

SGMA IN BRIEF

REACH

8,000

SPORTING GOODS AND FITNESS RETAILERS & MANUFACTURERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.


E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.


F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

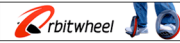
A



B



C




D

Research and Markets: Measuring the Value of the Supply Chain
From *IBD/DOQ Finance*
 In a company ecosystem the supply chain manager is tasked with duties and objectives primarily aimed at controlling and reducing costs, while optimizing the material flows. Yet, in many organizations, common perception limits supply chain management to product logistics, materials handling and warehouse management. The supply chain manager must learn how to communicate the results of his work to show the importance and impact supply chain management operations have on a company. [More](#)

PRODUCT SHOWCASES

FLEXXUM® or Private Label



- top quality
- very competitive pricing
- long shelf life
- almost no pre-activation during transport

email: usa@biomark.info

LAWSON
The Lawson solution is for sportswear and sporting goods organizations that design, source, and distribute. Our integrated enterprise-wide solution enables companies to manage a mix of style and non-style products

Poll: Support For Free Trade on the Rise
From *CBS news*
 Sixty-six percent of Americans now think that, on balance, trade with other countries is good for the U.S. economy, according to a new CBS News/New York Times poll. That's up eight points from a poll in March of 2008. [More](#)

Cannondale and Pacific Cycle Reported Best Year Ever in 2008
From *Bike Europe*
 Despite a fourth-quarter slowdown, Dorel Industries Inc. owner of Cannondale and Pacific Cycle reported it's best-ever year in 2008, with its cycling products a big factor in fueling the company's growth. These positive figures could not prevent a major reorganization of the Cannondale operation in the US. [More](#)


brother At your side. **Bring your business up to speed!**

Public Policy

Manufacturers Urge Change in Product Safety Law
From *The Journal of Commerce*
 The National Association of Manufacturers this week joined a rally on Capitol Hill to urge Congress to make changes in the Consumer Product Safety Commission Improvement Act. Along with senators, members of Congress, industry representatives and scientists, the trade group's President John Engler on April 1 said the law caused unintended harm to consumers and businesses by applying the same criteria to a wide range of products, regardless of their intended use. [More](#)

Buyers See Potential and Controversy With Nanotechnology
From *Purchasing*
 While buyer participation in the expanding nanotechnology industry may be limited to the stain resistant clothes they are wearing or the specially tennis racket in the gym bags under their desks, it's clearly a part of the chemicals supply market buyers needed to be educating themselves on. While they are likely buying products that use nano materials, buyers may be unaware of their function or the controversy that surrounds the technology. [More](#)

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MORE

Powered by MULTI **in brief**

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 8,000 sporting goods and fitness retailers & manufacturers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi. [More](#)

Product Showcase
\$1500

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE SGMA IN BRIEF, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
SPORTING GOODS AND FITNESS MANUFACTURERS
WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of sporting goods and fitness manufacturers, retailers and marketers in the sports products industry, SGMA In Brief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

SGMA IN BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN SGMA IN BRIEF:



CREDIBLE SOURCE

For over 100 years, our members have turned to the association as the informational authority of the industry. Advertising in SGMA In Brief solidifies your place among weekly information provided to SGMA members.



TARGETED DISTRIBUTION

Advertising in SGMA In Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to SGMA In Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, SGMA In Brief ensures your ad will be every week by our 8,000 subscribers.



AFFORDABLE

Advertising in SGMA In Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of SGMA In Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in SGMA In Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track the reader response to your campaign, immediately quantifying your ROI.