



2015 CAPABILITIES

SPORTS AND ENTERTAINMENT GROUP
ATHLON **SEG**
CONNECTING BRANDS WITH FANS

Athlon SEG is the Perfect Marketing Partner

WE COMMUNICATE THROUGH PASSION POINTS

We have connected with avid sports fans for nearly a half century and we understand how to leverage that connection for you... your **Clients, Customers and Prospects** love Sports.

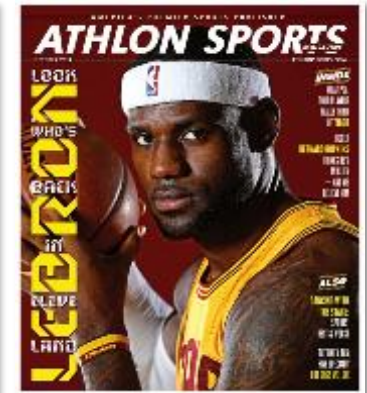
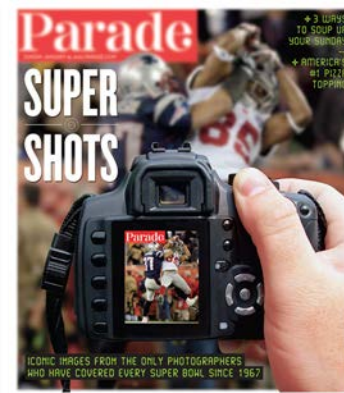
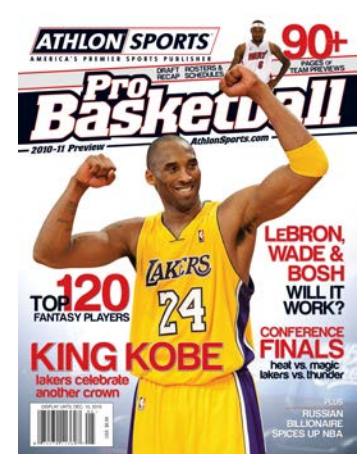
WE DELIVER THE RIGHT AUDIENCE & CREDENTIALS

Athlon Sports leads the sports space with an unparalleled blend of premium content and a virtually unduplicated marketing platform for reaching your target audience.

WE HELP YOU BUILD & STRENGTHEN IMPORTANT RELATIONSHIPS

Keep your product message front of mind with a wide range of promotional assets – digital, social, print, experiential. Reach the key demo: **SPORTS FANS**

AMG/Parade Media: Largest Publisher in America

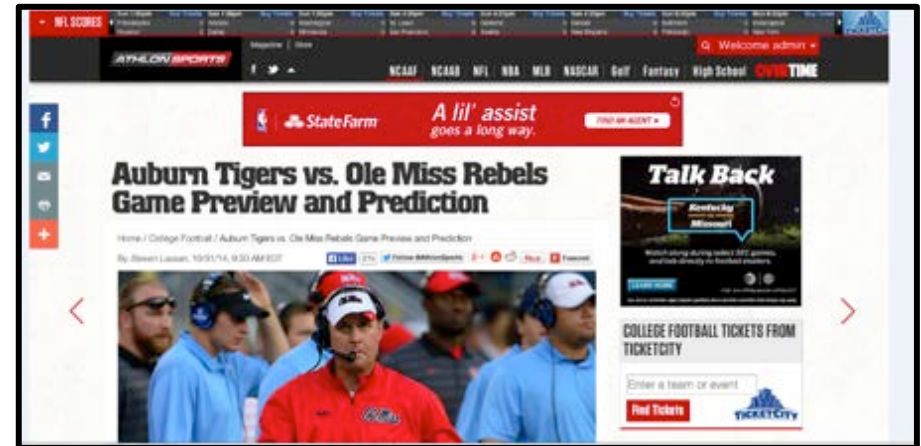


ATHLON MEDIA GROUP **AMG**
Parade

AMERICAN PROFILE'S COMMUNITY TABLE
ATHLON SPORTS
PARADE
RELISH
SPRY LIVING

ATHLON SPORTS - An Unrivaled Tradition

Our promise is to help our clients build their business through the power and passion of sports and we have a track record to prove it.



It starts with the **credibility** and **authority** that we have attained with our Print and Digital offerings.

- For the **AVID** Sports fan, we publish our 15 Preseason Annuals that are sold exclusively at Newsstand in more than 60,000 outlets .
- Athlon targets the **CASUAL** Sports fan with Athlon Sports Magazine, the largest men's magazine distributed monthly to 9 million households through more than 500 newspaper partners.
- And our **DIGITAL** platform, AthlonSports.com, is the fastest growing independent sports site in the country.

