



MEDIA PLANNER 2025

TEAM INSIGHT[®]

Formula4Media[®]

Team Insight: designed to exclusively serve the team sports market.

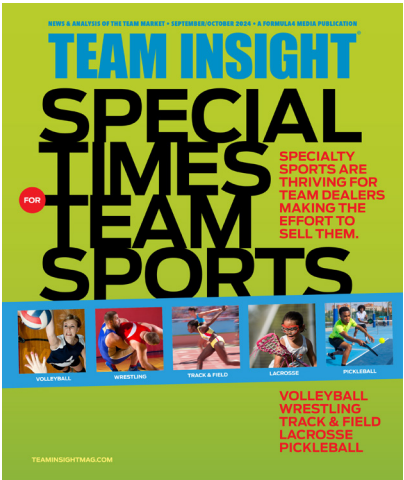
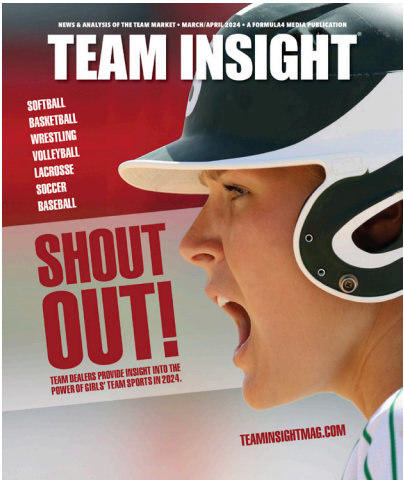
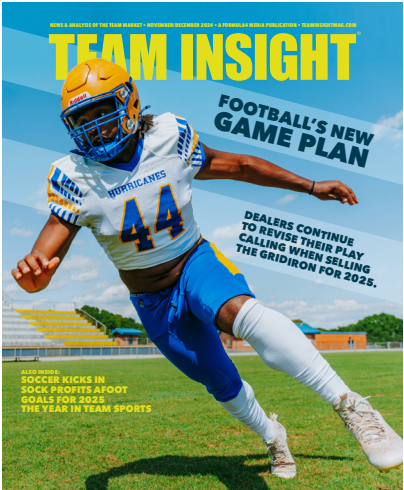
With an expert editorial staff that truly understands the needs of the team business, *Team Insight* provides team buyers with information on how to better run their business and how to make more educated buying decisions.

Michael Jacobsen, Editor/Associate Publisher

Leading the *Team Insight* editorial staff, Mike has been covering the sporting goods industry since 1991 and has more than 30 years of trade magazine editorial and publishing experience. He has assembled a team of writers and researchers that has been involved in the sporting goods and team sports business for most of the past three decades. They have seen and written about it all. It is this unparalleled experience that provides the insight into the world of team sports in every issue.



News, Trends And Analysis Of The Team Sports Market.



Basketball
Baseball
Soccer
Football
Softball
Lacrosse
Wrestling
Track & Field
Swimming
Pickleball
Volleyball
Field Hockey
Technology

TEAM FOOTBALL

NEW GAME PLAN

North football in America is changing with the times — and team desires are changing along with it.



With college players already in the fall in action, football isn't about being back a year and a half for most players. From the time they stepped onto the field, they've been playing football. For some, it's the first time they've ever played the game. For others, it's the first time they've ever played the game in a different way. The game is changing, and players are changing with it.

With college players already in the fall in action, football isn't about being back a year and a half for most players. From the time they stepped onto the field, they've been playing football. For some, it's the first time they've ever played the game. For others, it's the first time they've ever played the game in a different way. The game is changing, and players are changing with it.

14 Team Insight | August/September 2023

teaminsightmag.com

Team Sport Reports

TEAM TRENDS

Good News: High School Sports Participation Increases Again

Girls' sports lead the growth, while football declines in the past year.



The number of participants in high school sports in 2023 was up 1.1% from 2022, according to the National Federation of State High School Associations (NFHS). The increase was driven by girls' sports, which saw a 2.1% increase in participation. Football, on the other hand, saw a 0.5% decrease in participation.

The NFHS reported that the number of participants in high school sports in 2023 was up 1.1% from 2022, according to the National Federation of State High School Associations (NFHS). The increase was driven by girls' sports, which saw a 2.1% increase in participation. Football, on the other hand, saw a 0.5% decrease in participation.

13 Team Insight | November 2023

teaminsightmag.com

Business

EQUIPMENT GOALS

GOAL GALLERY

A lineup of the best and brightest in portable goals for 2019.



Portable goals are a popular choice for teams and individuals looking for a versatile and easy-to-use goal. The gallery features a variety of goals, including soccer goals, basketball hoops, and volleyball nets, all designed for portability and ease of use.

Portable goals are a popular choice for teams and individuals looking for a versatile and easy-to-use goal. The gallery features a variety of goals, including soccer goals, basketball hoops, and volleyball nets, all designed for portability and ease of use.

