

Pro Football WEEKLY

NEWS MAGAZINE

PRO FOOTBALL WEEKLY MEDIA KIT



> Pro Football Weekly in Print

Pro Football Weekly has presented the Best Coverage in the NFL since 1967. Our nationwide network of respected NFL writers provides unparalleled coverage of America's favorite sport. With exclusive inside information on every NFL team, in-depth features and commentary, fantasy football and handicapping tips, complete game previews, year-round draft coverage and the most complete statistics available anywhere.

PRODUCTION SCHEDULE

Pro Football Weekly's digital news magazine is published 30 times a year, weekly during the football season. This full-color, interactive e-edition is pushed to subscribers and available for single-copy purchase. Special features include preseason fantasy football issues, annual kickoff issue in August, pre- and post-draft special issues, midseason awards issue, Super Bowl issue and season-in-review issue.

DEMOGRAPHIC SNAPSHOT*

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

* — 2007 subscriber study

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