

Pro Football WEEKLY

NEWS MAGAZINE

2012 PRO FOOTBALL WEEKLY MEDIA KIT



> Pro Football Weekly in Print

Providing the Best Coverage in the NFL since 1967. Network of writers nationwide provides unparalleled coverage of America's favorite sport. With exclusive inside information on every NFL team, in-depth features and commentary from nation's top NFL writers, fantasy football and handicapping tips from experts, year-round draft coverage and the most complete statistics found anywhere in print.

PRODUCTION SCHEDULE

News magazine is published 30 times a year, weekly during the football season. National distribution with mail delivery to subscribers and paid newsstand. Special features include fantasy football pullout sections for summer issues, annual Kickoff Issue in August, pre- and post-draft special issues, mid-season awards issue, Super Bowl issue and postseason wrapup issue.

DEMOGRAPHIC SNAPSHOT*

98% Male
 58% 25-54
 32% 100K or more household income
 70% Married
 66% College grad or higher

* — 2007 subscriber study

NATIONAL RATES

(All rates are net and b/w. Color \$850.)

	1x	10x	20x	30x
Full Page:	\$1,450	\$1,380	\$1,315	\$1,250
Half Page:	\$870	\$830	\$790	\$750

Other sizes and unique ad units available upon request. Premium priced positions include back and inside covers. Editorial or game preview adjacencies available for no additional charge.

PFW Print can be packaged with other PFW media options including digital, annual magazines, radio and television.