



> rates



> specs



> contact us

SPECIAL OPPORTUNITIES

**THE
FRANCHISE**

**EDITORIAL
CALENDAR**

**READERSHIP
&
CIRCULATION**

**SPECIAL
OPPORTUNITIES**

**SIKIDS.COM
MEDIA KIT**

SPECIAL OPPORTUNITIES

IN-MAGAZINE

Good Sport - Sponsorship of award-winning editorial sportsmanship feature.

Online Table of Contents (TOC) - Sponsorship includes franchise position adjacent to SIKIDS.COM's monthly in-magazine TOC.

Games, Gear and Gadgets - Adjacencies in annual December edit section with product photos, descriptions, ordering info, and kids' reviews.

Hot Stuff...Cool Sites - Quarterly listing promoting special advertiser promotions, products launches, websites.

EVENTS

RoadTrip 2001 - Sponsorship levels: Presenting, Participating and Sampling available for traveling, multimedia, interactive sports extravaganza.

CUSTOM PROGRAMS

Multimedia Sports-Themed Programs - education programs, custom publishing, premiums, on-packs, and more extend from SI FOR KIDS' franchise.

High Impact Giveaways - In-magazine premiums such as tattoos, bookmarks, stickers, door hangers.

For more information, contact your local sales representative or call 212/522-4009.

