

\* new look  
now 52 pages  
every month

# sportrister

the heartbeat of women's sport

## Media Pack 2012



\* inspirational \* motivational \* accessible \*



## Sportsister: Our Mission Statement

Our aim is to rebrand sport for women. We know that there is a huge market of sporty women out there ready and waiting for a publication such as Sportsister. We also know there is a huge market of women who want to get active and need inspiration, but do not want a magazine that focuses primarily on weight loss. Sportsister presents sport in a female friendly format, it is stylish and appealing yet provides solid well informed editorial. We celebrate a positive, active and healthy lifestyle.

## Sportsister: The Opportunity

At Sportsister we offer a unique opportunity to target a new growth market - female sports enthusiasts who are fast becoming a major consumer group in their own right, with their enthusiasm informing their lifestyle and purchasing decisions.

Sportsister's readers also represent one of the key demographic groups that advertisers love: young, high-spending female consumers aged 18-44 years - enthusiastic consumers who are passionate about their lifestyle choices.

Sportsister reaches this audience through its hugely popular free print magazine and on a day to day basis through the website. We offer the perfect combination to promote your brand to this highly targeted consumer group.

Sportsister is distributed free of charge to a growing network of major events, mass participation events, health and fitness clubs, local authority venues, universities and schools, NGB's, sports clubs and high street retailers. This network now includes all 78 David Lloyd Clubs, JJB Sports Stores, Evans Cycles, Sweaty Betty, Runners Need, She Active, Votwo events, Cycletta and Boutique Run to highlight a few.



Tamsin Greenway and  
Sonia Mkoloma.  
England Netball



## Sportsister monthly magazine

From January 2012, Sportsister will be monthly with an increased pagination of 52 pages. We will be steadily increasing our distribution throughout 2012, starting at 50,000 from January. Our distribution that will be managed by Gold Key media and we are being audited by ABC from January 2012.

## Sportsister.com

Our online home is fast moving and reactive; updated daily it forms a huge resource for our readers. With over 80,000 page impressions and over 25,000 unique users, our highly targeted and dedicated users have proved extremely valuable to our advertisers.

## Who is the Sportsister audience?

### Sports and fitness devotee

Trains at least 2-3 times a week and may compete  
Loves sport - to do, watch and consume  
Lifelong exerciser

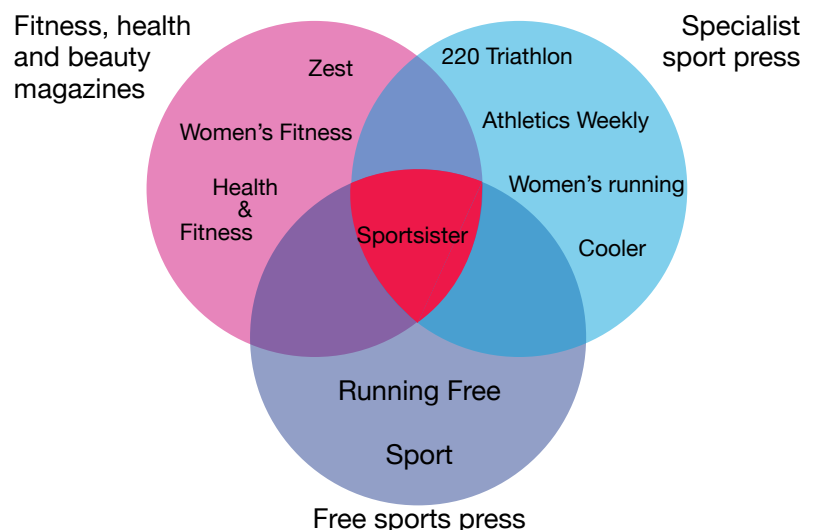
### Sports lifestyle enthusiast

Does a sport 1-2 times a week and may compete  
Enjoys a variety of pursuits  
Sport as part of their social life

### Latent sporty woman

Keen to get more active  
Enjoys sporting activities with family or friends  
Wants to get in shape or lose weight

## The Magazine market



Anne Keothavong  
British Tennis Player

## **Sportsister: Quality Target Audience**

- Core readers: females 18-45

### **Very active and keen sportswomen:**

- 75% do sport/exercise more than 3 times a week, compared to just 19% of the total UK adult female population.
- 73% are members of a gym or sports club.
- 93% of our readers do sport/exercise at least once a week.

