

Sports and Olympics Media Briefing Book



Shipping Address:

50 Ridder Park Dr
San Jose, CA 95190

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Fax: +1 (408) 920-5244 (d)

Email: ealmond@mercurynews.com (p)

Home Page: <http://www.mercurynews.com>

DMA: San Francisco, CA (6)

MSA: San Jose–Sunnyvale–Santa Clara, CA MSA (31)

Circulation: 527,568

Mailing Address:

50 Ridder Park Dr
San Jose, CA 95190

Beat/Title (Additional): Collegiate Olympic Soccer

Preferred Contact Method: E-Mail

Profile: Almond is a Sports Reporter covering College Sports, Soccer and the upcoming 2012 Olympic Games for the San Jose Mercury News. He says, "I don't want to be bothered with something that obviously my editors would never allow such as some out of the area athlete who signed a cosmetics deal." Almond joined the San Jose Mercury News in November 2998. Before that he was an Olympics and enterprise reporter for the Seattle Times from March 1996 until November 1998. Almond served as an investigative reporter/sports for the Los Angeles Times from September 1974 until March 1996. An avid surfer, Almond authored Surfing: Mastering Waves from Basic to Intermediate (2009). His work has been recognized by Best American Sports Writing. He has also been nominated for the Pulitzer Prize three times. He holds a bachelor's degrees in communications and political science from California State University-Fullerton and completed a master's program in comparative government/international relations from California State University-Long Beach.

Lead Times: Features - 7 days prior, News - 7 days prior, Advertising - 3 days prior.

Outlet Profile: San Jose Mercury News is a Daily Newspaper covering Silicon Valley, CA, including Santa Clara County, Southern Alameda County, Southern San Mateo County and Scotts Valley. The paper is read by a large number of high-tech professionals in the area. It serves its readership by presenting a variety of local business news, including many computer company stories and interviews. Coverage also includes news, business, consumer and technology. Consumer coverage includes lifestyles, health, food, fashion, arts & entertainment and travel.

The outlet offers RSS (Really Simple Syndication).

The paper's mission is: "We are passionate about serving readers in Silicon Valley and its global electronic community, reporting and writing accurately and fairly, shining a light on injustice and defending the public's right to know. We will reflect the changing demographics of the community in both coverage and hiring, recognizing that diversity is a core component of accuracy. Two stories are central to our mission: the impact of technology and the changing demographic landscape of America. These two stories create powerful connections between our community and others, both domestic and international." It was founded in 1851 as the San Jose Weekly Visitor.

Ad Rate: \$788.00 USD

Color Ad Rate: \$12,514.00 USD

Subscription Rate: \$114.40 USD

Coverage: Santa Clara County

Circulation: 527,568

Morning Circulation: 527,568

Sunday Circulation: 507,221

Sunday Circulation: 602,566

Code Frequency: Daily

Topic: International News,Local News,National News,News

Format: Uses ROP Color

News Service: Associated Press, Reuters, New York Times, Scripps Howard, Dow Jones, Bloomberg, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Shipping Address:

20 8th Ave
New York, NY 10018

Phone: +1 (212) 556-7237 (p)**Fax:** +1 (646) 428-6227 (n)**Email:** belson@nytimes.com (p)**Home Page:** <http://www.nytimes.com>**DMA:** New York, NY (1)**MSA:** New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)**Circulation:** 1,150,589**Mailing Address:**

20 8th Ave
New York, NY 10018

Beat/Title (Additional): Olympic Sports**Preferred Contact Method:** E-Mail

Profile: Belson is a Business of Sports Reporter for The New York Times and covers the 2012 London Olympics. He also blogs for Bats where he covers baseball. He focuses on players, teams and leagues from a broad business perspective. He also covers the companies that try to capitalize on the sports industry. As for the topics that interest him, he says, "The quirkiest the better." He is looking for consumer-oriented items. He recommends that PR professionals "frame the story to show the consumer link. The quicker you can frame your business opportunity in terms of consumers, the more it will help me." He doesn't always need an exclusive, but appreciates when PR professionals are upfront. He urges PR professionals to "Be straightforward. Solve the problem." By presenting the fact that the competition has already covered the story, he can be prepared and approach the topic differently. But if he has to find out on his own, he "definitely won't use it." He prefers to be contacted by e-mail around 9am ET. If he must be contacted by phone, call in the morning as well. He does NOT want to receive follow-up calls. "They're annoying," he says. "I get too many press releases to have everybody calling making sure I got them. Sometimes it takes me a month to get back to people." "I read all my e-mail. Sometimes I'll keep something and call someone on it. For those people that are looking for instant gratification, I'm more likely to throw those stories out." However, he's "very open to stuff. I like to talk to people ... but make sure you think about the pitch and what I need." Belson joined the sports desk of the New York Times in February 2009. He previously covered energy and utilities since June 2008. Before that, he covered transportation and was a regional economics reporter. He started on the metro desk in December 2006. He previously served as a business reporter covering telecommunications, technology and consumer electronics, and as a correspondent covering Asian business news in the Tokyo bureau for the Business Day section. He has reported on the auto industry, banking, economic trends and electronics and manufacturing. He joined the paper in 2001. Prior to that, he was working for BusinessWeek in Tokyo. He also worked for Reuters and Bloomberg. He began his journalism career as a freelancer while teaching English as a second language in Tokyo, and entered Columbia University on a fellowship in 1995.

Lead Times: Features - 7 days prior, News - 0 days prior, Advertising - 30 days prior.

Outlet Profile: The New York Times offers the latest news from around the world. There are several different editions of the paper for Eastern and national regions. The paper gets much of its content and reporting from its many bureaus. The foreign desk is responsible for correspondents and stringers around the world. The paper offers DealBook pages Tuesdays through Fridays, with content corresponding with the DealBook blog. Daily deadlines are usually between 5pm and 6pm ET. The paper does not accept artwork.

The outlet offers RSS (Really Simple Syndication).

Ad Rate: \$1,541.00 USD**Color Ad Rate:** \$7,825.00 USD**Subscription Rate:** \$665.60 USD**Circulation:** 1,150,589**Morning Circulation:** 1,150,589**Sunday Circulation:** 1,202,854**Sunday Circulation:** 1,645,152**Code Frequency:** Daily**Topic:** 2012 US Elections,International News,Local News,National News,News,World News**News Service:** Associated Press, Reuters**Audit Bureau:** ABC-Audit Bureau of Circulations**Language:** English

Shipping Address:

35 Middle St
Bristol, CT 06010-1000

Phone: +1 (860) 766-2148 (p)

Fax: +1 (860) 766-2427 (m)

Email: linda.cohn@espn.com (p)

Home Page: <http://www.lindacohn.net>

DMA: Hartford - New Haven, CT (30)

MSA: Hartford–West Hartford–East Hartford, CT MSA (45)

Mailing Address:

77 Chick Hearn Ct
Los Angeles, CA 90015-4603

Beat/Title (Additional): Sports

Preferred Contact Method: E-Mail

Profile: Cohn delivers the sports headlines of the day as Anchor of SportsCenter. She covers a wide range of sports news and events. She prefers to receive a phone call or voicemail as primary contact. Because of her need to balance family and work, Cohn is looking to cover the big sporting events, including activities like the NBA All-Star game, the Superbowl, and NCAA Finals. Though her dedication to sports remains unchanged, Cohn says she can, "pick the spots now for making an appearance." She adds that she will attend events like PR parties and says, "I am also interested in emceeding events." She prides herself on being "one of the guys." Cohn gets a lot of her news information from newswire services like the Associated Press. She also likes to look at pieces by sports columnists from all over the country because, she says, "I like to know what the city is thinking. Through reading and talking I get a feel for the real sports fan out there. The Web is good for that." Cohn is open to receiving press releases, which she will pass on to others if she can't use. Her advice on contact from PR professionals is, "They can e-mail me or call me at work. I like talking first though." Cohn checks her work voicemail every day, so that is the best way to reach her. She is interested in PR opportunities that are interesting and have a definite SportsCenter slant. Cohn can be reached by phone, e-mail, or mail. Cohn joined ESPN in July 1992. Cohn's career began in 1981 when she worked as a news anchor, writer, and sports reporter for WALK-AM/FM in Patchogue, NY. Her big break came as an anchor/reporter for Seattle's CBS affiliate KIRO-TV. She was noted for her sports coverage of Seattle Seahawks games and other area sports.

