



## SIKIDS.COM MEDIA KIT

**ADVERTISING  
OPPORTUNITIES**

**ADVERTISING  
SPECS**

**PRIVACY  
POLICY**

**MAGAZINE  
MEDIA KIT**

## CONTENT

Snapshot:

News: Up-to-date sports news and athlete profiles, scores and stats.

Games: All the best sports games under one roof.

E-Cards: Users can communicate with their friends and family with sports-themed cybercards.

Talk Back: Allows users to tell us what's up and contribute to the content of SIKIDS.COM.

Fantasy Sports: Ever dream of managing a professional sports team? With SIKIDS.COM you can. From NFL to MLB, Hockey to Hoops.

Buzz: The popular character from Sports Illustrated For Kids magazine is featured in animated adventures, games and trivia.

### NEWS



### GAMES



### BUZZ



2001 Editorial Calendar:

January	Superbowl
February	Black History Month, Daytona 500
March	Baseball 2001, NCAA March Madness
April-May	NBA Playoffs, NHL Playoffs
June	NBA Finals, NHL Stanley Cup
July	MLB All-Star
August	NFL Preview
September	NHL Preview
October	NBA Preview, Halloween, World Series
November	NBA
December	NFL Playoffs, College Bowls

Note: All content subject to change.