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Points and Clicks

The **Professional Sports Wives Magazine** provides a comprehensive Web site designed exclusively for association members. PSWA Neighborhood™ is a secure Web site and e-mail directory for sports wives to stay in touch with friends. It is also a benefit for those who are traded, released, or retired, and is a special socialization outlet for wives whose spouses play on other teams or in other sports. This concept also enables retired players and their wives to stay in contact with old friends—a complaint often voiced by retired athletes.

In addition, the Web site allows members to search for businesses, resources, and service providers. Association members can use the content-rich site to their marketing advantage with banner ads and specially-designed promotional web pages.

Distribution

The **Professional Sports Wives Magazine** employs an effective distribution system that maximizes visibility for our advertisers by distributing complimentary issues through each team's wives lounge. Distribution occurs at the beginning of the season for each sport. We also provide distribution throughout the year in direct mail for maximum exposure for our company sponsors.

Issues are also mailed to members of the Professional Sports Wives Association, team owners, executives and management of leagues, teams, clubs, coaches, and professional athletes.

www.prosportswives.com

Professional
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Media Kit

Professional Sports Wives Magazine is an exclusive publication for The Professional Sports Wives Association, Inc. and is published bimonthly at the editorial and publication headquarters located at:

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Professional Sports Wives magazine



An exclusive publication for wives of active and retired professional athletes and coaches...



Our goal is to present the lighter side of professional sports that involves the lives of the wives of athletes, coaches, team owners, and their families. *Professional Sports Wives Magazine* is the only exclusive full-color publication of its kind that provides members with quality resources for their families, interesting feature articles, and photo galleries featuring the lifestyles of our athletes and coaches. The magazine features a special twist that includes team and club owners with their families, in their homes, at games, at special events, and celebrates the rewarding experience of achievement from their personal sacrifices, putting them in a positive light.

Professional Sports Wives Association

The Professional Sports Wives Association, Inc. (PSWA) is a not-for-profit association of wives of active and retired professional athletes and coaches that includes members representing each professional sport, including the following:

- National Football League (NFL)
- Major League Baseball (MLB) and its affiliate minor league baseball
- National Basketball Association (NBA)

- National Hockey League (NHL)
- Professional Golf Association (PGA)
- National Association for Stock Car Auto Racing (NASCAR)
- Major League Soccer (MLS), among others.

PSWA is possible through a unique partnership of support from team owners, executives, and management of leagues, teams, clubs, coaches, and professional athletes.

Enhancing quality of life...

The heartfelt purpose of the Professional Sports Wives Association (PSWA) is to educate wives of professional athletes and coaches, and to assist them in becoming successful helpmates. The PSWA and *Professional Sports Wives Magazine* provides wives with information on how to support their spouse's career, image, and enhance their family's quality of life. In addition, we assist wives with common challenges they face such as how to secure success in marriage, family, child care, personal development and consumer science.

The *Professional Sports Wives Magazine* is a new publication designed to fill a huge void that has never been addressed. It satisfies the ongoing needs of professional sports wives to be informed and entertained.



...assuring success

Celebrating achievement from personal sacrifices...

The *Professional Sports Wives Magazine* provides wives with self-help, motivational articles, approved announcements from the leagues and management, and informative news from government agencies such as the Federal Bureau of Investigations, the United States Secret Service, and other league security officials, to inform members on scams and schemes created by accused individuals who prey to steal from athletes and other famous, wealthy people.

Until now, sales agents and representatives have attempted to directly sell products or services to athletes, ignoring athletes' wives, who are generally the household managers and real power brokers of the family wealth. The wives influence household decisions and financial matters because their spouse—the professional athlete or coach—work long, intense hours practicing, rehabilitating physical injuries, attending meetings, working, or traveling.