ATHLON SPORTS - We Specialize in Great Content

OUR EDITORIAL FAMILY FEATURES MANY PROMINENT SPORTS JOURNALISTS

Tyler Kepner, New York Times
Lars Anderson, Sports Illustrated
Gary Parrish, CBSSports.com
Dan Wolken, USA Today
Brandel Chamblee, Golf Channel
Butch Harmon, Golf Instructor
Todd Anderson, Golf Instructor
Buster Olney, ESPN
Lee Jenkins, Sports Illustrated
Jeff Goodman, ESPN
Jon Solomon, CBSSports.com
Jeremy Fowler, ESPN
George Schroeder, USA Today
Bill Trocchi, Rivals
Andy Staples, Sports Illustrated
Bob Harig, ESPN.com
Eric Prisbell, USA Today
Alan Shipnuck, Sports Illustrated/Golf.com

ATHLON Editorial Accolades

CATEGORY LEADER – SINCE 1999 College Football, Pro Football, Baseball and College Basketball newsstand pre-season annuals

2011 HOTTEST MAGAZINE LAUNCH – Athlon Sports Magazine
awarded by “Mr. Magazine” and MIN



2014 FOLIO MAGAZINE EDDIE WINNER
“For Love of the Game”, April 2014 Athlon Sports

DECEMBER 2014 NEW YORK TIMES ARTICLE

http://www.nytimes.com/2014/12/12/business/consolidation-coming-in-sunday-magazines.html?_r=0

The New York Times

MEDIA

Consolidation Coming in Sunday Magazines

DEC. 11, 2014

Advertising
By STUART ELLIOTT

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Tweet
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A MASS-MARKET media category that Madison Avenue has perceived as unchanging for what seems like a month of Sundays is suddenly undergoing a significant makeover.

So many Sundays are germane because the category is nationally distributed newspaper magazines, also known as Sunday supplements. Until a year and a half ago, there were four major publishers in the field, but come January there will be one, the Athlon Media Group.

It is Athlon, which began with one entry in the category, Athlon Sports, that has spurred the swift consolidation. First, in August 2013, Athlon bought from PGOA Media the print publishing rights to three newspaper magazines: American Profile, Relish and Spry (now Spry Living).

ATHLON SPORTS Preseason Magazines



Most Anticipated Pre-Season Publications

- #1 Preseason publication
- #1 Selling Magazine title at Walmart from June 1 – July 1 – 10 years in a row
- Sold in 60,000 outlets nationwide
- 15 titles, with regional covers/coverage (5 regional NCAA Football, 1 National NCAA Football, NFL, NFL Draft, NFL Fantasy, NCAA Basketball, Pro Basketball, MLB, NASCAR, High School and Golf).

AthlonSports.com

Written for the AVID Sports Fan

Comprehensive Sports Coverage,
Updated Daily with:

- Reliable previews and predictions
- Today's sports stories and scores
- The latest player & team stats
- Entertaining sports commentary
- Customizable interactive games for every sports season