Outlet Profile: The program is ESPN's signature sports newscast, covering the day's news and scores from all around the sports world. In addition to analytical reports of ongoing and concluded sporting events, the program offers previews and insight into upcoming events as well. SportsCenter anchors have a reputation for adding quick-witted humor to their reports. SportsCenter.com also launched then, providing users greater access to interact with SportsCenter and its commentators and other fans via chats, blogs, e-mails, instant polls and more.

PR professionals are advised to fax press releases to the assignment desk to assure the information is processed promptly. If intended for a particular SportsCenter producer or reporter, indicate as such and the pitch will be filtered appropriately. All information sent should be related to a top sports news story and be of interest to at least a national audience. SportsCenter is watched predominantly by viewers nationwide interested in daily sports news. As of April 2009, the 10pm (Pacific) broadcast of SportsCenter is being broadcast from L.A. Live production studios in Los Angeles, CA. Most of the staff still produce and contribute from the headquarters in Bristol, CT.

On Air Time: Mon-Sun, 6: 00 - 9: 00 AM, 6: 00 - 7: 00 PM; Also airs daily 11pm to 12am and 1am

Topic: Sports

Format: Interviews, Commentary

Classification: Taped

Network: ESPN Cable Network

Target Audience: All

Interview: Taped

Contact Via: Phone, Fax, E-Mail

Language: English

Shipping Address:

01 Mission St
San Francisco, CA 94103

Phone: +1 (415) 777-7201 (p)

Fax: +1 (415) 896-1107 (m)

Email: jcrumpacker@sfgate.com (p)

Home Page: <http://www.sfgate.com>

DMA: San Francisco, CA (6)

MSA: San Francisco–Oakland–Fremont, CA MSA (13)

Circulation: 220,515

Mailing Address:

01 Mission St
San Francisco, CA 94103

Beat/Title (Additional): College Football, Olympic Sports

Preferred Contact Method: E-Mail

Profile: Crumpacker is a Sports Reporter covering University of California sports and the Olympic Games for the San Francisco Chronicle. He will handle coverage of the 2012 Olympics Games in London. Contact via e-mail. Crumpacker joined the San Francisco Chronicle in 1977 as a reporter. He also worked as a reporter for the San Francisco Examiner from November 1977 until November 2000. He is often a guest analyst on Comcast Sports Net and covered the 2008 Summer Olympics in Beijing. Crumpacker earned a degree in English in 1977 from the University of California, Berkeley.

Lead Times: Features - 7 days prior, Advertising - 10 days prior.

Outlet Profile: San Francisco Chronicle is the largest newspaper in northern California and the second largest in the Western United States. It is a regional, **Daily Newspaper** with circulation that stretches from the Oregon border to Santa Barbara and includes Silicon Valley. Reporters will agree to an informal verbal non-disclosure if they are confident that either they have the exclusive or that no one else will be reporting the story before they do.

The outlet offers RSS (Really Simple Syndication). The newspaper offers a digital Podcast of several areas within the paper.

Ad Rate: \$691.92 USD

Color Ad Rate: \$2,198.00 USD

Subscription Rate: \$372.00 USD

Coverage: Northern California

Circulation: 220,515

Morning Circulation: 220,515

Sunday Circulation: 221,746

Sunday Circulation: 287,266

Code Frequency: Daily

Topic: National News, News

News Service: Associated Press, Reuters, New York Times, Bloomberg

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Shipping Address: ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Phone: +1 (860) 766-2000 (m)

Email: luke.cyphers@espn.com (p)

Home Page: <http://www.espnthemag.com>

DMA: Hartford - New Haven, CT (30)

MSA: Hartford–West Hartford–East Hartford, CT MSA (45)

Circulation: 2,046,065

Mailing Address: ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Beat/Title (Additional): Collegiate Sports, Football (American), Olympic Sports, Soccer

Preferred Contact Method: E-Mail

Profile: Cyphers is the Senior Writer for ESPN the Magazine and covers Soccer, College Basketball, Football. He is also a Blogger at U.S. National Soccer Team Blog. He will also cover the 2012 Olympics for ESPN the Magazine from London and will cover all sports and events at the Games. He may be reached by e-mail. Cyphers previously worked as a general editor for ESPN the Magazine. Prior to that he worked for the New York Daily News. A graduate of Colorado University and Columbia University, his work has been honored by the Associated Press Sports Editors, the National Association of Black Journalists and the New York Silurian Society.

Lead Times: Features - 70 days prior, News - 70 days prior, Advertising - 28 days prior.

Outlet Profile: Targets young, active men whose lifestyles include watching sports, attending games and participating in all kinds of athletics. Editorial focus plays off the news and offers what will happen in sports and which match-ups and young players to watch for. Emphasis is placed on the style and culture surrounding the sports world, humor and the excitement of watching both mainstream and off-beat sports. Each issue focuses on a singular sports topic or theme while the upfront sections Go and Play are devoted to a variety of sports.

Ad Rate: \$173,056.00 USD

Color Ad Rate: \$216,320.00 USD

Subscription Rate: \$26.00 USD

Circulation: 2,046,065

Code Frequency: Bi-Weekly

Topic: Athletes, Coaching, Collegiate Sports, Olympic Sports, Sports, Sports Gambling

Publicity Materials Used: Calendar of Events, Staff-Written Articles, Letters to the Editor

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

35 Massachusetts Ave NW
Washington, DC 20001

Phone: +1 (202) 513-2773 (p)

Fax: +1 (202) 513-3329 (m)

Email: tgoldman@npr.org (p)

Home Page: <http://www.npr.org>

DMA: Washington, DC (8)

MSA: Washington–Arlington–Alexandria, DC–MD–VA–MD MSA (9)

Mailing Address:

35 Massachusetts Ave NW
Washington, DC 20001

Beat/Title (Additional): Olympic Sports

Preferred Contact Method: E-Mail

Profile: Goldman is NPR's only Sports Correspondent. His beat requires him to cover professional sports everywhere in the U.S. and abroad. He will be in London covering the 2012 Olympics. His reports can be heard on all of NPR's news programs. For him, covering sports is not just talking scores, but illuminating the people who make the sports happen. He is not just interested in sports facts but the human-interest stories regarding sports. Goldman has been a sports correspondent at NPR since June 1997. He first joined NPR in January 1990 as an associate producer for sports with Morning Edition. Prior to joining NPR, he was a news reporter and news director at Oregon Public Broadcasting in Portland from 1985 to 1990. His broadcasting career began at the Alaska Public Radio Network in Anchorage, AK in 1982.

Outlet Profile: National Public Radio is an internationally acclaimed producer and distributor of non-commercial news, talk and entertainment programming. A privately supported, not-for-profit membership organization, NPR serves a growing audience of more than 27.2 million Americans each week in partnership with more than 910 independently operated, non-commercial public radio stations. NPR also produces content worldwide for satellite radio, the Internet and podcasting. Do not engage in blanket pitching to multiple editors; a targeted, forceful pitch to the appropriate beat editor will be more successful. Ordinary news and events should always be pitched to a beat reporter or editor first.

The outlet offers RSS (Really Simple Syndication) and a digital Podcast.

Topic: Music, News

Network: NPR/National Public Radio

Language: English

Shipping Address:

450 Broadway Ave
Santa Monica, CA 90404-3005

Phone: +1 (310) 907-2700 (m)

Fax: +1 (310) 907-2701 (m)

Email: maggiehendricks@gmail.com (p)

Home Page: <http://sports.yahoo.com>

DMA: Los Angeles, CA (2)

MSA: Los Angeles-Long Beach-Santa Ana, CA MSA (2)

Mailing Address:

450 Broadway Ave
Santa Monica, CA 90404-3005

Beat/Title (Additional): Olympic Sports

Preferred Contact Method: E-Mail

Profile: Hendricks is a Contributing Writer for Yahoo! Sports and covers the Olympics and Mixed Martial Arts. She also contributes to the blogs Fourth-Place Medal, covering Olympic Sports, and Grizzly Detail, covering the Chicago Bears. She is based in Chicago. For pitching, Hendricks says "I write about MIXED martial arts, not 'martial arts and self defense.' I don't want pitches from lifestyle people." She continues, "Do not follow up or 'circle back' with me. If I'm interested, I'll reply." Contact her via e-mail. Hendricks has been blogging for Yahoo! Sports since July 2008. She holds a bachelor's degree from University of Missouri-Columbia.

