



The Professional Sports Wives Magazine

Demographic Readers Profile

The professional sports entertainment industry is one of the country's largest and most impressive institutions, with an estimated \$213 billion dollars spent annually.

- It is nearly three times the size of the auto industry and seven times the size of the movie industry.
- According to *Street & Smith's Sports Business Journal*, the industry's premiere resource, the professional sports industry is one of the largest and fastest growing industries in the U.S.
- Of the \$22.98 billion spent on operating expenses in professional sports last year, \$6.1 billion represents player payroll of the "Big Four" (NBA, NHL, MLB, NFL) leagues, not including NASCAR and PGA Tour.

These figures alone help illustrate the spending power of this unique group. According to *Street & Smith's Sports Business Journal*, the lifestyle of our demographics includes a 31 year old male who own or lease:

Luxury Auto	94%	Luxury SUV	86%
Premium Sports Car	72%	Number of Autos Owned	3
Male	95%	Married	51%

Chartered a plane for employment 23%
 Professional Managerial Experience12%

College 70% High School (likely drafted).... 30%
 Top Management has purchased fine jewelry in past 12 Months

Net Worth

Average Household Income\$1,570,000
 Total Asset Value \$1,570,000
 Real Estate Value \$1,758,000
 Average Value \$74,532
 Owns a Laptop Computer 98.5%
 Dines Out....12.3 time per month

Purpose: The Professional Sports Wives Magazine, and its private, not for profit, charitable based organization purpose is to provide quality resources and information to all of the active and retired professional athletes, coaches, executives, and their wives and families in the sports and entertainment industry.

In a male dominated industry, most people overlook wives or household manager in the sports entertainment industry. Our publication targets the No. 1 consumer in the marketplace – the wife, who accounts for 85% of all consumer purchases from autos to healthcare. We publish the only and first national trade publication in the sports entertainment for professional athletes and their families, in order to enhance success, and provide fans with a rewarding experience.

Circulation

***Demographics:** 707,542 professional athletes, coaches, sports executives; Ages 21-65 years old target reader. With 67% (474,053) married; and 33% (233,489) single or engaged, active and retired.

Printed Copies 30,000 to 50,000 trade publications printed quarterly, and distributed directly to teams and leagues in season.

Distribution: Through the front offices of the teams, leagues, players association, paid membership subscriptions through our private, not-for-profit, charitable based organization, The Professional Sports Wives Association.

Our publication is NOT just 'dropped off' at the team's front office, and just sits in a box in a hall at the team's front office.

Through our relationships, *The Professional Sports Wives Magazine* is distributed directly to the front office; the player's locker rooms; and the VIP Family Lounges and private suites at the stadiums.

Because we spot-light the many charitable events and contributions made by the teams and their wives associations, and provide quality resources, information, and represent wholesome family values, we are the 'preferred publication' to distribute news and information to our peers.

Demographics include sixteen (16) professional sport leagues:

- National Football League (NFL)
- Major League Baseball (MLB)
- National Hockey League (NHL)
- National Basketball Association (NBA)
- Minor League Baseball (NAPBL)
- Pro Golf Association Tour (PGA Tour)
 - Professional Golf Association, Seniors (PGA);
 - NASCAR (National Association for Stock Car Auto Racing);
 - Formula Racing (Ex: Indy 500);
 - Major League Soccer (MLS)
 - American Continental Basketball Association (CBA);
 - Association of Tennis Professionals (ATP);
 - Professional Bowling Association (PBA);
 - Professional Rodeo Association (PRA);
 - Professional Bull Riding Association (PBR);
 - USA Professional (bass and bill fishing) Anglers, and more

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According to the American Statistical Association, this is the first documented data of demographics of all active and retired professional athletes and coaches in all professional sports (with significant numbers). Until this research, only the 'Big Four' sports, which include: the NFL, NBA, NHL, and the MLB had been widely documented and recognized.

Our Niche: Pro Sports Wives and Families

In the pro entertainment industry, we have uncovered nearly a HALF of MILLION new demographics of wives, who are the household managers of:

Active, Retired, Hall of Fame, Professional Athletes; Coaches; Owners; Presidents; General Managers; and Team Executives; Physicians and Trainers, Professional Minor Leagues Pro Sports throughout the Country and Abroad; Sports Agents; and the Sports Personalities and Multi-Media

To some, wives have been traditionally ignored as the silent partners and decision makers who play a considerable role in their husband's career and financial planning in pro sports.

