MISSION

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.

Baseball Digest is the only magazine that moves from the stadiums to the home, from yesterday’s game to the current game, from visual splendor to statistical excitement.

Baseball Digest is an idea of how to enjoy the game that is more engaged with the participants, the culture, and the traditions.

It is about appreciating the richness of baseball history knowing that understanding can enrich one’s life through encapsulation of childhood memories.

It is about entertainment.
ON 45th ANNIVERSARY: HANK AARON REFLECTS ON 715

BASEBALL DIGEST
MARCH/APRIL 2019

2019 MLB SEASON PREVIEW
• Predictions
• Rosters
• Team Records & All-Time Leaders

OUR 30 ROOKIES TO WATCH

Yankees' Aaron Judge

PILLARS

ANNUAL MLB AWARDS

Baseball Digest Player of the Year
2020 Marks the 51st Anniversary of our “Player-of-the-Year” Award

Baseball Digest Pitcher of the Year
2020 Marks the 26th Anniversary of the “Pitcher of the Year” Award

Baseball Digest Relief Pitcher of the Year

Baseball Digest Rookie-of-the-Year
Presented Since 1972

Baseball Digest Rookie All-Star Team

DIGITAL ARCHIVE
800 of the Magazine’s Issues Since 1942

PUBLICATION

The Game I’ll Never Forget - The Fan’s Speak Out
Baseball Quick Quiz - Crossword Challenge
So You Think You Know Baseball?

CLICK HERE TO VIEW THE LATEST ISSUE
A rapidly growing community of readers look to Baseball Digest for information on their favorite teams and players - whether their passion is the history, current culture, travel opportunity, entertainment, or love of the game.

**AVG. AUDIENCE**

**PER ISSUE***

120,000

**TOTAL REACH***

2,200,000

**CIRCULATION***

40,000

**GENDER**

92% MALE

**AGE**

84% 25+

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Average Audience Per Issue metric includes total sales all sources per issue at three-times readership average. Circulation metric includes total sales all sources per issue. Total Reach includes Average Audience Per Issue times six issues per year plus 2018 total Facebook and Twitter impressions as measured by Sprout.
CALENDAR

2020 LINEUP

JANUARY/FEBRUARY
MLB ROOKIE ALL-STAR TEAM
Ad Close: December 2, 2019    On Sale: January 7

MARCH/APRIL
MLB SEASON PREVIEW
Ad Close: January 27    On Sale: March 3

MAY/JUNE
Ad Close: March 30    On Sale: May 5

JULY/AUGUST
Ad Close: June 1    On Sale: July 7

SEPTEMBER/OCTOBER
MLB WORLD SERIES PREVIEW
Ad Close: July 27    On Sale: September 1

NOVEMBER/DECEMBER
MLB PLAYER AWARDS
Ad Close: September 28    On Sale: November 3
Willingness to Try New Things Has Put Mookie Betts in the Conversation of Baseball’s Best Player

By Evan Drellich

Not Hedges His Betts

Making the Case for BASEBALL’S FORGOTTEN CHAMPION

It’s Time the 1919 Reds Got the Respect They’ve Deserved All Along

By Dom Amore
ELECTRONIC AD SPECIFICATIONS

1. Native application files are preferred ad submission format.
   - Acrobat, QuarkXPress, InDesign, 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.

2. The following ripped & trapped composite file formats are accepted.
   Composite File Formats: PDF. Linework Resolution: 2400 dpi. Contone Resolution: 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.

3. 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 ensure 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.

MECHANICAL SPECIFICATIONS


SPECIFICATIONS

AD PAGE DIMENSIONS

<table>
<thead>
<tr>
<th>Width x Height (inch)</th>
<th>Full page (non-bleed live area)</th>
<th>Full page Bleed</th>
<th>Full page Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7 1/2 x 10</td>
<td>8 1/2 x 11</td>
<td>8 x 10 1/2</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 5/8 x 9 1/2</td>
<td>4 5/8 x 9 1/2</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>2 1/4 x 9 1/2</td>
<td>4 5/8 x 4 5/8</td>
<td></td>
</tr>
<tr>
<td>1/3 page—vertical</td>
<td>2 1/4 x 9 1/2</td>
<td>4 5/8 x 4 5/8</td>
<td></td>
</tr>
<tr>
<td>1/6 page</td>
<td>2 1/4 x 4 5/8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Spread (live area) = .15 x 9 1/2
Spread Bleed = .16 1/2 x 11
Spread Trim = .16 x 10 1/2
Spread Gutter = .1/2

(NOTE: please refer to full page for live area of each individual page)

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 he feels is not in keeping with the publication’s standards. 2% is allowed if paid in 10 days, net due in 30 days.

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