Monthly unique visitors:: 343,000

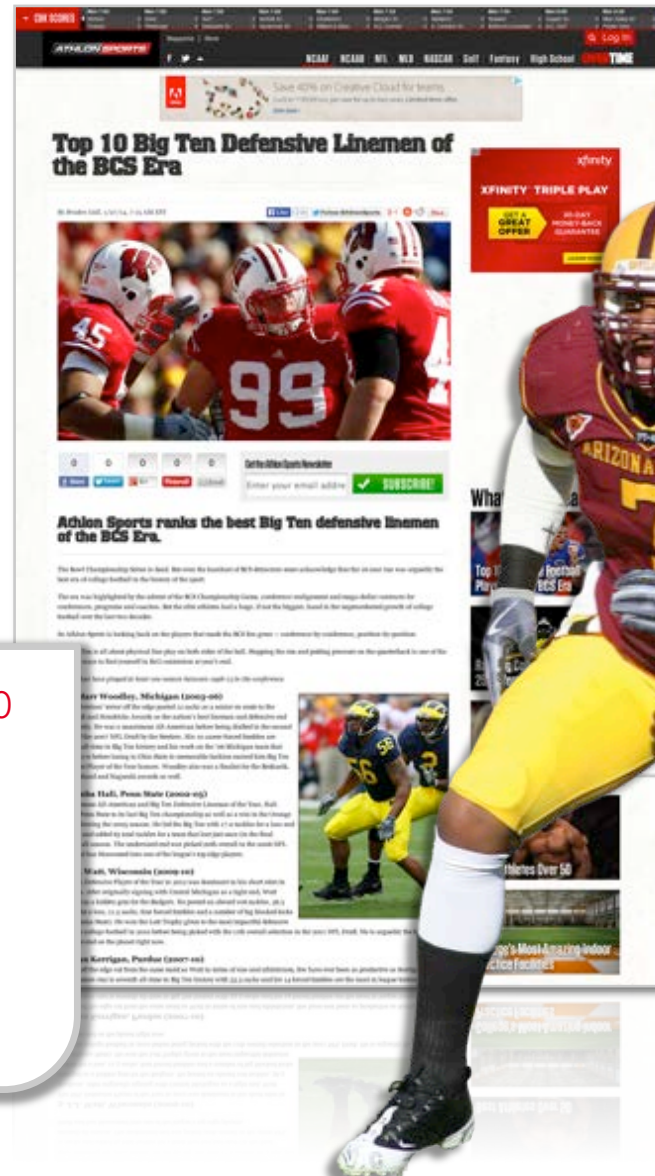
Total pages viewed:: 1 Million

Male/Female: 90%/10%

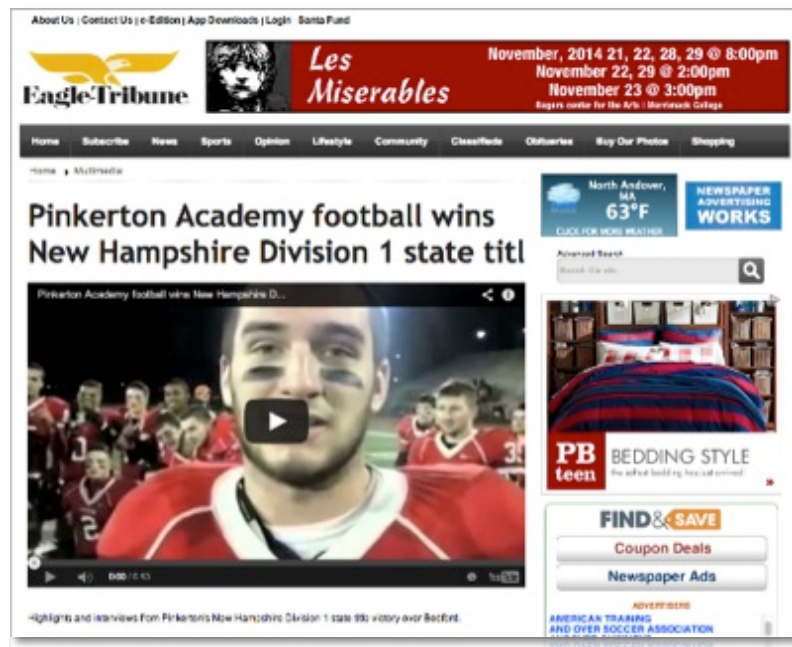
Median age: 43

Median HHI: \$91,476

Source: October 2013 COMSCORE



AMG/Parade Digital Partners



AMG/Parade Digital Partners offers a critical mass of local consumers on a national scale

- 38 million unique visitors
- 2,000+ Local Newspaper Sites
- Guaranteed relevant placements
- Hyper geo-targeting



Monthly unique visitors:: 38.3 Million

Total pages viewed:: 607 Million

Male/Female: 48.1%/51.9%

Median age: 48

Median HHI: \$77,471

*comScore Oct 2014

ATHLON SPORTS Digital

ATHLON SPORTS

2014 College Football Rankings: #19 LSU Tigers

LSU has won at least 10 games in each of the last four years, but that streak could be in jeopardy in 2014. The Tigers return 12 starters from last year's 10-3 team and have one of the top offensive line.

[Read More](#)

As soon as possible just got more possible.

Enhanced Content Unit

BE A GRIDIRON GENIUS

Get the latest news and notes, power rankings and crazy stats from our experts each week.

[Read Now](#)

ATHLON SPORTS WEEK 1 PREVIEW
INSIDE SUNDAY
 OVERBATED UNDERBATED
 2014 BUST EXPECTATIONS

Game Preview and Prediction

Home / College Football / Auburn Tigers vs. Ole Miss Rebels Game Preview and Prediction

By Robert Lussini · 10/21/14, 9:50 AM EDT

Will the Rebels bounce back after a loss?

The SEC West dominated the first release of college football's playoff rankings, but there's a chance for a shake up in the top four with Auburn and Ole Miss meeting in Oxford on Saturday.

Talk Back

Kentucky Missouri

Watch it along during select SEC games, and talk directly to football insiders.

COLLEGE FOOTBALL TICKETS FROM TICKETCITY

ENTER A MATCH OR EVENT

ACC Week 11 Awards and Power Rankings

PRO FOOTBALL

Like us on Facebook

Smoked for Rivers Ready to Win

Ranking the Nation's Top 25 College Football Stadiums

Ad Banners



Weekly Podcast

| Final | Final | Final | Final | Final | Final | Final |
|---------------|----------------|-------------|--------------------|--------------|-----------------|--------------|
| Georgia 37 | Mississippi 14 | Boise St. 3 | Mississippi St. 38 | Auburn 34 | Michigan St. 31 | Missouri 42 |
| Louisville 14 | TCU | Arizona 42 | Georgia Tech 30 | Wisconsin 49 | Baylor 34 | Minnesota 41 |

Magazine | Store

[f](#)
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[MLB](#)
[NASCAR](#)
[Golf](#)
[Fantasy](#)
[High School](#)
overtime

Scoreboard Sponsorship

ATHLON SPORTS Social



The SEC is better on U-verse

ARRD: NOV. 29, 2014
Gene Stallings
 University of Alabama 84

ARRD: NOV. 22, 2014
Rudi Johnson
 Auburn University

ARRD: NOV. 22, 2014
Justin Gage
 University of Missouri 79

ARRD: NOV. 22, 2014
Joey Kent
 University of Tennessee

ARRD: NOV. 15, 2014
Andre Woodson
 University of Kentucky 82

Will Overstreet

Talk Back

You had questions. And they had answers. That officially wraps-up our rookie season of SEC college football on Talk Back. You had lots of great questions – and our SEC guests had lots of great answers. Thanks to all of you who played along. And in case you missed it, check out some of the highlights below.

