



Please allow me to introduce you to the Professional Sports Wives Association, the national association of all wives of pro athletes, coaches, sports executives throughout the USA and abroad.

Through our association and trade publication, ***The Professional Sports Wives Magazine***, we connect brands to our sought after, hard to reach, demographics of women and men in pro sports, including the PGA Tour, MLB, NFL, NBA, and NHL, PGA Tour, who have considerable consumer needs and purchasing power.

We offer many levels of marketing opportunities for your brand awareness with our multi-media platforms.

Our niche demographics includes over 700,000 pro athletes, coaches, and sports executives in the sports entertainment industry, and over 500,000 women-decision makers, ages 21-59, who are their wives, silent partners, gatekeepers, and household managers. Just take a look at these stats: ***Women account for over 85% of all consumer purchases in the USA, and purchase:**

- 91% of New Homes
- 62% consumer electronics
- 92% Vacations
- 80% Healthcare
- 65% Auto purchases and influence 85%
- 89% Bank Accounts
- 93% Food and groceries
- 93 % OTC Pharmaceuticals
- 74% all NBA and NFL apparel
- Women are currently growing the professional sports industry at 42%
- And, would you believe that women purchase 81% of riding lawn mowers!

Women are expected to acquire 94% of the growth in U.S. private wealth between now and 2010.

The Professional Sports Wives Magazine is our popular quarterly trade publication that is distributed to all over 16 pro sports leagues, and player associations; and our print circulation is at 40,000 and growing at 15% per quarter.

We offer meet and greet sponsorship opportunities to network, and place your products right in the hands of pros and their families.

Our website marketing offers you the opportunity to showcase your brand with live links, email blasts, banner ads, and video streaming to promote your brand through the internet to our members.

Please browse through our website at www.prosportswives.com where you may download a copy of our current issue and media kit and sponsorship opportunities.



Contact: Gena Pitts, Publisher and Editor-in-Chief, genapitts@prosportswives.com

*Stats and Trends: M2W; SBA.Gov; Digital Marketing Survey

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