inside Dance** (facebook.com/insidedance, @insidedancemag)
- Inside Cheerleading** (facebook.com/insidecheerleading, @insidecheer)
- Inside Action Sports** (facebook.com/insideactionsports, @insideactionsports)

WEB & DIGITAL RATES

2 consecutive month minimum required for all web banners

| POSITION       | RATE     | SIZE   | DETAILS  |
|----------------|----------|--|--|
| LEADERBOARD    | \$700/mo | Desktop   970 w x 90 h pixels<br>Mobile   300 w x 100 h pixels | Provide both desktop & mobile sizing                       |
| INTERIOR LARGE | \$400/mo | 300 w x 250 h pixels   | Middle navigation of all pages, in rotation with other ads |

SOCIAL MEDIA RATES

\*photos & tags will reduce character limit

| PLATFORM               | RATE   | DETAILS  |
|------------------------|--|--|
| FACEBOOK               | \$450<br>Includes 1 post on each social media outlet | Image, Up to 40 words of copy (+your company tagged in the post)               |
| INSTAGRAM              |  | Image, Up to 40 words of copy (+your company tagged in the post)               |
| TWITTER                |  | Image, Up to 40 words of copy (+your company tagged in the post)*              |
| SOCIAL MEDIA GIVEAWAYS | \$500  | Themed giveaways on Facebook and Instagram (+ your company tagged in the post) |

SPONSORSHIP RATES

| POSITION     | RATE   | SIZE                 | DETAILS   |
|--------------|--------|----------------------|---|
| VIDEO        |        |                      | Ask about our sponsorship rates   |
| E-NEWSLETTER | \$600  | 600 w x 150 h pixels | Web banner on the bottom navigation of newsletter   |
| EVENT        | \$1500 | 300 w x 250 h pixels | Banner ad in exclusive rotation on event home page and all pages within the event section + logo in all e-newsletters during the event with link to your site + dedicated social post during event. |

NCAA Championships, US National Championships and World Championships



RATES PER MAGAZINE

| INTERIOR POSITIONS         | 1X         | 3X  | 6X     |
|----------------------------|------------|---|--------|
| FULL PAGE                  | \$2800     | \$2600                                    | \$2400 |
| 1/2 PAGE                   | \$1900     | \$1800                                    | \$1700 |
| 1/3 PAGE                   | \$1700     | \$1600                                    | \$1500 |
| 1/4 PAGE                   | \$1400     | \$1350                                    | \$1300 |
| 2-PAGE SPREAD              | \$3900     | \$3700                                    | \$3500 |
| PREMIUM POSITIONS          | 1X         | 3X  | 6X     |
| INSIDE FRONT COVER         | \$3800     | \$3600                                    | \$3400 |
| INSIDE BACK COVER          | \$3800     | \$3600                                    | \$3400 |
| BACK COVER                 | \$4600     | \$4500                                    | \$4400 |
| ADDITIONAL PRINT POSITIONS | RATE       | DETAILS                                   |        |
| MARKETPLACE AD             | \$250      | 2" x 2" 4-color Ad                        |        |
| HOLIDAY GIFT GUIDE         | \$300/item | Includes photo and up to 30 words of text |        |

MULTI-MAGAZINE DISCOUNT

Commit to at least 18 print insertions across two or more of our magazines and receive a 10 percent discount on your campaign, plus six months of BONUS online advertising!

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QUINERcorner

The Quiners - Elliana, Caroline, Rachel, Savannah, Michelle and Jillian are a family that dances! Living in Long Valley, New Jersey, their love for dance and each other is apparent, and with all six sisters dancing in the same direction - and succeeding at every level - you'd think there just might be a little bit of ego and a little bit of competition - but you'd be wrong. They're completely grounded, self-driven and supportive of each other.

Inside Dance is teaming up with this super six to talk all things dance and life, and the ultimate balancing act known as their schedule. In this inaugural installment, we asked the Quiners: With the busy performance and competition season here, how do you balance your schedules and maintain a healthy dance/life balance?

"During this busy time of the year, I make sure I'm drinking plenty of water each day. It's super important to stay hydrated when you are dancing nonstop. I also make sure to rest whenever I can. I love using my massage gun at night, especially when my muscles are really sore."

ELLIANA (16)



"To be honest, I do feel like a mess a lot of the time during this season! But I think one of the most important things is to make sure you're taking care of yourself. I always bring an extra block or two of emergency! Focus on your food and don't stress out by thinking about it. And just remember to take this season in life. You never know when you might change."

CAROLINE (16)

"It can be very easy to get overwhelmed, so I think it's important to stay present. We also try to take one day off per week (usually Sunday). It's important to give yourself time to relax and recover and do something other than dance. On really busy days, I often bring my school work in the car. I sometimes fall behind in school, so adjustments like that help me maximize my time."

RACHEL (16)

"Balancing dance and school is always super difficult! Since we're homeschooled, I try to get a lot of school done in the morning and do the rest in the car on the way to NYC. We have also started doing meal prep on Sunday afternoons when our schedule allows. We play some fun music in our kitchen and cook together!"

JILLIAN (24)

"Planning ahead is a good way to pursue balance between commitments and activities! I've found that creating a schedule for each week and each day during busy seasons like the performance and competition circuit helps maintain focus and care of your body, so thinking ahead to how best to meet your nutritional, exercise, and sleep needs is useful for ensuring you can function at an optimal level and keep your regular workload manageable. All in all, identifying and anticipating what is most important to you during a busy season helps keep you going and maintain balance in your life."

Follow the Quiners! @quiner\_sisters • @rachelquiner • @caroline\_quiner • @michellequiner • @ellianaquiner • @savannahquiner • @jillianquiner



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## ADDITIONAL PRINT OPPORTUNITIES AND ADD-ONS AVAILABLE!

### COVER WRAPS



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### CUSTOM PUBLISHING

Need help designing an ad? Creating a brochure? Developing marketing materials? Creating graphics? We can help your company with all of your design, production and marketing needs! Let us know the scope of your project, and we'll provide a custom quote and then go to work for you!

### YOUR 360-DEGREE CAMPAIGN!

In addition to the options available in this media kit, ask your sales rep about our 360 Custom Proposals. These comprehensive year-round programs bundle a full spectrum of our mediums, including print, web, social media, e-newsletters and more, all with a convenient quarterly payment option.



# Magazines Deliver!

## Trust & Engagement

Magazines score higher than internet, television and other mediums on engagement attributes. Readers find content “more trustworthy, inspiring, and life-enhancing” and their engagement with ads is significantly stronger than other mediums.

SOURCE: 2021 MPA RESEARCH FACTBOOK

## Purchase Inspiration

Magazines are one of the highest indexing mediums that inspire consumer purchases. Time of interaction plus level of engagement leads to purchase intent.

SOURCE: MRI-SIMMONS MULTI-MEDIA STUD

## Longevity and Interaction

Readers view magazines multiple times on first read plus reference issues over and over. 30% of general magazine readers report keeping issues forever.

SOURCE: TRENDENCY RESEARCH, JUNE 2021

## Pass-Along = More Eyeballs

Studies show magazines have an average pass around rate of 6. With distribution to sports and arts facilities across the country, our magazines often even exceed that pass around rate.

SOURCE: MRI, FALL 2020 GFK REPORT

What neuroscience says about why magazine ads work!

More Focused  
Attention, Less  
Distractions

Higher  
Comprehension,  
Recall

Stimulate  
Emotions  
& Desire

Drives  
Sensory  
Involvement,  
Leading to Reader  
Connection

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