

Sports Illustrated FOR KIDS



> rates



> specs



> contact us

THE FRANCHISE

THE FRANCHISE

Since its inception in 1989, the SI FOR KIDS' franchise has grown from the core magazine to include a website, a library of over 150 book titles, videos, a weekly syndicated newspaper feature and ground-breaking research.

Magazine

Published monthly, SI FOR KIDS delivers sports the way kids want to read about them.

- 8.1 million readers/month (6.3 million kids and teens/1.8 million adults)

Online

www.sikids.com - One of kids' favorite sports Internet sites, featuring games, fantasy leagues, trivia and news.

- Over 12 million page views/month
- Ranked #1 kids' site in Yahoo Internet Life's "100 Best Sites of 2000"

Education

SI FOR KIDS offers advertisers sponsorship curriculum opportunities that feature sports and athletes in motivating lesson plans and take-home materials.

Research

Primary data includes research about what matters most to kids and their favorite brands.

- 10,000 kids, tweens and teens each year

Events

From our national traveling RoadTrip to local grassroots events, SI FOR KIDS can deliver sponsor impressions and samples throughout the year. Multi-media sports activities, putting kids into the game

Books

Over 150 titles cover a myriad of sports, including reference, biographies, photos, and games/puzzles.

- 3+ million books sold in 2000

Reading Team

- Distributed to underfunded schools nationwide, SI FOR KIDS distributes complimentary issues to teachers with accompanying Teacher's Guides.
- 200,000 students/year (controlled and qualified annually)

Syndicated Newspaper Feature

Seen in the comic, sports, or family sections in more than 75 newspaper markets across the country reaching over 10 million readers per week.

EDITORIAL CALENDAR

READERSHIP & CIRCULATION

SPECIAL OPPORTUNITIES

SIKIDS.COM MEDIA KIT