Outlet Profile: Created for sports enthusiasts and covers the world of sports with the latest news, expert articles, powerful photos and exclusive videos. Offers a My Teams tab where visitors can get today's scores from all their teams across all sports. Sections include NFL, MLB, NBA, NHL, NCAAB, NASCAR, Golf, Tennis, NCAA Football, Soccer and Fantasy. The Fantasy section covers fantasy sports and gives access to fantasy games with modules featuring fantasy leaders and personalized alerts and messages.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 39,362,600

CPM Ad Rate: \$3.85 USD

Code Frequency: Daily

Topic: Sports

Publicity Materials Used: By-Lined Articles, Staff-Written Articles

Audit Bureau: Compete.com

Profile: Consumer

Website Properties: Links to Other Web Sites, Visitor Feedback, Discussion Groups, Articles Archived, Keyword Search, Abstracts of Articles, Full Text of All Articles

Language: English

Shipping Address:

35 N Michigan Ave
Chicago, IL 60611-4066

Phone: +1 (312) 222-4759 (p)

Fax: +1 (847) 491-6159 (p)

Email: phersh@tribune.com (p)

Home Page: <http://www.chicagotribune.com>

DMA: Chicago, IL (3)

MSA: Chicago–Naperville–Joliet, IL–IN–WI MSA (3)

Circulation: 425,370

Mailing Address:

35 N Michigan Ave
Chicago, IL 60611-4066

Beat/Title (Additional): Skiing,Track & Field,Sports,Winter Sports,Ice Skating/Figure Skating

Preferred Contact Method: E-Mail

Profile: Hersh is an Olympics Reporter for the Chicago Tribune and Contributing Olympics Writer for the Los Angeles Times, covering International Track and Field, the Tour de France, Winter Sports like Figure Skating and Skiing, the U.S. and International Olympic Committees and the upcoming 2012 Summer Olympics in London. He is also a Blogger covering Sports for Globetrotting. Hersh has worked at the Chicago Tribune since 1984 and has focused on international sports and the Olympics since 1987. Prior to joining the Chicago Tribune, he worked for the Gloucester (MA) Daily Times, the Baltimore Evening Sun, the Chicago Daily News and the Chicago Sun-Times. Hersh graduated from Yale University with a bachelor of arts degree in French and a specialization in early 19th Century French literature.

Lead Times: Features - 7 days prior, Advertising - 3 days prior.

Outlet Profile: Chicago Tribune covers local, regional, national and international news, as well as business, entertainment, lifestyle and sports. The paper was founded in 1847. Its editorial staff has won more than 24 Pulitzer Prizes. News is gathered at dozens of suburban, regional, national and foreign bureaus. In August 2009, Tribune Company formed a national sports content-sharing alliance between its properties, most notably between the Chicago Tribune and the Los Angeles Times. In October 2002, the paper launched its RedEye edition. This weekday tabloid is aimed at growing readership among young, urban professionals. In addition to reaching readers in print, the paper also operates related Web sites, including metromix.com, Chicago's complete entertainment guide; ChicagoSports.com, a comprehensive local sports site; and dogood.chicagotribune.com, a site linking Chicagoans with volunteer work.

The outlet offers RSS (Really Simple Syndication).

City: Chicago

Ad Rate: \$667.00 USD

Color Ad Rate: \$733.00 USD

Subscription Rate: \$337.48 USD

Coverage: Northeastern Illinois & Northwestern Indiana

Circulation: 425,370

Morning Circulation: 425,370

Sunday Circulation: 335,417

Sunday Circulation: 781,128

Code Frequency: Daily

Topic: News

News Service: Associated Press, Reuters, Scripps Howard, MCTN, Tribune Media

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Shipping Address:

776 Peachtree St NW
Ste 436 Atlanta, GA 30309-2307

Phone: +1 (404) 874-1603 (m)

Fax: +1 (404) 874-3248 (m)

Email: comment@aroundtherings.com (p)

Home Page: <http://www.aroundtherings.com>

DMA: Atlanta, GA (9)

MSA: Atlanta-Sandy Springs-Marietta, GA MSA (8)

Mailing Address:

776 Peachtree St NW
Ste 436 Atlanta, GA 30309-2307

Beat/Title (Additional): Olympic Sports

Preferred Contact Method: E-Mail

Profile: Hula is the Founder and Editor of Around The Rings covering Olympic Sports. Contact him via e-mail. Hula has covered every Olympic games since 1992 when he founded Around the Rings. He previously served as an Olympics correspondent for both Radio Atlanta (1992-1998) and Radio 2UE in Sydney, Australia (1998-2001). Early in his career, he spent three years at CNN as a supervising producer.

Outlet Profile: Created for leaders in sports and sports business including the International Olympic Committee, organizing committees, news organizations, international sports federations, Olympic sponsors, sports marketing companies and government agencies. Offers independent news and information on the Olympic movement. Topics include sports, business, culture and politics of the Olympics.

Subscription Rate: \$195.00 USD

Date Established: 1/1/1992

Visitors Per Month: 1,992

CPM Ad Rate: \$41.00 USD

Code Frequency: Continuous

Topic: Olympic Sports

Publicity Materials Used: Calendar of Events, Staff-Written Articles

Audit Bureau: Compete.com

Profile: Trade

Website Properties: Editorial Personnel Listing, Links to Personnel E-Mails, Links to Other Web Sites, Articles Archived, Full Text of All Articles

Language: English

Shipping Address:

55 N 3rd St
Ste 290 Phoenix, AZ 85004

Phone: +1 (602) 251-8944 (p)**Fax:** +1 (602) 251-8997 (m)**Email:** jajackson@foxsports.net (p)**Home Page:** <http://www.foxsportsarizona.com>**DMA:** Phoenix, AZ (13)**MSA:** Phoenix–Mesa–Scottsdale, AZ MSA (12)**Mailing Address:**

55 N 3rd St
Ste 290 Phoenix, AZ 85004

Preferred Contact Method: E-Mail

Profile: Jackson is a Reporter for FSN Arizona and is interested in receiving information related to Arizona sports news, personalities and events. She is interested in receiving the following types of PR materials: team deals and acquisitions information; events listings; personality profiles and interviews; public appearances; and rumors and insider news. Jackson says, "My duties include covering the teams here in town—Coyotes, Cardinals, Suns, Diamondbacks, Arizona State, and also the WNBA team, the arena football team, and whatever else." Jackson continues, "Day to day I cover games, and the general news of the day. I am working on putting out more features, though. This is an area we need to work on. We have done some very good ones, but not enough." Jackson adds, "I love covering everything, but football is the sport I enjoy covering the most." As far as topics or issues, Jackson points out that "sports always seems to have common threads as far as topics ... salaries, rules changes, etc. But I am most interested in good, personal stories of athletes. That's what people really want to know, more about the player. I look for the story to be unique – the quirky ones, the ones that are a little off the wall are usually the ones that catch the viewer." Jackson can be contacted by phone, fax, or e-mail. She is best reached in the afternoon PT. Send press releases by e-mail. She has no particular pet peeves about receiving PR materials, other than to make sure that the pitch is relevant to the Arizona area. "Obviously, we're looking for stories that tie in locally, so numerous e-mails about something 2,000 miles away won't help me," she notes. "Being specific helps, and again, it's important that a story is really unique. Of course it's also up to me to make a story unique, so I am open to most any idea, then see what I can do with it." Jackson joined FSN Arizona when it launched in 2000. Before that, she was a sports anchor and reporter for WIVB-TV in Buffalo, NY since September 1997. Prior to that, she was a reporter and update anchor at WQAM-AM in Miami, FL since July 1995. Jackson received her bachelor's degree from the University of Miami.

Outlet Profile: FSN Arizona is a 24-hour cable television network dedicated to sports in the Arizona area. Viewers catch up-to-the-minute scores, statistics and video coverage of all the day's Arizona sports action. Professional teams covered include the Arizona Cardinals and Diamondbacks and the Phoenix Suns and Coyotes.

Coverage also includes athletic programs at colleges such as Arizona University and Arizona State, as well as other smaller colleges and high schools. In addition to live, local event coverage, original FSN Arizona programming is included. The network also airs FOX Sports Net national programming.

PR professionals are advised to send press releases to the network's assignment desk to assure the information is processed promptly. Many producers and reporters like to receive information directly as well. All information sent should be related to sports and be of interest to viewers in Arizona. Press releases should be brief, but specific and include thorough contact information. Advertising rates and information can be attained by e-mailing sales@foxsports.com.

The outlet offers RSS (Really Simple Syndication).

