



MEDIA PLANNER 2025

TEAM INSIGHT[®]
+
TEAM INSIGHT[®] EXTRA
E-NEWSLETTER

Formula4Media[®]

Team Insight: designed to exclusively serve the team sports market.

With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

Michael Jacobsen, Editor/Associate Publisher

Leading the *Team Insight* editorial staff, Mike has been covering the sporting goods industry since 1991 and has more than 30 years of trade magazine editorial and publishing experience. He has assembled a team of writers and researchers that has been involved in the sporting goods and team sports business for most of the past three decades. They have seen and written about it all. It is this unparalleled experience that provides the insight into the world of team sports in every issue.



News, Trends And Analysis Of The Team Sports Market.



- Basketball
- Baseball
- Soccer
- Football
- Softball
- Lacrosse
- Wrestling
- Track & Field
- Swimming
- Pickleball
- Volleyball
- Field Hockey
- Technology

TEAM FOOTBALL

NEW GAME PLAN

Football in America is changing with the times — and team leaders are changing along with it.



By Ben Backus, Ben Backus

With nearly 100 million fans in the fall in America, football has almost always been a year-round sport for team leaders. From after the last game to the next, head coaches and athletic directors are looking for ways to keep their players motivated and their programs profitable. In the fall, they're looking for ways to keep their players motivated and their programs profitable. In the fall, they're looking for ways to keep their players motivated and their programs profitable.

Team Sports | March 17, 2015

TEAM TRENDS

Good News: High School Sports Participation Increases Again

Girls' sports lead the growth, while football declines once in the past year.



By Mike Deitz, Mike Deitz

It's the season of participation. In 2015, high school sports participation increased by 1.1% from 2014, according to a report from the National Federation of State High School Associations (NFHS). The report shows that participation in high school sports increased for the 11th straight year. The most significant increase was in girls' sports, which saw a 2.1% increase. Football participation, however, declined by 0.5%.

Team Trends | November 12, 2015

EQUIPMENT GOALS

GOAL GALLERY

A lineup of the best and brightest in portable goals for 2015.



By Mike Deitz, Mike Deitz

Portable goals are a popular choice for coaches and parents alike. They offer a convenient way to practice and play sports in a variety of settings. From soccer goals to basketball hoops, there are many options to choose from. This gallery highlights some of the best and brightest in portable goals for 2015.

Equipment | November 12, 2015

SPORTS MEDICINE BRACES

BRACE YOURSELF

Two different types of braces for team sport athletes combine technology and style for 2015.



By Mike Deitz, Mike Deitz

Braces are an essential piece of equipment for many team sport athletes. They provide support and stability to joints, helping to prevent injuries and speed up recovery. This article highlights two different types of braces for 2015, combining technology and style.

Sports Medicine | November 12, 2015

Team Sport Reports

Business

Equipment

Protective Gear

APPAREL / HEADWEAR

HEAD GAMES

For a small item, a lot goes into building team headwear.



By Nancy Bonder

Headwear is a key component of a team's uniform. It not only provides protection and comfort but also serves as a branding tool. This article explores the various factors that go into building high-quality team headwear.

Apparel | November 12, 2015

APPAREL / ACCESSORIES

TREND RIGHT

Everything you need to know about team uniform trends for 2020.



By Nancy Bonder

Team uniforms are a reflection of a school's identity and values. As we look ahead to 2020, several trends are emerging in the world of team apparel. This article provides insights into these trends and offers advice for coaches and administrators.

Apparel | November 12, 2015

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

Sublimation has found its niche in team sports as vendors up their games.



By Nancy Bonder

Sublimation is a printing process that allows for vibrant, all-over designs on a wide range of materials. In the world of team sports, it's becoming an increasingly popular choice for uniforms and accessories. This article explores how vendors are upping their game in this space.

Decorating | November 12, 2015

TEAM FOOTBALL

9 FOR THE DIAMOND



By Nancy Bonder

Football is a sport that requires a lot of specialized equipment. From helmets to jerseys, every piece of gear is designed to provide protection and support. This article highlights nine essential pieces of football equipment for 2015.

Team Sports | November 12, 2015

Accessories

Decorating

Sublimation

New Products

EDITORIAL CALENDAR

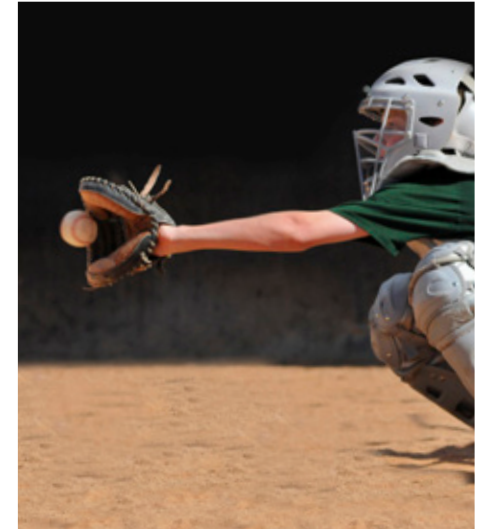
ISSUE	TEAM ISSUES	SOFTGOODS REPORT	HARDGOODS REPORT	EYE ON PRODUCTS	SPECIAL REPORT	BONUS DISTRIBUTION
Jan/Feb Ad Close: 1/24/25 Materials: 1/31/25	Baseball '25 + Basketball '25	Performance Apparel/ Headwear	Backboards	Training Aids	The Decorating Business	
Mar/Apr Ad Close: 3/11/25 Materials: 3/18/25	The Annual Girls' Team Sports Issue Cheer Fast-Pitch Softball Volleyball Soccer Lacrosse	Girls' Uniform Trends	Top Girls' Team Sports Products	Girls' Performance Products		
May/June Ad Close: 4/22/25 Materials: 4/29/25	The Football Issue	Football Uniforms Team Socks	Goals, Cages & Nets	Training Aids		NSGA Leadership Conference NBS Summer Athletic Market Sports Inc. Summer Team Dealers Show
Jul/Aug Ad Close: 7/8/25 Materials: 7/15/25	Baseball/Softball '26 + Basketball '26	Baseball Uniforms	Bats, Gloves & Accessories	Protective Technology	Headwear Roundtable Hottest Team Sports Products for 2025/2026	
Sep/Oct Ad Close: 9/9/25 Materials: 9/16/25	Specialty Sports Volleyball Wrestling Lacrosse Track & Field Pickleball	Uniform Trends Protective Apparel		Training Aids	Tech and the Team Dealer	NBS Fall Athletic Mkt