Best of Talk Back
 See what you've been missing



John Parker Wilson @jpwilson4

@AthlonSports Can Coach Stallings relax and just watch the Bama game, or does he still watch them like he is coaching? #UverseTalkBack

7:38 PM - 29 Nov 2014

Athlon Sports @AthlonSports

@jpwilson4 JPW! Good question. We're putting it in the queue.

7:39 PM - 29 Nov 2014

1 FAVORITE



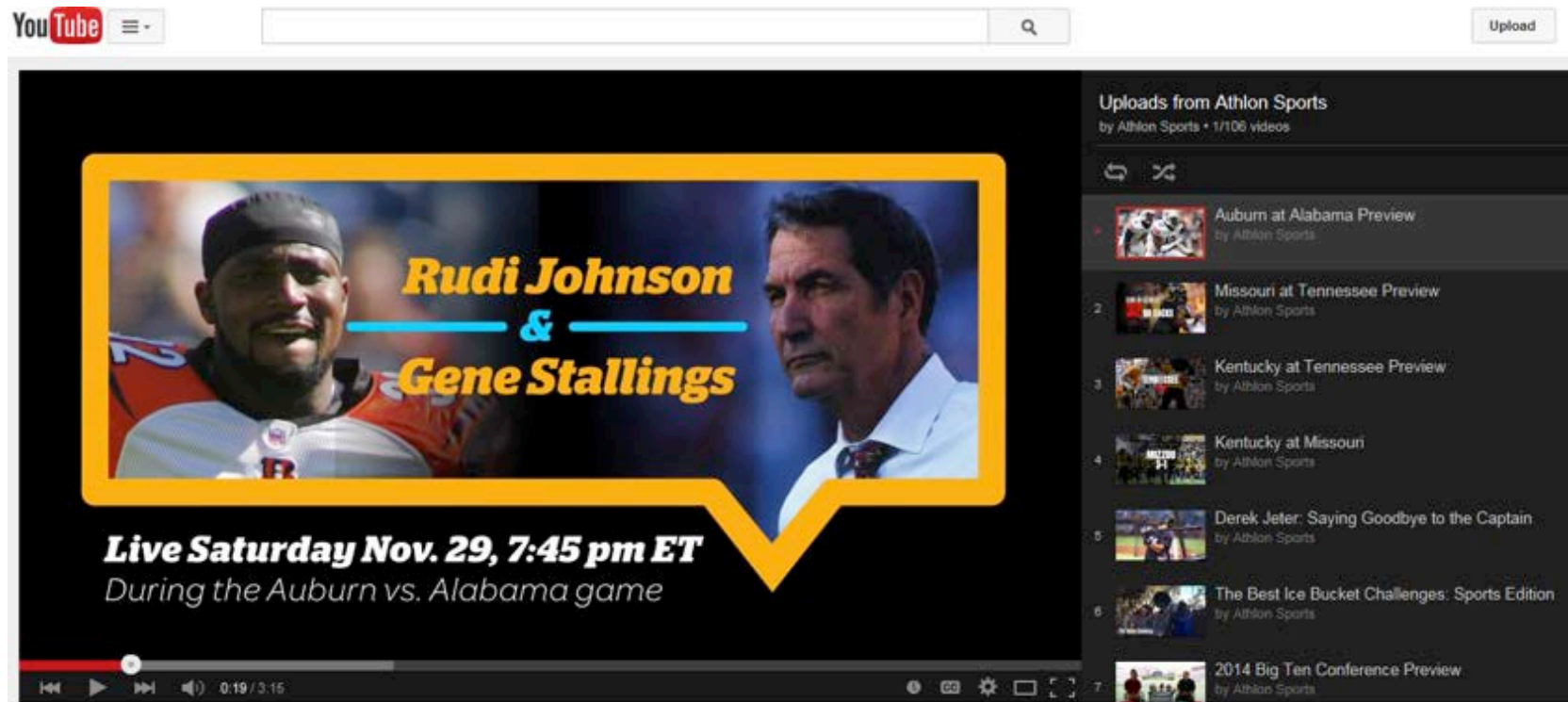
Instagram

Athlon Sports @AthlonSports - 4m
 "Thank God for @LIJON.* @AndreWoodson,Jr doesn't miss hearing @RockyTop after every play. #UverseTalkBack #UKvsTENN

Sheri Warnke @swarnke - 5m
 Typical Saturday. #UverseTalkBack #athlonsports Watching Miss St and Bama and #UKvsUTENN and Talk Back.