Number of Subscribers: 1,000,000**Topic:** Sports**Language:** English

Shipping Address:

271 Avenue Of The Americas
Fl 32 New York, NY 10020

Phone: +1 (212) 522-1212 (m)

Fax: +1 (212) 522-4543 (m)

Email: tim_layden@simail.com (p)

Home Page: <http://sportsillustrated.cnn.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 3,207,861

Mailing Address:

271 Avenue Of The Americas
Fl 32 New York, NY 10020

Beat/Title (Additional): College Football, Track & Field, Olympic Sports

Preferred Contact Method: E-Mail

Profile: Layden is a Senior Writer and covers College Football and the 2012 Olympic Sports such as Track and Field and Horse Racing for Sports Illustrated. Contact him via e-mail. Layden joined Sports Illustrated in March 1994. Before coming to the staff, he spent six years at Newsday, three years at the Albany Times-Union and nine years at the Schenectady Gazette. During his career, Layden has won multiple awards including Associated Press Sports Editors awards in 1986, 1987, 1989 and 1992; and an Eclipse Award for his coverage of horse racing in 1987. Layden identifies the three-part gambling series that he wrote during the winter of 1995 as his most significant piece of work to date for the magazine. The articles dissected the alarming problem of gambling on college campuses across the country. Layden graduated from Williams College in 1978. He is an active runner and enjoys playing basketball. His favorite sports moment was the memorable Duke-Kentucky overtime basketball game in the regional finals of the 1992 NCAA Tournament.

Lead Times: Features - 60 days prior, News - 7 days prior, Advertising - 42 days prior.

Outlet Profile: Established in 1954 and targeted to both participants in and spectators of sporting activities. Written as a source of information and interpretation of sports, recreation and other leisure activities. Regular coverage includes season and big-game previews, post-game analysis and interviews and profiles of athletes, coaches and others who influence the world of sports. Topics covered include major sports figures, travel news and fitness updates, along with fashion news, equipment development, reviews of recreational books and activity statistics. Does NOT publish a holiday gift guide.

Ad Rate: \$255,400.00 USD

Color Ad Rate: \$392,800.00 USD

Subscription Rate: \$39.00 USD

Circulation: 3,207,861

Code Frequency: Weekly, Mon

Topic: Athletes, Celebrities, Coaching, Games, Competitions & Events, Lifestyle, Olympic Sports, Sports, Teen/Young Adult

Publicity Materials Used: Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Does Not Use Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Phone: +1 (860) 766-2000 (m)**Email:** kenny.mayne@espn.com (p)**Home Page:** <http://www.espnthemag.com>**DMA:** Hartford - New Haven, CT (30)**MSA:** Hartford–West Hartford–East Hartford, CT MSA (45)**Circulation:** 2,046,065**Mailing Address:**

ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Beat/Title (Additional): Sports**Preferred Contact Method:** E-Mail

Profile: Mayne delivers the sports headlines of the day as Anchor on ESPN's SportsCenter. He is a secondary contact for PR professionals pitching the program. Time-sensitive information should be sent to the assignment desk to assure it is processed promptly. Mayne covers a wide range of daily sports news and events. On being pitched, Mayne says, "I'd be interested in hearing about stories/events that are a little more unconventional than what's normally on the air here (major professional and college sports)." He covers the NFL every week for SportsCenter, and is on location frequently. When football season is over, Mayne says, "I should be open to [covering] other events." He prefers to be contacted and pitched appropriate information by e-mail. However, Mayne notes that too often he gets inundated with e-mail and does not have the time to view all of them. He says, "Don't be sad if I don't respond to every last pitch. And don't send [pitches] daily. There's a flood of them already." He also serves as senior writer on ESPN The Magazine. Mayne has been a SportsCenter anchor since 1997, beginning his television career at KLVX-TV (PBS) in Las Vegas as a reporter in 1982. Previously, he served as an anchor for SportSmash, as a feature reporter for SportsNight, and was the original host of ESPN2's auto racing news and highlights programs, RPM 2Day and RPM 2Night from September 1995 to August 1997. Mayne served as a freelance reporter and field producer from 1990 until 1994. He graduated from the University of Nevada, Las Vegas in 1982 with a bachelor's degree in broadcasting. While at UNLV, Mayne played football for two years and later signed as a free agent with the Seattle Seahawks.

Lead Times: Features - 70 days prior, News - 70 days prior, Advertising - 28 days prior.

Outlet Profile: Targets young, active men whose lifestyles include watching sports, attending games and participating in all kinds of athletics. Editorial focus plays off the news and offers what will happen in sports and which match-ups and young players to watch for. Emphasis is placed on the style and culture surrounding the sports world, humor and the excitement of watching both mainstream and off-beat sports. Each issue focuses on a singular sports topic or theme while the upfront sections Go and Play are devoted to a variety of sports.

Ad Rate: \$173,056.00 USD**Color Ad Rate:** \$216,320.00 USD**Subscription Rate:** \$26.00 USD**Circulation:** 2,046,065**Code Frequency:** Bi-Weekly**Topic:** Athletes,Coaching,Collegiate Sports,Olympic Sports,Sports,Sports Gambling**Publicity Materials Used:** Calendar of Events, Staff-Written Articles, Letters to the Editor**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

Shipping Address:

08 Harbor Dr
Stamford, CT 06902-7467

Phone: +1 (203) 569-4751 (p)

Email: vicky.oddi@nbcuni.com (p)

Home Page: <http://www.nbcolympics.com>

DMA: New York, NY (1)

MSA: Bridgeport–Stamford–Norwalk, CT MSA (56)

Mailing Address:

08 Harbor Dr
Stamford, CT 06902-7467

Beat/Title (Additional): Olympic Sports

Preferred Contact Method: E-Mail

Profile: Oddi oversees Olympics coverage on NBCOlympics.com as a Web Producer. She can be contacted via e-mail or phone. Oddi joined NBCOlympics.com as a web producer in April 2011. She was previously a communications coordinator at USA Track & Field from March 2006 until January 2011. Oddi has a bachelor's degree in business administration from Coastal Carolina University and a master's degree in sport and recreation administration from Temple University.

Outlet Profile: Provides coverage of Olympic events. Includes televised events, athlete profiles and interviews and special reports. The site also offers web-exclusive daily segments about recent Olympics news and events.

Visitors Per Month: 17,933

Code Frequency: Continuous

Topic: Olympic Sports

Publicity Materials Used: Staff-Written Articles

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Website Properties: Articles Archived, Videos Archived, Keyword Search

Language: English

Shipping Address: ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Phone: +1 (917) 686-2900 (p)

Email: alyssa.roenigk@espn.com (p)

Home Page: <http://www.alyssaroenigk.com>

DMA: Hartford - New Haven, CT (30)

MSA: Hartford–West Hartford–East Hartford, CT MSA (45)

Circulation: 2,046,065

Mailing Address: ESPN Plaza Bldg 0
Bristol, CT 06010-1099

Beat/Title (Additional): Senior Writer,Olympic Sports

Preferred Contact Method: E-Mail

Profile: Roenigk is a Senior Writer at ESPN The Magazine and covers Olympic Sports, Football and Action Sports. She will also cover the 2012 Olympics from London for the magazine and will focus on all sports and events. She does not work out of the main office and is based in Los Angeles. Contact her via e-mail. Roenigk was promoted to senior writer for ESPN the Magazine in February 2008. She was previously a general editor and a copy editor at the publication. Prior to that she was an editor for American Cheerleader magazine. She has contributed to Women's Health as well. She is a graduate of the University of Florida, where she was a member of the Gator cheerleader team.

Lead Times: Features - 70 days prior, News - 70 days prior, Advertising - 28 days prior.

Outlet Profile: Targets young, active men whose lifestyles include watching sports, attending games and participating in all kinds of athletics. Editorial focus plays off the news and offers what will happen in sports and which match-ups and young players to watch for. Emphasis is placed on the style and culture surrounding the sports world, humor and the excitement of watching both mainstream and off-beat sports. Each issue focuses on a singular sports topic or theme while the upfront sections Go and Play are devoted to a variety of sports.

Ad Rate: \$173,056.00 USD

Color Ad Rate: \$216,320.00 USD

Subscription Rate: \$26.00 USD

Circulation: 2,046,065

Code Frequency: Bi-Weekly

Topic: Athletes,Coaching,Collegiate Sports,Olympic Sports,Sports,Sports Gambling

Publicity Materials Used: Calendar of Events, Staff-Written Articles, Letters to the Editor

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

1 W 42nd St
New York, NY 10036

Phone: +1 (212) 852-7374 (p)

Fax: +1 (212) 852-7470 (m)

Email: rich.sands@tvguidemagazine.com (p)

Home Page: <http://www.tvguidemagazine.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 2,024,092

Mailing Address:

1 W 42nd St
New York, NY 10036

Beat/Title (Additional): Animation,Holiday Gift
Guide,Entertainment,Olympic Sports

Preferred Contact Method: E-Mail

Profile: Sands is a Senior Editor and covers the 2012 Olympics and Animation. He is also responsible for the Holiday Gift Guide. For the gift guide, he says, "The main parameter is that all products have a direct connection to something TV-related. This includes licensed products, books, clothing, games, toys, etc." Submissions are due by mid-October. Sands advises PR professionals to always read the magazine before pitching. If leaving a voicemail, keep it brief. Contact him Thursdays and Fridays between 3pm and 7pm via e-mail. Sands holds a bachelor's degree from Colgate University.

