

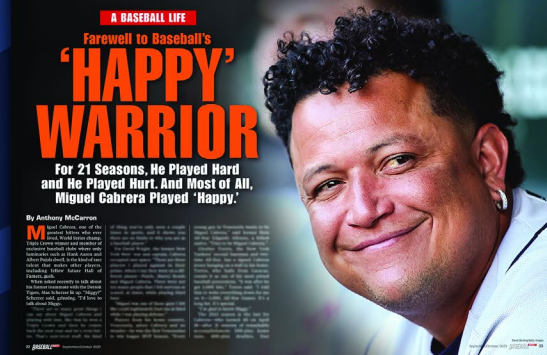
2024

DISPLAY ADVERTISING DECK



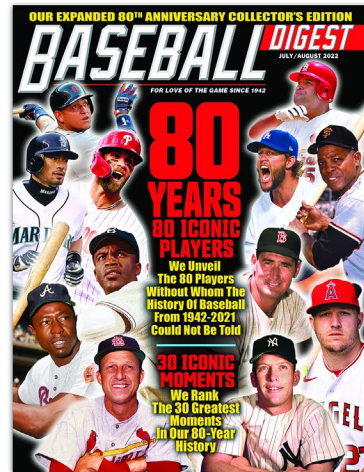
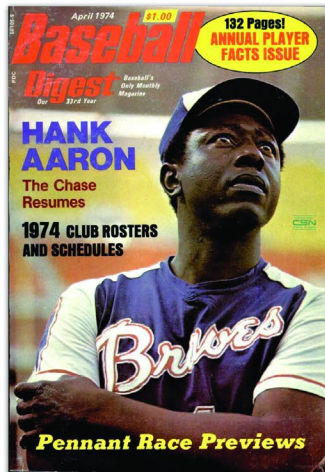
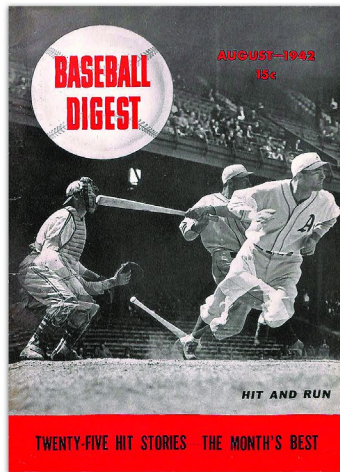
2020 FOLIO:
**EDDIE
AND OZZIE**
AWARDS
WINNER

Baseball Digest
is Honored
to Have its
MAY-JUNE 2020
Issue Win An
Eddie Award for
Editorial Excellence and Engaging Content



A Baseball Institution Since 1942 and the #1 Selling Baseball Magazine at Barnes and Noble Bookstores

Established in 1942 and now in its 82nd year, Baseball Digest is the longest-running baseball publication in the nation. The “re-imagined” Baseball Digest is bigger and more colorful than ever with compelling features by the game’s top writers and eye-catching images captured by its best photographers.





94 /6
Male/Female

53
Median Age

\$129,000
Median HHI

"BETTER THAN EVER"

Matt Vasgersian, MLB Network



Print Circulation

Total	1,460,000
Men	94%

Age

18-44	30%
35-55	36%
30+	94%

Social Media Audience

Facebook	6M
Twitter	1M

Digital Circulation

Digital Baseball Digest	1M
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Circulation includes the print and digital editions of the magazine and are gross audience Publisher distribution estimates per year. Age/HHI distribution estimates from Facebook. Advertisements run in both print and digital editions. Social media estimates are yearly averages on 10/2023.

A background image of Chicago Cubs players in blue jerseys and white pants, celebrating on a baseball field. Some players have their arms raised, and one player in the center has the number 27 on his back. The image is slightly faded to allow text to be read over it.