Twitter

ATHLON SPORTS Video



TalkBack Week 8 Featuring Gene Stallings and Rudi Johnson



"Michael Strahan Is Taking Over The World"



"Week 4 Preview: Kentucky Vs Missouri"



"For The Love Of The Game"

ATHLON Attracts Avid and Active Fans

*Athlon reaches more avid and active fans and an astounding **8X** the number of college sports fans than the US population*

Attend Games Pop

Index to U.S.

| | |
|----------------------------|-----|
| Attend College Sports | 886 |
| Attend Professional Sports | 176 |

Participate in Sports

| | |
|-------------------|-----|
| Football | 648 |
| Basketball | 453 |
| Baseball/Softball | 403 |
| Golf | 366 |



ATHLON Attracts the Most Targeted Fans

Athlon SEG Multi-Platform Stats

Tech Fans Pop

Index to U.S.

Apple Store

346

Best Buy

225

DIY'ers

Home Depot

132

Lowe's

147

Home Improvements:

Outdoor Deck

400

Improve/Remodel Bathroom

259

Improve/Remodel Kitchen

249

Home Improvements: Windows

254

Auto Fans

Own Any vehicle

111

Own 2+ vehicles

129

Source: 2014 ComScore Plan Metrix; 2011 Annual Buyer Profile Study

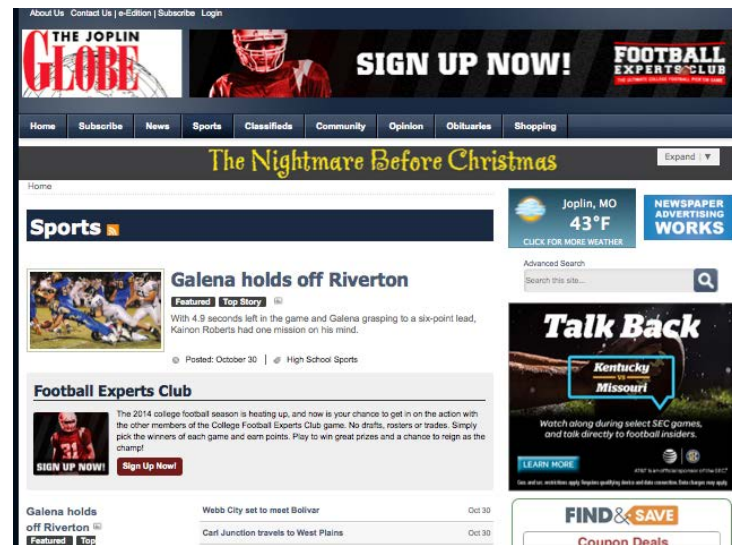
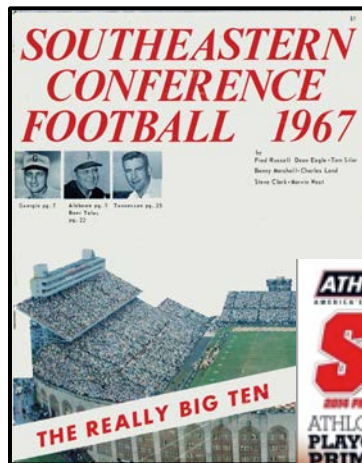




CONNECTING BRANDS WITH FANS

SPORTS AND ENTERTAINMENT GROUP
ATHLON **SEG**
CONNECTING BRANDS WITH FANS

ATHLON SPORTS & ENTERTAINMENT GROUP



Athlon Sports is THE leader in sports content with a rich heritage of authoritative predictions and analyses. Founded in 1967, Athlon presents content - by the largest staff of sports experts in the country - through a variety of high-profile media and promotional platforms— including **digital, social, print, experiential, and marketing assets**. We can customize a program to meet any marketing objective.

Sports Content Platform – Digital Editions



Co-branded Digital Editions

Athlon's publishing capabilities extend beyond the printed page and can be optimized for desktop, tablet and mobile options

- Co-branded communication tool
- Ability to leverage any of Athlon's existing publications (National, SEC, Big Ten, Big 12, ACC, and Pac-12)
- Or Athlon can create specific digital editions around sports or events that are important to your brand
 - World Cup
 - MLS
 - Hockey
- Every digital edition contains the Athlon Sports expertise
 - Great writing
 - Great photos
 - Previews, Predictions and Prognostications

OUR PLAYERS COUNTDOWN

2 FLORIDA STATE SEMINOLES

The defending national champion entered the 2014 season as the most-whispered favorite to repeat. The Seminoles have yet to lose — though they came dangerously close against Notre Dame — but they haven't been quite as dominant as expected. Still, this is an incredibly deep team that will be heavily favored to win its remaining games. It will be a significant surprise if FSU is not in the College Football Playoff.