Mailed Circulation: 4,125

- Independent Team Dealers
- Specialty Team Dealers (i.e. Lacrosse, Spirit, Soccer, etc...)
- Team Buyers at Full-Line Sporting Goods Stores
- Team Buying Groups and NSGA Members
- Institutional Team Sales Organizations & Catalogs
- Team Dealer Road Sales People

Show Distribution

- Sports Inc. Summer Team Dealers Show
- NBS Summer Athletic Market
- NSGA Leadership Conference
- Sports Inc. Fall Team Dealers Show
- NBS Fall Athletic Market



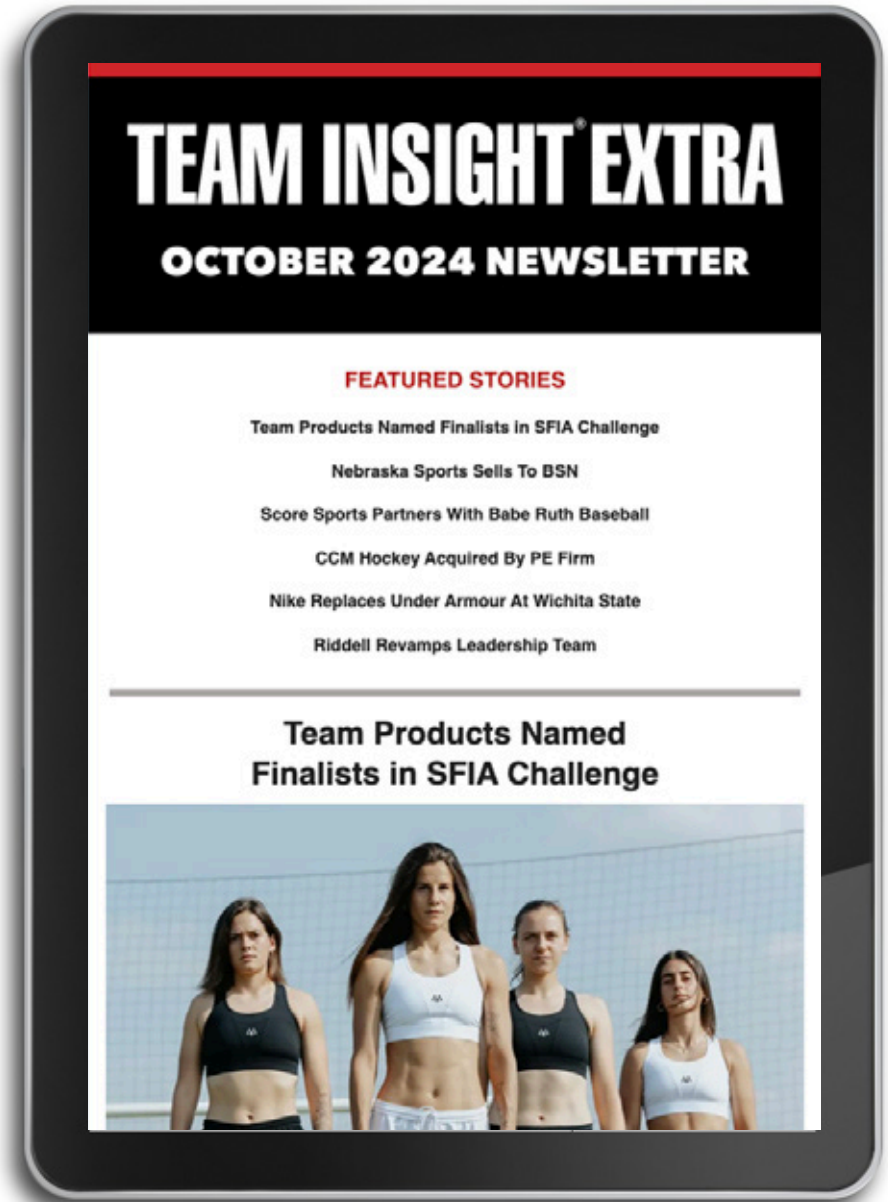
tm^x *teaminsightextra.com*

News, analysis, opinion.

PUBLISHED
12X
EACH YEAR

1,250+
DIGITAL
DISTRIBUTION

43%
OPEN RATE



30,500+
PAGE VIEWS



Editor/Associate Publisher

Michael Jacobsen
201-396-7005
mjacobsen@formula4media.com

Publisher

Jeff Nott
516-305-4711
jnott@formula4media.com

Senior Account Manager

Troy Leonard
352-207-2347
tleonard@formula4media.com

All ad materials send to mjacobsen@formula4media.com