Lead Times: Features - 40 days prior, News - 40 days prior, Advertising - 40 days prior.

Outlet Profile: Written for American television viewers. Provides entertainment news, reviews, style, family news, celebrity interviews, culture and sports coverage. Includes profiles, features and commentaries to spotlight the shows and the stars. Also includes national network listings for the East and West coasts. Regular sections include Cheers and Jeers, Roush Review, Keck's Exclusives, The Biz, and Watercooler.

PR professionals should not pitch anything that delves too deeply into the personal lives of celebrities. Focus on the professional careers of individuals from a human interest perspective and make pitches pointed at exclusive information provided for readers. Pitches should be sent via email with all necessary materials.

Ad Rate: \$118,100.00 USD

Color Ad Rate: \$144,100.00 USD

Subscription Rate: \$56.68 USD

Circulation: 2,024,092

Code Frequency: Weekly, Sat

Topic: Cable Television,Celebrities,Entertainment,Local Entertainment Guides,Movies & Video,Television,TV Guide

Publicity Materials Used: Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color
Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

271 Avenue Of The Americas
New York, NY 10020-1393

Phone: +1 (212) 522-2004 (p)

Fax: +1 (212) 522-3002 (p)

Email: bill_saporito@timemagazine.com (p)

Home Page: <http://www.time.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 3,376,226

Mailing Address:

271 Avenue Of The Americas
New York, NY 10020-1393

Beat/Title (Additional): Economy, Personal Finance, Sports, Olympic Sports

Preferred Contact Method: Mail

Profile: Saporito is an Assistant Managing Editor covering the Economy, Personal Finance and Sports for TIME. He is also the editorial contact for the 2012 Olympics. He contributes regularly to the Time.com business section. He is open to receiving story ideas however he recommends sending specific story ideas to beat editors and reporters via e-mail. Saporito was promoted in March 2007 to assistant managing editor for TIME and previously served as an editor at large. He was the publication's first editor at large in March 2001. He joined the staff in 1996 as a senior editor and directed the magazine's coverage of business, the economy, personal finance and sports. Previously, he was a senior editor for Fortune magazine, where he was a member of the publication's board of editors. He began his career at The New York Daily News.

Lead Times: Features - 90 days prior, News - 7 days prior, Advertising - 60 days prior.

Outlet Profile: Created to be the great American magazine, reflecting the interests, the values and the ambitions of America and her people. Covers national and international developments in politics, social and hard sciences, government, industry, business, the human condition and people in the news. Aspires to be an instrument of democracy and economic freedom, to be a source of honest information and thoughtful judgment, to nurture the dignity of individuals and to celebrate the advancement of humankind.

Divided into sections: Briefing, Nation, and The Culture. Briefing contains short news briefs, profiles, quotes from notable people and trivia, as well as a spread for the best image of the week. Features include the Nation section, previously called Washington, which highlights political news across the nation. Other features include life and business topics. Finally, The Culture explores arts and entertainment topics, including movies, books and music.

Available in four editions, including US, Europe, Asia and South Pacific.

Ad Rate: \$196,200.00 USD

Color Ad Rate: \$301,900.00 USD

Subscription Rate: \$49.00 USD

Circulation: 3,376,226

Code Frequency: Weekly, Mon

Topic: Arts & Entertainment, Business, Government & Politics, Health & Medicine, International News, National News, News, Social Issues

Publicity Materials Used: New Products, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Email: jon.scher@espn3.com (p)

Home Page: <http://espn.go.com/new-york>

Beat/Title (Additional): Senior Editor

Preferred Contact Method: Mail

Profile: Scher is a Senior Editor at ESPNNewYork.com and covers New York Sports. Contact him via e-mail. Scher helped launch this Web site as a senior editor in April 2010. He previously served as a senior editor of ESPN The Magazine. Prior to that, he spent three years as a supervising producer at CNN.com where he developed, assigned and edited original pieces for the website while serving as the primary liaison to the CNN newsroom in Atlanta. From 1991, Scher held various positions at Sports Illustrated, including writer and reporter, editorial projects manager and a senior editor of Sports Illustrated For Kids. After graduating cum laude from Duke University, he started his journalism career as a reporter at the Times-Advocate in Escondido, Calif. Scher then moved to Baseball America in 1985 as an associate editor. In 1988 he was promoted to managing editor. In addition to his newspaper and magazine backgrounds, Scher has written a children's book, *Baseball's Best Sluggers* (SI for Kids, 1996) and co-authored two adult books - *The New York Mets, An Illustrated History* (MacMillan, 1995) and *It's Your Call: Baseball's Oddest Plays* (MacMillan, 1989).

Outlet Profile: Serves as an online hub for New York area sports news and information. Features exclusive, original editorial, a stable of authentic L.A. voices and locally-relevant content created from ESPN's multiple platforms, branded programming and award-winning contributors.

The outlet offers RSS (Really Simple Syndication).

Date Established: 4/2/2010

Visitors Per Month: 25,761,200

Code Frequency: Daily

Topic: Sports

Publicity Materials Used: By-Lined Articles, Staff-Written Articles

Audit Bureau: Compete.com

Profile: Consumer, Regional Interest

Website Properties: Links to Other Web Sites, Visitor Feedback, Company Press Releases, Keyword Search, Full Text of All Articles

Language: English

Shipping Address:

33 3rd Ave
Fl 6 New York, NY 10017

Phone: +1 (310) 252-7543 (p)

Fax: +1 (212) 573-0329 (m)

Email: amyvandeusen@hotmail.com (p)

Home Page: <http://www.womenshealthmag.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 1,589,342

Mailing Address:

33 3rd Ave
Fl 6 New York, NY 10017

Beat/Title (Additional): Beauty & Grooming,Personal Health,Training (Sports),Nutrition,Sports

Preferred Contact Method: E-Mail

Profile: Van Deusen is a Senior Editor for ESPNW. She is also a Guide at Gymnastics and a Contributing Editor at Women's Health and covers Fitness, Sports, Women's Sports, Sports Training, Running, Beauty, Health and Nutrition. Contact her via e-mail. Van Deusen took over duties as a contributing editor at Women's Health in March 2011. She was previously web site senior editor for Women's Health until March, 2011. Prior to that she worked as the web site senior associate editor for Women's Health. She was also a web site associate editor for Prevention.com. She is a graduate from The College of William and Mary and also at Columbia University - Graduate School of Journalism.

Outlet Profile: Serves as a fresh, smart, informative and inspiring magazine that speaks to today's active, youthful women in a way that is passionate, authoritative and relevant to their lifestyles. Covers health and beauty, fitness and weight loss, career and stress, sex and relationships, nutrition and diet and technology. Educates and motivates women, showing them how to take control of their physical and emotional selves so they can realize their full potential.

Ad Rate: \$177,605.00 USD

Color Ad Rate: \$177,605.00 USD

Circulation: 1,589,342

Topic: Careers,Dieting,Fitness & Exercise,Health & Medicine,Nutrition,Personal Health,Relationships,Sex,Women's Health

Publicity Materials Used: New Products, Staff-Written Articles, Letters to the Editor

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

1271 Avenue Of The Americas
Fl 32 New York, NY 10020

Phone: (212) 522-1212 (m)

Fax: (212) 522-4543 (m)

Email: tim_layden@simgail.com (p)

Home Page: <http://sportsillustrated.cnn.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 3,207,861

Mailing Address:

1271 Avenue Of The Americas
Fl 32 New York, NY 10020

Beat/Title (Additional): College Football,Track & Field,Olympic Sports

Preferred Order: E-Mail

Profile: Layden is a Senior Writer and covers College Football and the 2012 Olympic Sports such as Track and Field and Horse Racing for Sports Illustrated. Contact him via e-mail. Layden joined Sports Illustrated in March 1994. Before coming to the staff, he spent six years at Newsday, three years at the Albany Times-Union and nine years at the Schenectady Gazette. During his career, Layden has won multiple awards including Associated Press Sports Editors awards in 1986, 1987, 1989 and 1992; and an Eclipse Award for his coverage of horse racing in 1987. Layden identifies the three-part gambling series that he wrote during the winter of 1995 as his most significant piece of work to date for the magazine. The articles dissected the alarming problem of gambling on college campuses across the country. Layden graduated from Williams College in 1978. He is an active runner and enjoys playing basketball. His favorite sports moment was the memorable Duke-Kentucky overtime basketball game in the regional finals of the 1992 NCAA Tournament.