### **Sports enthusiasts:**

- Over 90% regularly participate in more than one sport.
- Over 52% regularly run, 28% regular cycle and 21% regularly swim.
- 23% regularly go to the gym and 13% do yoga or pilates.
- Minority sports, such as canoeing, volleyball and gymnastics are also enjoyed by our readers.

### **High spenders on their sports:**

- 65% spend up to £100 on sport/exercise a month.
- 15% regularly spend between £101 and £200+ on sport/exercise a month.



Liz Yelling  
Olympic Marathon runner

## **Sportsister: Testimonials**

Don't take our word for it - read our testimonials from brands and industry.

### **Jo Taylor, PR Manager - Nike UK:**

"First and foremost we at Nike love the team at Sportsister for their personal enthusiasm for sport. The fact that as a team they are comprised of women who genuinely have a passion for sport is evident in the integrity and quality of their work. Their personal investment and knowledge base ensures they get there first."

### **Julia Nolan, Head of Marketing - Wonderbra, Playtex, Shock Absorber:**

"Working with Sportsister on our latest Shock Absorber campaign has been a pleasure - as well as extremely effective at reaching an audience of sporting women. They approach a campaign in a collaborative manor which throws up different options and opportunities. The new magazine is a great spin-off from the website and the whole team here read it cover to cover!"

### **Anna Hopkins, PR & Marketing Manager, England Netball:**

"Sportsister is a fantastic publication which offers women a professional, up to date, accessible and relevant medium through which they can be informed about their sport. Their coverage of Netball Superleague not only keeps Netball fans up to date but also helps us as an organisation reach a new target audience which we're looking to engage in the sport and inspire to play. Sportsister's coverage of Netball is definitely helping us position the sport as fun, fresh and exciting."

Beth Tweddle  
World champion  
Gymnastics



- Monthly
- Increased distribution
- 52 pages
- ABC Audit

## Sportsister: Editorial Calender

**Each issue has a sporting theme relevant to the season. Additionally there are regular sections as follows:**

**News and Views:** Topical information including elite sports coverage, events and associations news.

**Runner's Notes:** All the latest on product, events and news in running.

**Cyclist's Notes:** All the latest on product, events and news in cycling.

**Fitness Notes:** All the latest on product, events and news in fitness.

**Getting started guide:** This will focus on a different sport each issue.

**Half Time:** Our guide to what's new...what's good...what works...what's worth spending your money on.

**Travel:** A different theme each issue - e.g. global marathon guide, sport holidays and camps etc.

**Wellbeing:** Health and beauty focus - product testing and coverage.

**4 Stars 5 Questions:** We ask four top athletes the same five questions.

**Nutrition:** Recipes, advice and sports product testing.

**Training:** A cut out and keep training plan or guide - often running orientated but other sports are also featured.

**What's On:** Our guide to the best events to do and to watch.

### March 2012:

**Copy date: 15th February, distribution date: 29th February 2012**

Running, mountain biking, footcare products, Worldwide marathons, beginners triathlon bikes.

### April 2012:

**Copy date: 16th March, distribution date: 30th March 2012**

Triathlon, cycling fashion, tennis holidays, face packs and treatments, recovery food, race day shoes.

### May 2012:

**Copy date: 16th April, distribution date: 30th April 2012**

### June 2012:

**Copy date: 17th May, distribution date: 31st May 2012**

### July 2012:

**Copy date: 18th June, distribution date: 29th June**

### August 2012:

**Copy date: 17th July, distribution date: 31st July**

### September 2012:

**Copy date: 16th August, distribution date: 31st August**

### October 2012:

**Copy date: 14th September, distribution date: 28th September**

### November 2012:

**Copy date: 17th October, distribution date: 31st October**

### December 2012:

**Copy date: 14th November, distribution date: 29th November**



Amy Williams  
Gold Medallist  
Skeleton



## Contacts:

**Head of Advertsing:** Heidi Wilson  
**Tel:** 07584 528 787  
Heidi@sportsister.com

**Advertising Sales Manager:** Rachel Butcher  
**Tel:** 07785 467 432  
Rachel@sportsister.com

**Advertising Sales:** Rebecca Carbery  
**Tel:** 07711 263 771  
Rebecca@sportsister.com

## Head Office:

**Sportsister Ltd,**  
Regency House, 2 Wood Street, Bath, BA1 2JQ  
**Tel:** 01225 326 430  
**Fax:** 01225 330 209

**[www.sportsister.com](http://www.sportsister.com)**

Keri-Anne Payne  
Silver medal Beijing 2008  
Open Water Swimming  
Photo credit: Speedo