STRENGTHS

QUARTERBACK James Whitton might be one of the best pocket passers in college football, but he's not an elite mobile. The sophomore from Alabama has a great arm, can make plays with his feet and has shown the ability to throw in the clutch.

WISE RECEIVER/TECH ONO The Seminoles led the way in NFL Draft pick Adam Ripstein in the offseason but still possess a talented stable of pass-catchers. Rashad Greene is the leader of a group that also includes an All-American tight end in Kyle Pitts.

PLACEMENT The Seminoles aren't just talented on offense and defense; they also have the brains of ending up as the best team in the country. Florida State has made all but one of its last four attempts to be the national title.

WEAKNESS

LINE OF SCRAMBLAGE For a team abuzz with fear and the other services, Florida State has been average (or below) on the line of scrimmage this season. The offensive line has been a disappointment, and the defensive front was pushed around in the win against Notre Dame.

NUMBERS TO KNOW

20 James Whitton has been 20 of 27 of his starts at quarterback. The first two sophomore starts last season and 18 of 20 in 2014. He was suspended for Florida State's win over Clemson earlier this season.

1.19 Florida State's offensive production is down by 1.19 yards per play from last season to 2014. A year ago, the Rebels led the nation by averaging 7.7 yards per play through the air. They were 24th nationally with 1.44.

97.0 FSU has scored an 87.2 percent of its plays inside the red zone.

KEY PLAYERS

JAMES WHITTON, QB Whitton is one of Florida State's best players and has been a key factor in the team's success. He has been a consistent performer and has shown the ability to lead the team in clutch situations.

RASHAD GREENE, WR Greene has emerged as a key player in the passing game, and he leads the ACC in both receptions (62) and receiving yards (770). He has had 18 other catches in four of the team's seven games, including 200 in the game at Alabama State.

JALEN RAMSEY, FS The Seminoles' star defensive player has been a key factor in the team's success. Ramsey has made a name for himself as a defensive end, and he has been a key player in the team's success.

KEY GAMES

OCT. 16 AT LOUISVILLE Louisville (10-1) will be the toughest and remaining opponent for Florida State — and that includes when it's looking for the Seminoles in the ACC Championship Game. The Cardinals are solid on defense and more than capable on offense.

NOV. 16 AT MARIANA This once great rivalry has been rekindled in recent years. Florida State has won four straight, five of six and seven of nine against the Hurricanes. Mark Richt's record here is 20-10-1 in the game since 2001.

NOV. 29 FLORIDA This question: Some of the best fans to lead Florida State? That's right, the Gators. Since leading Florida State to its first national championship in 2001, Florida is 7-10 overall. The Rebels, meanwhile, are 23-4 with a national championship.

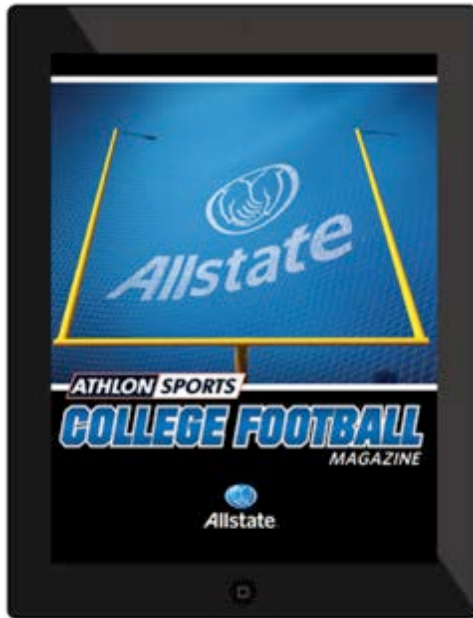
Sports Content Platform – Digital Editions



Mobile Optimized



APP Icon



Tablet Optimized



Digital Flip Book

Sports Content Platform – Digital Games

Athlon Sports captures the passion of sports fans and provides it to you in a powerful online package to help you communicate to your customers.

We're not about games. We're about online marketing tools... they just happen to be disguised as online sports games.

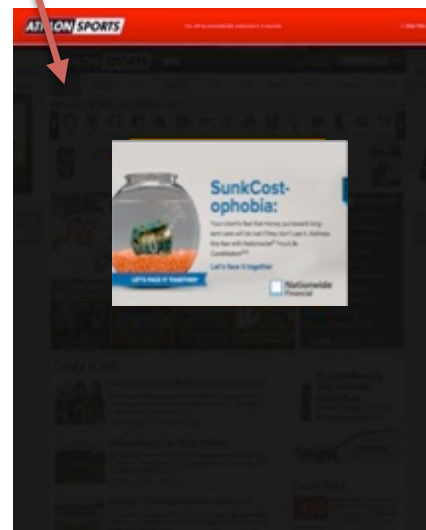
- Expert Content
- Expert Competition
- Stay Connected with your target audience
- Brackets and Standings



Sports Content Platform – E-Newsletters

IN-SEASON DIGITAL COMMUNICATION

- Customized, single-sponsor newsletters for YOUR customers
- Top Stories pulled from the AthlonSports.com website
- Delivered as a custom-sponsored content newsletter
- Embedded Ad Unit (160x600)
- Your content or brand message



What happens when a user clicks a link?

