

# 2009

## Editorial Mission

### SPORTS ILLUSTRATED KIDS

Delivers the excitement, passion, and fun of sports to kids, tweens and young teens in an action-oriented, authentic, and interactive manner.

We are the authority on kids and sports. Our coverage reflects the interests and humor of our audience. Through all of its media platforms, Sports Illustrated KIDS upholds the quality and journalistic integrity of SPORTS ILLUSTRATED.

For more information, please contact your Sports Illustrated KIDS representative or Scott Hendrickson, VP Ad Sales & Marketing, at 212.522.2084 or [Scott\\_Hendrickson@timeinc.com](mailto:Scott_Hendrickson@timeinc.com)



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