Lead Times: Features - 60 days prior, News - 7 days prior, Advertising - 42 days prior.

Outlet Profile: Established in 1954 and targeted to both participants in and spectators of sporting activities. Written as a source of information and interpretation of sports, recreation and other leisure activities. Regular coverage includes season and big-game previews, post-game analysis and interviews and profiles of athletes, coaches and others who influence the world of sports. Topics covered include major sports figures, travel news and fitness updates, along with fashion news, equipment development, reviews of recreational books and activity statistics. Does NOT publish a holiday gift guide.

Ad Rate: \$255,400.00 USD

Color Ad Rate: \$392,800.00 USD

Subscription Rate: \$39.00 USD

Circulation: 3,207,861

Code Frequency: Weekly, Mon

Topic: Athletes,Celebrities,Coaching,Games, Competitions & Events,Lifestyle,Olympic Sports,Sports,Teen/Young Adult

Publicity Materials Used: Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Does Not Use Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

1701 John F Kennedy Blvd
Philadelphia, PA 19103-2838

Phone: (212) 664-4444 (p)

Email: sam.flood@nbcuni.com (p)

Home Page: <http://nbcsports.msnbc.com>

DMA: Philadelphia, PA (4)

MSA: Philadelphia–Camden–Wilmington, PA–NJ–DE MSA (5)

Mailing Address:

30 Rockefeller Plz
New York, NY 10112-0015

Pitching Tips Preferred Order: E-Mail

Profile: Flood is Sports Executive Producer for Football Night in America, NBC Sports Network and NBC Television Network. Flood is one of the many Olympic researchers who moved on to successful roles in the world of sports and entertainment. He joined NBC Sports in 1986 as an Olympic researcher for the 1988 Summer Olympics in Seoul, Korea. He produced Olympic track and field during the 1996 Atlanta Games, 2000 Sydney Games and 2004 Athens Games. He won an Emmy in 1999 for live event turnaround for the 1999 World Track and Field Championship in Seville, Spain. In seven days in 2002, Flood produced the Daytona 500 and the Closing Ceremony to the Salt Lake Olympic Winter Games. In 1993, Flood began producing the NBC Sports Prudential Update and Notre Dame Saturday, NBC's college football pre-game show. He has also produced late-night Wimbledon Updates in 1994 and 1995; the Mobil Indoor Track and Field Series in 1995, the 1996 Powerade U.S.A. Indoor Track and Field Series and the World Series pre-game shows in 1995. Along with these duties, Flood has been a feature producer for NFL Live, NFL on NBC pre-game show and NBA Showtime pre-game shows since 1993. Flood, prior to his current position, was a feature producer, working on such telecasts as the Emmy Award-winning 1992 Breeders' Cup. Flood was also an associate producer for the network's Emmy Award-winning late-night coverage of the 1992 Summer Olympic Games in Barcelona, Spain. From the spring of 1990 to the summer of 1992, Flood was a production associate with NBC Sports. He also won an Emmy for writing during NBC Sports' coverage of the 1988 Summer Olympic Games. Before becoming a researcher for the 1988 Summer Olympics for NBC Sports, Flood was a writer for Turner Sports during the network's coverage of the 1986 Goodwill Games in Moscow and an associate producer for CNN Sports Tonight concurrently. In 1988, Flood also helped create and produce CNBC's Sports Business, which aired through 1990. Flood graduated from Williams College in 1983, where he earned a bachelor's degree in history.

Outlet Profile: NBC Sports Network offers exclusive programming in all major sports categories including NFL, NHL, NBA, MLB, NCAA, Golf, Soccer, Olympics and more. The network is distributed via cable systems and satellite operators throughout the continental United States and Hawaii. On January 2, 2012, the network was rebranded from Versus.

To pitch a new series, documentary, or film to the network, contact the programming department. The network has submission guidelines for submitting proposals that must be followed for consideration. They can be obtained by contacting the production coordinator.

Number of Subscribers: 8,000,000

Topic: Collegiate Sports, Outdoor Recreation, Sports

Language: English

Shipping Address:

60 Knolls Cres
Bronx, NY 10463

Email: editor@insidehoops.com (p)

Home Page: <http://www.insidehoops.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Mailing Address:

60 Knolls Cres
Bronx, NY 10463

Beat/Title (Additional): Basketball

Pitching Tips Preferred Order: E-Mail

Profile: Lenchiner is the Editor. He is often a regular radio guest on major stations around the country and does occasional television interviews. He notes that "InsideHoops.com is a basketball site but we should actually interest PR professionals across sports as well as entertainment and technology." The site also includes a LIFESTYLE section that features hot gadgets, music and TV show opinions, video games and other things that interests their demographic. Lenchiner says, "Any PR people trying to market a hot LCD television, a great music album, etc. should want to be in touch with us, even if it's not basketball-related." Contact him via e-mail. Lenchiner previously contributed to the NBA's official magazine and wrote the All-Star player profiles for the NBA's official 2005 All-Star weekend event program. He has interviewed almost every player in the NBA, many times each over the last decade. He was one of the main basketball experts interviewed on VH1's Fabulous Life of Hoop Superstars.

Outlet Profile: Created for basketball fans, players and media members. Posts scores and stats, news and rumors, exclusive interviews with superstars of the basketball world from the NBA to street basketball, fun editorials, serious analysis and rankings. Also includes a LIFESTYLE section that features hot gadgets, music and TV show opinions, video games, and other things of interest to their demographic.

Visitors Per Month: 139,135

Code Frequency: Continuous

Percent Original Content: 90

Topic: Basketball, Computer & Video Games, Consumer Electronics, Music, Sports, Television

Publicity Materials Used: By-Lined Articles, Staff-Written Articles

Audit Bureau: Compete.com

Profile: Consumer

Website Properties: Links to Other Web Sites, Visitor Feedback, Discussion Groups, Articles Archived, Abstracts of Articles, Full Text of All Articles

Language: English

Shipping Address:

33 3rd Ave
Fl 6 New York, NY 10017

Phone: (310) 252-7543 (p)

Fax: (212) 573-0329 (m)

Email: amyvandeusen@hotmail.com (p)

Home Page: <http://www.womenshealthmag.com>

DMA: New York, NY (1)

MSA: New York-Northern NJ-Long Island, NY-NJ-PA MSA (1)

Circulation: 1,589,342

Mailing Address:

33 3rd Ave
Fl 6 New York, NY 10017

Beat/Title (Additional): Beauty & Grooming,Personal Health,Training (Sports),Nutrition,Sports

Preferred Contact Method: E-Mail

Profile: Van Deusen is a Senior Editor for ESPNW. She is also a Guide at Gymnastics and a Contributing Editor at Women's Health and covers Fitness, Sports, Women's Sports, Sports Training, Running, Beauty, Health and Nutrition. Contact her via e-mail. Van Deusen took over duties as a contributing editor at Women's Health in March 2011. She was previously web site senior editor for Women's Health until March, 2011. Prior to that she worked as the web site senior associate editor for Women's Health. She was also a web site associate editor for Prevention.com. She is a graduate from The College of William and Mary and also at Columbia University - Graduate School of Journalism.

Outlet Profile: Serves as a fresh, smart, informative and inspiring magazine that speaks to today's active, youthful women in a way that is passionate, authoritative and relevant to their lifestyles. Covers health and beauty, fitness and weight loss, career and stress, sex and relationships, nutrition and diet and technology. Educates and motivates women, showing them how to take control of their physical and emotional selves so they can realize their full potential.