We celebrate family values, charity, and the goodness that resides in pro sports by providing quality resources; entertainment; and wholesome information to these decision makers in these highly successful households on quarterly bases which constitutes a publication with a repeat, long shelf life of information.

After all, that player, coach or executive is working LONG hours for the sake of providing for his family; not just entirely for the fans and personal gratification. Many make sacrifices for their wife, children, and families, and put their health and life on the line when they work.

According to *Street and Smith*, portion of our demographics include:

Active Players on all Professional Sports Teams / 9,500
Estimated at \$7 billion, the total payroll of the "Big Four" pro leagues (NBA, NFL, NHL, and MLB) is a juggernaut in and of itself. Combine it with the payrolls of PGA (golf), LPGA (ladies golf), ATP (tennis), WTA (ladies tennis), The Champions Tour (golf), NASCAR & Indy Car and it exceeds the gross national product of some small countries.

Professionals in sports entertainment are arguably the most sought after, hard to reach demographic in the country, and their wives are arguably the gate-keepers to their domain and households.

According to *Street and Smith's Business Journal*, a sampling of our demographics includes:

Former Players / 2,600

Many former professional athletes have used their contract earnings as seed money to start their own extremely successful businesses both in and out of the industry. Though retired, they sustain a passion for the game and the trappings it provided.

Owners, Presidents, General Managers and Team Executives / 3,500

Professional sports team ownership has become a trend for many wealthy individuals and corporations. In fact, front offices have now become playgrounds for former big name players and celebrities. We have access to all owners and executives from veterans like George Steinbrenner to new owners such as Jon Bon Jovi.

Professional, Minor League and College Coaches / 1,300

The popularity of Division 1 football and the "March Madness" of college basketball have forced universities to devote massive amounts of money to their athletic programs. As a consequence, coaches are extraordinarily well compensated with multi-year, multi-million dollar contracts.

Team Physicians, Athletic Trainers, Sports Rehab and Medicine / 2,100

Every league experiences rabid competition and superior medical advice and care is an absolute necessity. Consequently, team physicians and the sports medicine they provide is the best money can buy. They are the tops in their profession and their salaries reflect it.

Sports Agents / 3,000

Professional sports have grown dramatically in the last 10 years, and so has the rank of the sports agent. The bigger the client, the bigger the contract, and as a result, agents are handsomely compensated for their negotiating skills. There are presently over 4,000 licensed sports agents in this country.

Sports Multimedia, Media, Sports Personalities / 1,100

The media spends \$8 billion a year in media broadcast rights alone and titans like ESPN have helped make sports the mega-industry it is today. Along with 400 plus dedicated sports radio shows, the sporting industry is big business for media.

Financial Advisors, Accountants, Marketing and Brand Sponsors / 1,900

Marketing your product to millions of viewing sports fans is the name of the game and sponsors dedicate enormous budgets specifically for the sporting Industry, and more.

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Our peers who are players and wives of the 'BIG FOUR' in pro sports, include the NFL, NBA, NHL, MLB, and their statistics include:

<u>Highest Salary:</u>	<u>Average Career Length:</u>
<u>NFL:</u> \$14 million	3.5 years
<u>NBA:</u> \$27.7 million	5 years
<u>MLB:</u> \$25.2 million	3.5 years
<u>NHL:</u> \$11 million	6 years

<u>Minimum Annual Salary:</u>	<u>Average Annual Salary:</u>
<u>NFL:</u> \$225,000.	\$1.3 million
<u>NBA:</u> \$385,000.	\$4.9 million
<u>MLB:</u> \$316,000.	\$2.5 million
<u>NHL:</u> \$180,000.	\$1.8 million

Finally, our publication is trade, because it provides our peers with needed information to adapt succeed or overcome the challenges of being in a high-profile industry that sends many curve balls on and off the field.

Our goal is to efficiently and affectively provide education and information as a communication tool in a format that is appealing and wholesome, and mutually benefiting to everyone that is involved in the world of pro sports.

- * *Research conducted by The Professional Sports Wives Magazine.*
- *Circulation and readership numbers are researched figures for 2005.*
 - *Information provided by Street and Smith's Sports Business Journal*
 - *Figures have been calculated, are dated, subject to 3% to 5% margin of error.*

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