

Softball World



ANNOUNCING a new publication, in Metro Atlanta, dedicated to the serious tournament softball player...
...it's out of this world!

How This Benefits The Player –

Softball World is a bi-monthly publication targeting the Adult Male softball player. We will feature the likes of Johnny McGraw, of Combat, providing a column on hitting tips and techniques; sports nutritionist, Michael Watson, of Softball Supplements, outlining the best nutritional supplements for the active softball player and workout tips from American Bodyworks, just to name a few of our impressive list of contributors.

In addition, there will be featured coverage of many of the tournaments with stories, pictures, and highlights.

How This Benefits You, The Advertiser –

There are over 100,000 men in the metro area who play softball and a select few are considered the “extremist”. This is the player who plays in tournaments through out the state and lives and breathes to play tournament ball. The average softball “freak” is between the ages of 18-40, has a salary of \$40K+, and is upwardly mobile. Softball World Magazine has worked with local softball associations to assemble a database of over 20,000 of these hardcore players. Our publication will be mailed directly to our database, as well as, will be found in display racks at the various tournament parks.

Softball World Magazine provides you a cost effective means of reaching this target market, by providing you various rate structures to fit your budget. The most popular is our Promo Pack which allows you a full page article to promote your company brand or product and a full page ad to help underscore this message – all for around 9¢ per contact.

I am including our basic rate sheet for your review and would like to set up an appointment with you to further discuss our publication and how Softball World Magazine can further support the sales and marketing efforts of your company.



Bill Slaughter
Publisher
bill@softballworldmag.com



1839 Hasty Road • Marietta, GA 30062

Phone: (404) 983.0150 • Fax: (770) 509-7700 • Email: info@softballworldmag.com

www.softballworldmag.com