Ad Rate: \$177,605.00 USD

Color Ad Rate: \$177,605.00 USD

Circulation: 1,589,342

Topic: Careers,Dieting,Fitness & Exercise,Health & Medicine,Nutrition,Personal Health,Relationships,Sex,Women's Health

Publicity Materials Used: New Products, Staff-Written Articles, Letters to the Editor

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Shipping Address:

0 Westport Rd Wilton, CT 06897

Phone: (203) 761-5235 (p)

Fax: (203) 761-5131 (m)

Email: mike.stachura@golfdigest.com (p)

Home Page: <http://www.golfworld.com>

DMA: New York, NY (1)

MSA: Bridgeport–Stamford–Norwalk, CT MSA (56)

Circulation: 216,088

Mailing Address: PO Box 850 Wilton, CT 06897

Beat/Title (Additional): Golf

Preferred Contact Method: E-Mail

Profile: Stachura is the Senior Editor, Equipment and covers Golf Equipment, Golf Training and Golf Technology for Golf Digest. He is also an Associate Editor for Golf World. He is interested in receiving press releases and product announcements pertinent to the topics he covers. Regarding contact from PR professionals, Stachura says, "I welcome contact as often as possible." He adds that it is helpful to provide "something visual." Stachura continues, "If I'm getting an e-mail it would be great if there's a link to a Web site or if there's a picture attached, if it's the type of story that would lend itself to an image. A high resolution image is not necessary initially. If I need something I can get back to people. It's for my own awareness." He can be reached via phone, although he prefers to be contacted via e-mail. Stachura was promoted to senior editor, equipment in 2001 and joined Golf Digest as an assistant editor in 1992.

Lead Times: Features - 30 days prior, News - 0 days prior, Advertising - 21 days prior.

Outlet Profile: Edited for the golfer, both amateur and professional. Features information on pro, amateur, senior, collegiate and international tournaments. Editorial includes issues influencing the sport and tournament summaries, as well as new golf technology, equipment, products, course architecture and videos.

The outlet offers RSS (Really Simple Syndication).

Color Ad Rate: \$36,018.00 USD

Subscription Rate: \$31.77 USD

Circulation: 216,088

Code Frequency: Weekly

Topic: Athletes, Coaching, Golf, Sports

Publicity Materials Used: New Products, Trade Literature, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Email: mel@goldmedalmel.com (p)

Beat/Title (Additional): Blogger,Swimming/Watersports,Athletes

Preferred Method of Contact: E-Mail

Profile: Stewart is a Blogger for Gold Medal Mel where he covers Olympic Swimming, with an emphasis on the 2012 Games in London. Contact him via e-mail.

Outlet Profile: Gold Medal Mel is a blog about Olympic Swimming. It covers swimming from around the world leading up to and including the 2012 Summer Olympics. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

Code Frequency: 3 Times/Year

Topic: Olympic Sports,Swimming/Watersports

Profile: Consumer

Language: English

Email: hickey@deadspin.com (p)

Home Page: <http://www.brianphickey.com>

Pitching Tips: Preferred Order: E-Mail

Profile: Hickey is a Contributing Editor at Deadspin covering Sports. He is based in Philadelphia. Contact him via e-mail. Hickey previously served as managing editor of Philadelphia City Paper from 2003 to 2008. Prior to that, he was a staff writer at Philadelphia Weekly. His freelance contributions have appeared in leading national and regional publications, including the Philadelphia Inquirer, Philadelphia Metro, Philadelphia Magazine and Men's Health. He earned a bachelor's degree from the University of Delaware.

Outlet Profile: This blog contains sports news and gossip from across the country. Coverage focuses on professional and collegiate sports, but quirky news from lesser-known sports is occasionally included. Additionally, the blog provides readers with a list of recommended games to watch each day.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 8/1/2005

Visitors Per Month: 645,837

CPM Ad Rate: \$10.00 USD

Code Frequency: Daily

Topic: Sports

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Editorial Opportunities for The Olympics



Olympic Editorial Opportunities

Outlet: Homeland Security Today

Opportunity Topic: United Kingdom, Olympic Sports, Security

Opportunity Description: Special report: London Olympics.

Issue Date: 5/1/2012

Features Deadline: 3/2/2012

Circulation: 38,000

Outlet: Adweek: The Voice of Media

Opportunity Topic: Advertising Industry, Olympic Sports

Opportunity Description: Editorial features: Olympic preview.

Issue Date: 4/9/2012

Features Deadline: 3/12/2012

Circulation: 13,165

Outlet: Functional Ingredients

Opportunity Topic: Nutrition, Olympic Sports, Training (Sports)

Opportunity Description: London Olympics, sports nutrition and meal replacements.

Issue Date: 6/1/2012

Features Deadline: 3/18/2012

Circulation: 12,502

Outlet: Inside Triathlon

Opportunity Topic: People, Olympic Sports, Athletes

Opportunity Description: Content: profile on Laura and Greg Bennett and their quest for Olympic Gold.

Issue Date: 4/17/2012

Features Deadline: 3/20/2012

Circulation: 21,469

Outlet: Runner's World

Opportunity Topic: Olympic Sports, Games, Competitions & Events, Track & Field

Opportunity Description: Editorial: USA track and field trials preview at the 2012 Olympics.

Issue Date: 6/1/2012

Features Deadline: 3/23/2012

Circulation: 716,867

Outlet: USA Today

Opportunity Topic: Travel, United Kingdom, Olympic Sports

Opportunity Description: Travel: London pre-Olympics.

Issue Date: 4/1/2012

Features Deadline: 3/25/2012

Circulation: 1,784,242

Outlet: Dressage Today

Opportunity Topic: Horses, Olympic Sports, Games, Competitions & Events

Opportunity Description: Special features: teams around the world prepare for the Olympic Games.

Issue Date: 6/26/2012

Features Deadline: 3/28/2012

Circulation: 41,439

Outlet: Pool & Spa News

Opportunity Topic: Olympic Sports, Pools, Spas, Hot Tubs & Saunas, Swimming/Watersports

Opportunity Description: Special section: 2012 Olympics pools.

Issue Date: 5/11/2012

Features Deadline: 3/30/2012

Circulation: 15,977

Outlet: Junior Scholastic

Opportunity Topic: Olympic Sports, Games, Competitions & Events

Opportunity Description: London's Summer 2012 games.

Issue Date: 5/14/2012

Features Deadline: 4/2/2012

Circulation: 535,000

Outlet: Swimming World

Opportunity Topic: United States, Olympic Sports, Swimming/Watersports

Opportunity Description: U.S. Olympic trials preview.

Issue Date: 6/1/2012

Features Deadline: 4/2/2012

Circulation: 50,000

Outlet: Links Magazine

Opportunity Topic: Golf, Olympic Sports

Opportunity Description: Theme: golf and the London Olympics.

Issue Date: 6/1/2012

Features Deadline: 4/2/2012

Circulation: 252,885

Outlet: Men's Health

Opportunity Topic: Fitness & Exercise, Olympic Sports, Athletes

Opportunity Description: The Olympians: in the run-up to London, we look at the world's top athletes and what makes them winners. Not just their skills and training, but the focus and mindset that can help any man reach new heights.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 1,892,760

Outlet: Alaska Airlines Magazine

Opportunity Topic: Olympic Sports, Games, Competitions & Events

Opportunity Description: Summer Olympics.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 62,548

Outlet: O & P Almanac

Opportunity Topic: Specialized Medicine, Olympic Sports, Sports Medicine

Opportunity Description: 2012 Olympics.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 13,500

Olympics Editorial Opportunities

Outlet: Native Peoples

Opportunity Topic: Ethnic & Multicultural, Olympic Sports, Athletes

Opportunity Description: Native Olympians: 2012 athletes to compete in London games.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 47,182

Outlet: Health & Fitness Sports Magazine

Opportunity Topic: People, Olympic Sports

Opportunity Description: Houston's Olympians.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 49,082

Outlet: SportsTravel

Opportunity Topic: United Kingdom, Olympic Sports, Paralympics

Opportunity Description: Olympics and paralympics: the world turns its attention to London for the third time in Olympic history.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 17,234

Outlet: Women's Health

Opportunity Topic: Olympic Sports, Athletes, Fashion & Beauty

Opportunity Description: The look better naked issue: fashion and beauty that takes our Olympic hopefuls from stadium to stylish.

Issue Date: 7/1/2012

Features Deadline: 4/2/2012

Circulation: 1,589,342

Outlet: Broadcast Engineering

Opportunity Topic: Broadcasting Industry, Olympic Sports

Opportunity Description: Download: Summer Olympics.

Issue Date: 8/1/2012

Features Deadline: 4/3/2012

Circulation: 33,323

Outlet: Air Beat

Opportunity Topic: Aviation, Law Enforcement, Olympic Sports

Opportunity Description: Securing the 2012 Olympics: the equipment and missions used by UK law enforcement as they host the 2012 Summer Olympics.

Issue Date: 7/6/2012

Features Deadline: 4/7/2012

Circulation: 8,000

Outlet: Tennis

Opportunity Topic: United Kingdom, Olympic Sports, Tennis

Opportunity Description: British invasion: coverage of the 2012 Summer Olympics starting in London.

