



Print Advertising Rates: 2017-2018



USA Wrestler & WIN Magazine — the most visible monthly print advertising opportunities in wrestling

USA Wrestler — Approximately 130,000 Print Issues are sent bi-monthly to every member of USA Wrestling, 1 per household, representing around 230,000 members. (Demographic breakdown: 197,000 Athletes; 31,000 coaches including 9,200 high schools, 1,100 junior highs and 400 colleges; 2,500 officials and 4,700 clubs.) An additional 5,000+ read the free digital edition.

WIN Magazine - Issue No. 1 (Nov. 1 - High School & College Preview) — Over 16,000 Issues will go to every HS and college coach as well as our normal subscribers. Approximately 30,000 more people will get it digitally. **For Issues 2-12** — 35,000-37,000 people get WIN each month, over 7,200 of them are subscribers. On average, just under 6,000 printed copies are mailed each month and approximately 30,000 get WIN digitally. 28,000 of the digital recipients are AAU wrestlers ages 4-18 (and their parents) and coaches. Every National High School Coaches Association coach (1,800) and the majority of college coaches get the print edition each month as well.

USA Wrestler Bi-Monthly Edition

Ad Size	Single Insertion	2-3 Publications	Savings Per	6 Publications	Annual Savings (17%)
Full Page	\$2,800	\$2,600	\$200	\$2,333	\$2,812
1/2 Page	\$1,450	\$1,350	\$100	\$1,208	\$1,452
1/3 Page	\$925	\$885	\$40	\$771	\$924
1/4 Page	\$725	\$685	\$40	\$604	\$726
1/8 Page	\$375	\$350	\$25	\$313	\$372
Wrestling Directory	\$150	\$135	\$15	\$75	\$450
Insert**	\$3,500	\$3,200	\$300	\$2,917	\$3,498

**Additional inserting & postage-cost increases will apply. **A pre-payment discount of 7% on annual packages paid by September 1.

WIN Magazine - Monthly Edition

Ad Size	Single Insertion	Nov. Preview	5 Issues	Savings (20%)	12 Publications	Annual Savings (23%)
Full Page	\$1,080	\$2,290	\$864	\$1,080	\$911	\$3,240
1/2 Page	\$595	\$1,260	\$476	\$595	\$502	\$1,785
1/3 Page	\$445	\$850	\$356	\$445	\$368	\$1,335
1/4 Page	\$325	\$650	\$260	\$325	\$271	\$973
1/8 Page	\$200	\$390	\$160	\$200	\$166	\$600
Insert	\$1,400	\$2,800	\$1,120	\$1,400	\$1,167	\$4,200

**5-Issue Pricing does not include WIN's Preview issue. Price increase for Nov. issue added to package price.

**A pre-payment discount of 7% will be offered on annual packages paid by October 1.

Combo Packages - Both Publications, Discounts (Monthly Expense, Annually or 6-Month)

Ad Size	18 Issues (5% Off) 6 USAW; 12 WIN	15 Issues (3% Off) 3 USAW; 12 WIN	12 Issues (3% Off) 6 USAW; 6 WIN	9 Issues (2% Off) 3 USAW; 6 WIN	6 Issues (2% Off) 3 USAW; 3 WIN
Full Page	\$1,974 (x12)	\$1,514 (x12)	\$1,568 (x12)	\$2,156 (x6)	\$1,803 (x6)
1/2 Page	\$1,050 (x12)	\$814 (x12)	\$826 (x12)	\$1,147 (x6)	\$953 (x6)
1/3 Page	\$715 (x12)	\$571 (x12)	\$554 (x12)	\$797 (x6)	\$652 (x6)
1/4 Page	\$544 (x12)	\$429 (x12)	\$424 (x12)	\$601 (x6)	\$495 (x6)
1/8 Page	\$306 (x12)	\$246 (x12)	\$233 (x12)	\$335 (x6)	\$270 (x6)
Insert	\$2,494 (x12)	\$1,908 (x12)	\$1,981 (x12)	\$2,711 (x6)	\$2,254 (x6)

***Monthly billing for 18, 15, and 12-issue sets will be in 12 installments. The 9 and 6-issue sets will be billed in 6 installments.

**6-Issue WIN pricing does not include WIN's Preview Issue. Price increase for Nov. issue will be added to the package price.

**A pre-payment discount of 7% will be offered on all Combo Packages.

NCAA Program, WIN Show, E-Newsletter & Website Advertising

(See NCAA® Program rate schedule within advertising package. **Discounts available for WIN Multi-Media Advertising Packages combining components of Print, WIN Show, E-Newsletter & Web ads. Inquire for information.)

Bryan Van Kley is an authorized Sales Representative of IMG for the NCAA® Wrestling Souvenir Program.

NCAA® is a registered trademark of the National Collegiate Athletic Association.