- They are directed to the full story on AthlonSports.com, but they are presented with a custom-branded interstitial ad first
- 550x400 creative unit can be customized each week and will link to destination of YOUR choice

Sports Content Platform – Magazine Mailings



Internal Promotional Incentive

Special B2B Dealer Manager Program Kit - a targeted magazine mailer box for each dealer leadership team – including custom marketing tools like a sales letter, co-branded Athlon Sports annual, coupons, program info sheets, handbooks, etc.

Sports Content Platform – Custom Covers



Custom Cover Branding

Integrated content opportunities in Athlon's best selling newsstand titles

- Each title appeals to the local market customer with team-specific regional covers
- These glossy, perfect bound titles become the centerpiece of a brand mailing

Branded National Pro or College Football Covers featuring Top Players

- Front cover call out and 3 full page cover positions on covers 2, 3 and the back cover.



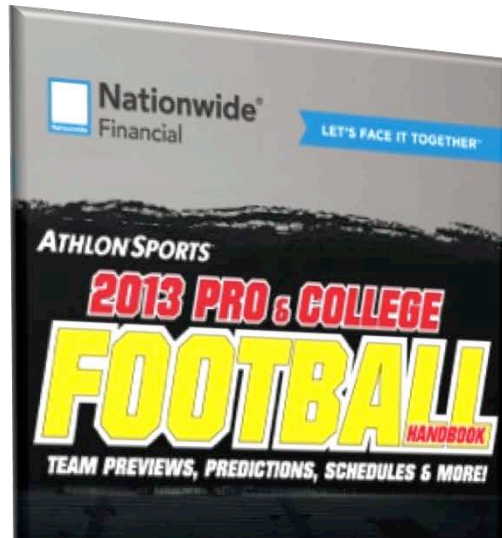
Sports Content Platform - Newsletters

In-season College or Pro Football Newsletters (August thru December 2015)

Each week, your contacts will receive a Sponsored *Inside Saturday* College or *Inside Sunday* Pro Football* Newsletter. The newsletter is a bridge from the preseason to current news in College or Pro Football. It includes weekly rankings as well as key games and match-ups for the week. – plus our national sportswriters make their picks for the upcoming week's games. Newsletters can be customized and delivered in a branded envelope or produced as a self-mailer.



Sports Content Platform - Handbooks



Co-branded College / Pro Football Handbooks

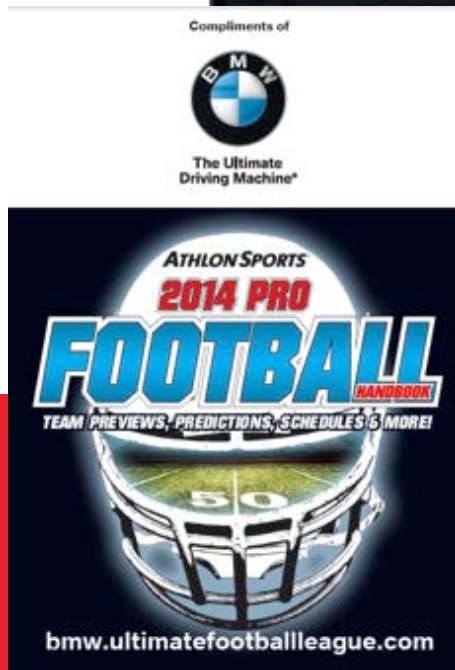
Athlon Sports captures the excitement and power of Pro & College football in a pocket-sized guide that lasts the entire season.

Custom Football Content:

- Season Schedules
- Previews and Predictions
- Team/Player/Conference Profiles

Branding Opportunities:

- Branding on all four covers
- Multi-page center insert can be added to include promotional messaging



Sports Content Platform – Newspaper Broadsheets

Newspaper Partner Broadsheets

- Athlon Sports provides editorial content to our newspaper partners beyond the pages of the monthly magazine
- There are individual content schedules for each sport:
 - College Basketball – 12 weeks
 - NASCAR – 40 weeks
 - MLB – 31 weeks
 - College Football – 17 weeks
 - Pro Football – 21 weeks
- One-time previews for pro basketball (season & playoffs), golf (US Open & Masters), hockey playoffs, women's college basketball and the Olympics
- They are sent to partner papers in PDF Format so they run as is, with Athlon and advertiser branding
- Ad Size is 2" x 5"
- Estimated circulation: 650M, Audience 1,300M per issue