Production Dates

2024 LINEUP

JANUARY/FEBRUARY

MLB ROOKIE ALL-STAR TEAM

Ad Close: November 29, 2023

On Sale: January 2, 2024

MARCH/APRIL

MLB SEASON PREVIEW

Ad Close: January 31, 2024

On Sale: March 5, 2024

MAY/JUNE

MLB LIFETIME ACHIEVEMENT

Ad Close: April 3, 2024

On Sale: May 7, 2024

JULY/AUGUST

MID-SEASON REVIEW

Ad Close: May 29, 2024

On Sale: July 2, 2024

SEPTEMBER/OCTOBER

MLB WORLD SERIES PREVIEW

Ad Close: July 31, 2024

On Sale: September 13, 2024

NOVEMBER/DECEMBER

MLB PLAYER AWARDS

Ad Close: October 2, 2024

On Sale: November 5, 2024

Rate Card

FREQUENCY DISCOUNTS

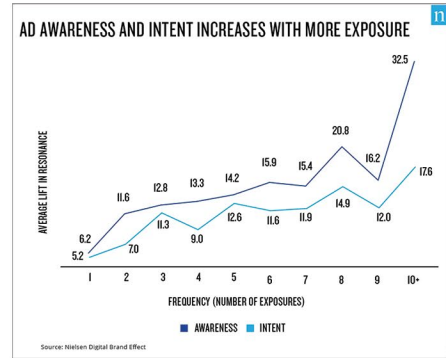
4-COLOR

	1X NET	3X NET	6X NET
Spread	\$3,000	\$2,700	\$2,150
Cover 2	\$2,000	\$1,800	\$1,400
Cover 3	\$2,000	\$1,800	\$1,400
Cover 4	\$2,000	\$1,800	\$1,400
Page	\$1,600	\$1,400	\$1,100
2/3 Page	\$1,200	\$1,050	\$800
1/2 Page	\$1,000	\$900	\$700
1/3 Page	\$850	\$750	\$600

BLACK & WHITE

Page	\$1,400	\$1,250	\$1,150
2/3 Page	\$1,100	\$1,000	\$900
1/2 Page	\$950	\$850	\$750
1/3 Page	\$800	\$700	\$600

Contemporary advertising theory provides a simple standard: *a consumer must be exposed to an ad at least three times before they will be primed to make a purchase.* Advertising for one year with *Baseball Digest* will expose your product 6 times to up to 1,204,570 high-quality readers and you will save \$100,000 over a 1 time exposure in *Sports Illustrated*.



Effective Cost Example

Baseball Digest
Sports Illustrated

1M View Page Cost

\$6,300
\$105,000

Print Ad Specs

ELECTRONIC AD SPECIFICATIONS

Native application files are preferred ad submission format.

- Acrobat, QuarkXPress, In Design, PhotoShop, Illustrator
- File should be built to exact size of ad.
- Keep all live copy 1/4" from trim edges.
- All fonts and supporting graphics must be included with ad.
- Raster based images should be 300 dpi after scaling.
- Raster based line art should be 2400 dpi after scaling.
- All elements must be created out of 4-color process or grayscale.
- Any RGB elements will require conversion and may not reproduce as expected.
- RGB to CMYK conversions will require additional processing.
- Do not exceed 300% total ink & registration color shouldn't be used as rich black.

The following ripped & trapped composite file formats are accepted.

PDF Composite File Format:

Linework Resolution: 2400 dpi

Contone Resdution: 300 dpi

Trap Size: 0.003 inch or 7 pixel

- Files must be built to exact size of ad.
- Any bleed required must be included in the file.
- Files must not include any registration marks, crop marks or other tags in the file.
- If the file is not built to proper size, additional processing will be required.

PDFs should be "Press Quality" or PDFX1a.
Acceptable ads include version 1.5 or above.

When supplying us with your PDF format, make sure that all requirements for native format above are met before generating the PDF file. The file size requirements must also match the composite file format above. All files go through an extensive quality check to insure the integrity of the file and the quality of the scans provided. Files that do not meet the requirements for quality printing will be questioned before being processed.

AD PAGE DIMENSIONS

Spread (Live Area)	15 x 9.5
Spread Bleed	16.5 x 11
Spread Trim	16 x 10.5
Spread Gutter	.5

Full Page (Live Area)	7.5 x 10
Full Page Bleed	8.5 x 11
Full Page Trim	8 x 10.5

2/3 Page	4.625 x 9.5
1/2 Page - horizontal	7 x 4.625
1/3 Page - vertical	2.25 x 9.5
1/3 Page - square	4.625 x 4.625

REGULATIONS

Baseball Digest is not responsible for errors in typeset or key number changes requested by the advertiser. Unless return is requested in writing, all advertising material will be destroyed after one year. Advertisers are protected against rate increases with a 90-day notice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations of advertisements printed), and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising which is felt is not keeping with the publication's standards.

MECHANICAL SPECIFICATIONS

Line screens for color ads 133 and 85 for black and white. Keep all live copy 1/4" from trim edges. Printing process: Web Offset. Color Density: 280%. Binding method: Saddle-stitched. Colors available: 4/color process (AAAA MPA). Inserts, onserts, polybagging available; please check with publisher for rates and requirements.



To Place an Ad or More Information

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ctownsend@baseballdigest.com

Materials

BASEBALL DIGEST

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