12 Team Insight | November 2023

teaminsightmag.com

Equipment

SPORTS MEDICINE BRACES

BRACE YOURSELF

Two different types of braces for team sport athletes combine technology and style for 2019.



McDavid Goos Steath. Materials and structures continue advancing to where the amount of support can be amplified without having to add bulk to a product.

McDavid Goos Steath. Materials and structures continue advancing to where the amount of support can be amplified without having to add bulk to a product.

15 Team Insight | May/June 2019

teaminsightmag.com

Protective Gear

APPAREL / HEADWEAR

HEAD GAMES

For a small item, a lot goes into building team headwear.



Headwear is a key part of a team's identity and can be a great way to show team spirit. The article discusses the importance of headwear and how it can be used to build team unity and pride.

Headwear is a key part of a team's identity and can be a great way to show team spirit. The article discusses the importance of headwear and how it can be used to build team unity and pride.

16 Team Insight | January 2024

teaminsightmag.com

Accessories

APPAREL / ACCESSORIES

TREND RIGHT

Everything you need to know about team uniform trends for 2020.



Team uniforms are a key part of a team's identity and can be a great way to show team spirit. The article discusses the latest trends in team uniforms and how they can be used to build team unity and pride.

Team uniforms are a key part of a team's identity and can be a great way to show team spirit. The article discusses the latest trends in team uniforms and how they can be used to build team unity and pride.

17 Team Insight | January 2024

teaminsightmag.com

Decorating

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

Sublimation has found its niche in team sports as vendors up their games.



Sublimation is a popular choice for teams and individuals looking for a versatile and easy-to-use goal. The article discusses the latest trends in sublimation and how they can be used to build team unity and pride.

Sublimation is a popular choice for teams and individuals looking for a versatile and easy-to-use goal. The article discusses the latest trends in sublimation and how they can be used to build team unity and pride.

18 Team Insight | November 2023

teaminsightmag.com

Sublimation

TEAM FOOTBALL

9 FOR THE DIAMOND

Champion Sports' new line of baseball equipment is a game-changer for teams and individuals.



The article features a collection of baseball equipment, including bats, gloves, and caps, all designed for portability and ease of use. The equipment is presented in a way that highlights its quality and value.

The article features a collection of baseball equipment, including bats, gloves, and caps, all designed for portability and ease of use. The equipment is presented in a way that highlights its quality and value.

19 Team Insight | August/September 2023

teaminsightmag.com

New Products

EDITORIAL CALENDAR

ISSUE	TEAM ISSUES	SOFTGOODS REPORT	HARDGOODS REPORT	EYE ON PRODUCTS	SPECIAL REPORT	BONUS DISTRIBUTION
Jan/Feb Ad Close: 1/24/25 Materials: 1/31/25	Baseball '25 + Basketball '25	Performance Apparel/ Headwear	Backboards	Training Aids	The Decorating Business	
Mar/Apr Ad Close: 3/11/25 Materials: 3/18/25	The Annual Girls' Team Sports Issue Cheer Fast-Pitch Softball Volleyball Soccer Lacrosse	Girls' Uniform Trends	Top Girls' Team Sports Products	Girls' Performance Products		
May/June Ad Close: 4/22/25 Materials: 4/29/25	The Football Issue	Football Uniforms Team Socks	Goals, Cages & Nets	Training Aids		NSGA Leadership Conference NBS Summer Athletic Market Sports Inc. Summer Team Dealers Show
Jul/Aug Ad Close: 7/8/25 Materials: 7/15/25	Baseball/Softball '26 + Basketball '26	Baseball Uniforms	Bats, Gloves & Accessories	Protective Technology	Headwear Roundtable Hottest Team Sports Products for 2025/2026	
Sep/Oct Ad Close: 9/9/25 Materials: 9/16/25	Specialty Sports Volleyball Wrestling Lacrosse Track & Field Pickleball	Uniform Trends Protective Apparel		Training Aids	Tech and the Team Dealer	NBS Fall Athletic Mkt
Nov/Dec Ad Close: 10/14/25 Materials: 10/21/25	Football '26 + Soccer '26	Football Uniforms Soccer Uniforms Team Socks	Portable Goals & Nets	Football Product Roundup	The Year in Sports	Sports Inc. Fall Team Dealers Show