Issue Date: 6/19/2012

Features Deadline: 4/10/2012

Circulation: 605,760

Outlet: Outside

Opportunity Topic: Visitor's Guides, Olympic Sports, Games, Competitions & Events

Opportunity Description: Dispatches: London Olympics viewers guide.

Issue Date: 7/10/2012

Features Deadline: 4/11/2012

Circulation: 685,879

Outlet: PRWeek

Opportunity Topic: Public Relations, Olympic Sports, Games, Competitions & Events

Opportunity Description: Roundtable: Olympics.

Issue Date: 6/1/2012

Features Deadline: 4/20/2012

Circulation: 9,639

Outlet: Diesel & Gas Turbine Worldwide

Opportunity Topic: Olympic Sports, Power Engineering

Opportunity Description: Powering the games.

Issue Date: 7/1/2012

Features Deadline: 4/22/2012

Circulation: 20,116

Outlet: Sailing World

Opportunity Topic: Olympic Sports, Games, Competitions & Events, Sailing

Opportunity Description: Official Olympic program.

Issue Date: 6/12/2012

Features Deadline: 4/24/2012

Circulation: 41,173

Outlet: Sports Illustrated Kids

Opportunity Topic: Olympic Sports

Opportunity Description: Description: Olympic preview.

Issue Date: 8/1/2012

Features Deadline: 5/3/2012

Circulation: 699,797

Outlet: Disney FamilyFun

Opportunity Topic: Family & Parenting, Olympic Sports

Opportunity Description: Olympics inspired fun.

Issue Date: 8/1/2012

Features Deadline: 5/3/2012

Circulation: 2,128,351

Outlet: New Mobility

Opportunity Topic: Disabled Sports, Olympic Sports

Opportunity Description: Cover: paralympics come full circle.

Issue Date: 8/1/2012

Features Deadline: 5/3/2012

Circulation: 24,000

Outlet: Electronic Design

Opportunity Topic: Electronics, Olympic Sports

Opportunity Description: Cover story: electronics at the Olympics.

Issue Date: 7/5/2012

Features Deadline: 5/6/2012

Circulation: 132,000

Olympic Editorial Opportunities

Outlet: L'actualité
Opportunity Topic: Olympic Sports, Games, Competitions & Events
Opportunity Description: Summer Olympics in London.
Issue Date: 6/6/2012
Features Deadline: 5/7/2012
Circulation: 175,150

Outlet: Fortune
Opportunity Topic: People in Business, Olympic Sports, Games, Competitions & Events
Opportunity Description: Topic: road warrior, with the businessperson's guide to the 2012 Olympics.
Issue Date: 6/11/2012
Features Deadline: 5/12/2012
Circulation: 845,043

Outlet: American Agent & Broker
Opportunity Topic: Insurance Industry, Olympic Sports
Opportunity Description: Additional feature: summer Olympics angle.
Issue Date: 7/1/2012
Features Deadline: 5/12/2012
Circulation: 40,000

Outlet: Triathlete
Opportunity Topic: Olympic Sports, Training (Sports)
Opportunity Description: Olympic training plan.
Issue Date: 7/10/2012
Features Deadline: 5/15/2012
Circulation: 63,014

Outlet: TIME
Opportunity Topic: Olympic Sports, Games, Competitions & Events
Opportunity Description: National editorial: Olympic coverage.
Issue Date: 8/13/2012
Features Deadline: 5/15/2012
Circulation: 3,376,226

Outlet: National Underwriter Property & Casualty
Opportunity Topic: Insurance Industry, Olympic Sports
Opportunity Description: Issue theme: London update, insuring the Olympics.
Issue Date: 6/4/2012
Features Deadline: 5/21/2012
Circulation: 64,955

Outlet: Running Times
Opportunity Topic: Jogging & Running, Olympic Sports, Games, Competitions & Events
Opportunity Description: Olympics issue.
Issue Date: 8/1/2012
Features Deadline: 5/23/2012
Circulation: 120,797

Outlet: Practical Horseman
Opportunity Topic: Equestrian Sports, Olympic Sports, Games, Competitions & Events
Opportunity Description: special features: Olympic Games preview.
Issue Date: 7/24/2012
Features Deadline: 5/25/2012
Circulation: 60,575

Outlet: Marketing Magazine
Opportunity Topic: Marketing, Olympic Sports, Games, Competitions & Events
Opportunity Description: Description: marketing at the Summer Games.
Issue Date: 6/25/2012
Features Deadline: 5/26/2012
Circulation: 7,292

Outlet: Concrete Construction
Opportunity Topic: Concrete & Masonry, Olympic Sports, Sports Facilities
Opportunity Description: special sections: concrete at the London Olympics.
Issue Date: 8/1/2012
Features Deadline: 6/2/2012
Circulation: 66,000

Outlet: Rolling Stone
Opportunity Topic: Olympic Sports, Games, Competitions & Events
Opportunity Description: Olympic preview.
Issue Date: 7/5/2012
Features Deadline: 6/5/2012
Circulation: 1,467,739

Outlet: Sports Illustrated
Opportunity Topic: Olympic Sports
Opportunity Description: special emphasis: Olympic coverage.
Issue Date: 8/8/2012
Features Deadline: 6/9/2012
Circulation: 3,207,861

Outlet: Los Angeles Times
Opportunity Topic: United Kingdom, Olympic Sports, Dining Guide
Opportunity Description: Travel feature: run-up to the Olympics, a look at inexpensive places to eat in and near London.
Issue Date: 6/24/2012
Features Deadline: 6/17/2012
Circulation: 572,998

Outlet: The New Yorker
Opportunity Topic: Olympic Sports
Opportunity Description: Olympics cover.
Issue Date: 7/30/2012
Features Deadline: 6/18/2012
Circulation: 1,035,579

Olympics Editorial Opportunities

Outlet: TV Guide Magazine

Opportunity Topic: TV Guide, Olympic Sports

Opportunity Description: Olympics preview.

Issue Date: 7/30/2012

Features Deadline: 6/20/2012

Circulation: 2,024,092

Outlet: Army Times

Opportunity Topic: Military Personnel & Lifestyle,

Olympic Sports, Athletes

Opportunity Description: Special reports and supplements: military Olympians.

Issue Date: 7/9/2012

Features Deadline: 6/25/2012

Circulation: 104,978

Outlet: Navy Times

Opportunity Topic: Military Personnel & Lifestyle,

Olympic Sports, Athletes

Opportunity Description: Special reports and supplements: military Olympians.

Issue Date: 7/9/2012

Features Deadline: 6/25/2012

Circulation: 54,546

Outlet: The Wall Street Journal

Opportunity Topic: Olympic Sports, Games, Competitions & Events

Opportunity Description: The journal report: Olympics preview.

Issue Date: 7/23/2012

Features Deadline: 7/16/2012

Circulation: 2,096,169

Outlet: The Vancouver Sun

Opportunity Topic: United Kingdom, Olympic Sports, Games, Competitions & Events

Opportunity Description: Feature name: London 2012.

Issue Date: 7/25/2012

Features Deadline: 7/18/2012

Circulation: 156,158

Outlet: The Province

Opportunity Topic: United Kingdom, Olympic Sports, Games, Competitions & Events

Opportunity Description: Feature name: London 2012.

Issue Date: 7/25/2012

Features Deadline: 7/18/2012

Circulation: 144,537

Outlet: Newsweek

Opportunity Topic: Olympic Sports, Games, Competitions & Events

Opportunity Description: Print and digital feature: Olympics.

Issue Date: 7/30/2012

Features Deadline: 7/23/2012

Circulation: 1,546,750

Outlet: Track & Field News

Opportunity Topic: Olympic Sports, Games, Competitions & Events, Track & Field

Opportunity Description: Coverage of Olympic Games XXX in London.

Issue Date: 9/10/2012

Features Deadline: 8/11/2012

Circulation: 22,000

Outlet: The Chronicle of the Horse

Opportunity Topic: Equestrian Sports, Olympic Sports

Opportunity Description: Editorial focus: Olympic dressage and show jumping results.

Issue Date: 8/20/2012

Features Deadline: 8/13/2012

Circulation: 13,239

Outlet: TV Technology

Opportunity Topic: Sports Broadcasting, Olympic Sports, Games, Competitions & Events

Opportunity Description: Sportsview: Summer Olympics wrap-up.

Issue Date: 10/3/2012

Features Deadline: 8/22/2012

Circulation: 32,568

Outlet: PN

Opportunity Topic: People, Disabled Sports, Olympic Sports

Opportunity Description: Paralympic games: personal stories.

Issue Date: 11/1/2012

Features Deadline: 9/6/2012

Circulation: 24,266