

Insertion Deadlines

ISSUE (SEASON)	NEW ADS CLOSING	SUPPLIED DISK CLOSING	PUBLICATION DATE
Volume 2, Issue 1	March 30	April 6	April 24
Volume 2, Issue 2	June 29	July 6	July 25
Volume 2, Issue 3	August 30	September 7	September 24
Volume 2, Issue 4	November 16	November 28	December 17

These dates subject to change without notice.

*When we receive new ad artwork for the first time, we need a head start of 3-4 days versus when we are inserting an ad that has previously been submitted. This allows for proper proofing, layout, and copyfitting prior to publication.

ISSUE (SEASON)	COVER STORY
Volume 2, Issue 1	NBA Wives
Volume 2, Issue 2	MLB Wives
Volume 2, Issue 3	PGA TOUR
Volume 2, Issue 4	NFL Wives

These articles subject to change without notice.

*Demographics: 707,542 professional athletes, coaches and wives; ages 21-65 years old.
With 67% (474,053) married; and 33% (233,489) single or engaged.

Printed Copies 5,000 "preemie" promotional issues, September 2005;
10,000 premiere issues, November 2005;
10,000 -20,000 additional publications printed quarterly to reach demographics.

Distribution: Electronic magazine on our website; subscriptions; mailing lists; front executive offices, leagues, player associations; and multi-media.