Sports Content Platform – Retail Integration



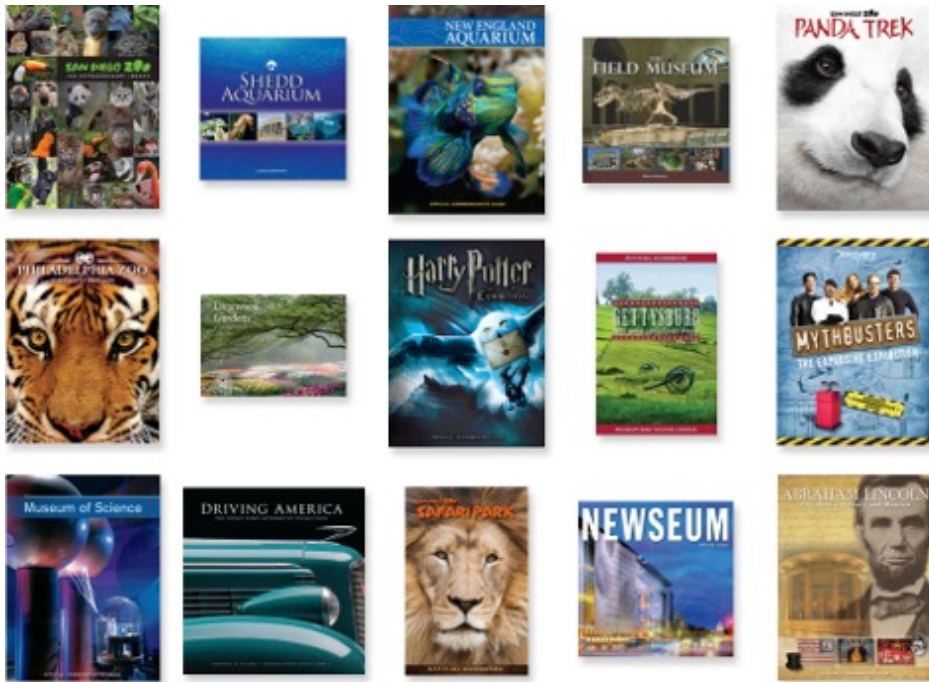
Sports Content Platform – Athlon Collectibles



The Athlon Sports Online Store is home to thousands of unique autographed items from the world's most notable athletes – in every major sport. These collectibles are the perfect enhancement to your marketing initiatives.

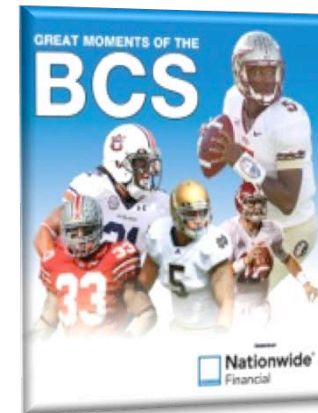


Sports Communication Platform - Custom Books



A Custom Book is a unique way to connect with your customers

- Co-Branded
- Sports Themed
- Celebrate a Company Milestone
- Premium/Souvenir Item
- Educate your audience
- Cause Marketing
- Hardbound
- Custom photography and content



Sports Content Platform – Experiential / Talent

Leverage Athlon's access to famous coaches and players

- Provide an unforgettable experience
- Keynote speeches
- Private appearances with autograph sessions
- Meet and Greets
- Suite Events



Speakers Luncheon



John Parker Wilson and Felix Jones
On set of AT&T Talkback



Barry Sanders at Sales Summit



<http://youtu.be/sSkTB-0qSaE>



Lee Corso, Keynote Speaker

Sports Content Platform – Experiential / Events



Ticket Programs



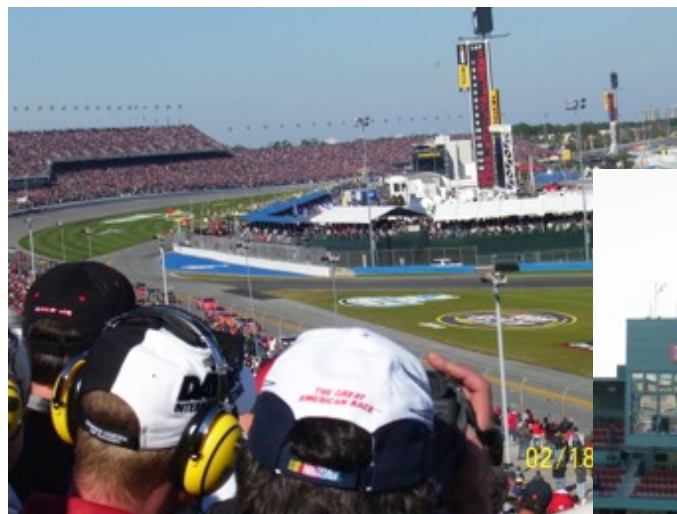
Tailgate Tours



Special Events



Incentive Trips



VIP Seating & Suites



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CUSTOMER RELATIONSHIPS



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