August 15, 2025 12:14 PM

Mailed Circulation: 4,125

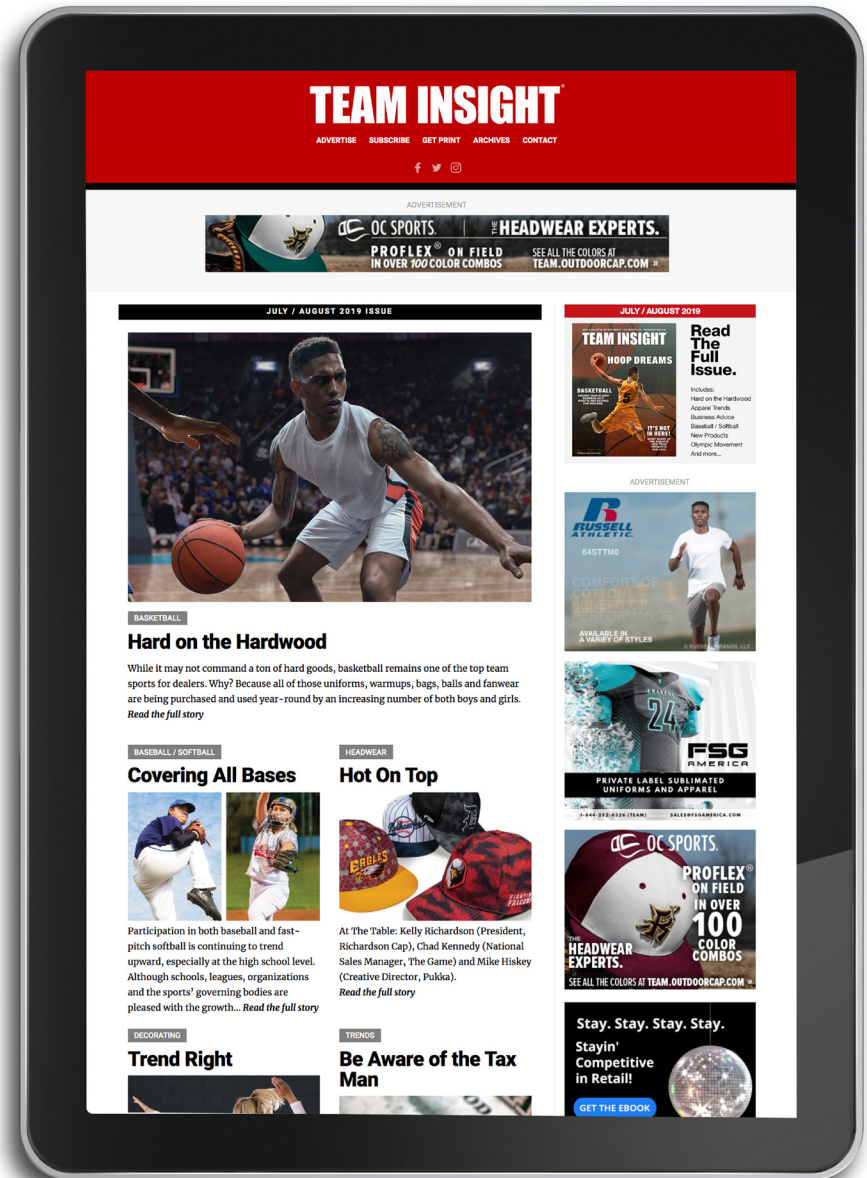
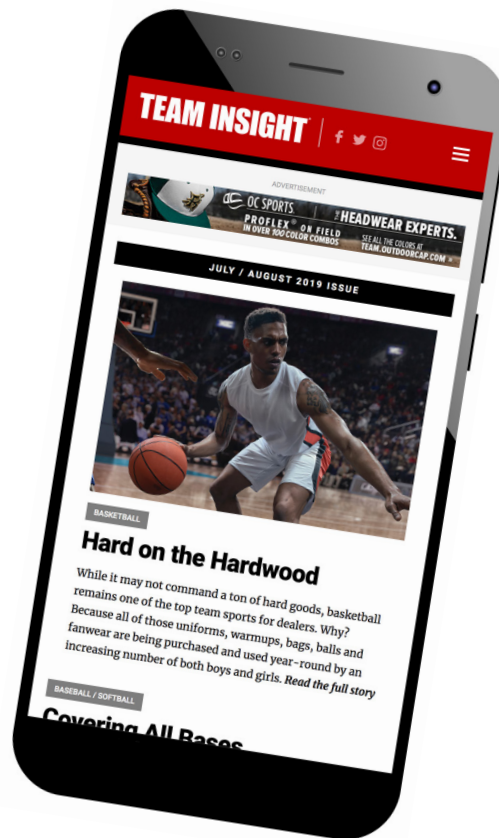
- Independent Team Dealers
- Specialty Team Dealers (i.e. Lacrosse, Spirit, Soccer, etc...)
- Team Buyers at Full-Line Sporting Goods Stores
- Team Buying Groups and NSGA Members
- Institutional Team Sales Organizations & Catalogs
- Team Dealer Road Sales People

Show Distribution

- Sports Inc. Summer Team Dealers Show
- NBS Summer Athletic Market
- NSGA Leadership Conference
- Sports Inc. Fall Team Dealers Show
- NBS Fall Athletic Market



30,500+
PAGE VIEWS



Editor/Associate Publisher

Michael Jacobsen
201-396-7005
[mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

Publisher

Jeff Nott
516-305-4711
jnott@formula4media.com

Senior Account Manager

Troy Leonard
352-207-2347
tleonard@formula4media.com

All ad materials send to [mjacobson@formula4media.com](mailto:mjacobsen@formula4media.com)

