

# TEAM INSIGHT<sup>®</sup>

NEWS, TRENDS AND ANALYSIS OF THE TEAM MARKET



## MEDIA PLANNER 2026

*Formula4Media<sup>®</sup>*

PUBLISHED  
BI-MONTHLY  
PRINT AND  
DIGITAL

## 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.



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CATEGORY INSIGHT

TEAM FOOTBALL

NEW GAME PLAN

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



As the season progresses, players are looking for ways to stay healthy and avoid injuries. This is a new trend for many players. In the past, players would play through injuries, but now they are more likely to sit out or even get surgery. This is a change in the way players think about their bodies and their careers.

Many players are also looking for ways to stay motivated and focused. This is a new trend for many players. In the past, players would just play the game, but now they are more likely to have a goal in mind. This is a change in the way players think about the game and their careers.

Finally, many players are looking for ways to stay healthy and avoid injuries. This is a new trend for many players. In the past, players would play through injuries, but now they are more likely to sit out or even get surgery. This is a change in the way players think about their bodies and their careers.

Team Sport Reports

APPAREL / HEADWEAR

HEAD GAMES

For a small item, a lot goes into building and selling headwear.



Headwear is a small item, but it can make a big difference in a player's performance. A good cap can keep the sun off the player's face, keep the hair out of the player's eyes, and keep the player's head cool. A bad cap can do the opposite. So, when it comes to headwear, it's important to choose wisely.

There are many different types of headwear, from baseball caps to beanies to headbands. Each type has its own benefits and drawbacks. So, when choosing headwear, it's important to consider the player's needs and the weather conditions.

Finally, it's important to choose a headwear that is comfortable and fits well. A headwear that is uncomfortable or doesn't fit well will be a waste of money. So, when buying headwear, it's important to try it on first.

Accessories

TEAM TRENDS

Good News: High School Sports Participation Increases Again

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



Girls' sports participation has increased significantly in the past year, while football participation has declined. This is a positive trend for girls' sports, which have been struggling for years. The increase in participation is a sign that girls' sports are becoming more popular and that more girls are interested in playing.

There are many reasons for the increase in girls' sports participation. One reason is that there are more girls' sports teams available. Another reason is that girls' sports are becoming more visible on television. Finally, there is a growing awareness of the benefits of girls' sports, such as improved health and self-esteem.

While football participation has declined, it is still one of the most popular sports for boys. This is likely due to the long history of football in America and the large number of fans who follow the sport.

Trends

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 they can also be a source of pride for players and fans alike. As we look ahead to 2020, there are several trends that are likely to shape the future of team uniforms.

One trend is the use of sustainable materials. Many teams are now using recycled materials for their uniforms, which is a more environmentally friendly choice. Another trend is the use of performance fabrics, which can help players stay cool and comfortable during games.

Finally, there is a growing trend towards customization. Teams are now offering more options for players to personalize their uniforms, such as choosing their own colors or adding their own names.

Decorating

EQUIPMENT GOALS

GOAL GALLERY

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



Portable goals are a popular choice for many sports teams, and there are many different options available. When choosing a portable goal, it's important to consider the size, the material, and the features.

For soccer goals, a good option is a goal that is made of heavy-duty material and has a sturdy frame. For basketball hoops, a good option is a hoop that is adjustable in height and has a backboard.

For volleyball nets, a good option is a net that is made of a durable material and has a sturdy frame. Finally, for all sports, a good option is a goal that is easy to set up and take down.

Equipment

DECORATING / SUBLIMATION 5.0

RACE TO THE TOP

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



Sublimation is a printing process that allows for a wide range of colors and designs. It is a popular choice for many teams, as it allows them to create unique and eye-catching uniforms.

There are many different types of sublimation, from dye sublimation to digital sublimation. Each type has its own benefits and drawbacks. So, when choosing sublimation, it's important to consider the team's needs and the budget.

Finally, it's important to choose a vendor who is experienced in sublimation. A good vendor will be able to help the team choose the right type of sublimation and will be able to provide high-quality results.

Sublimation

SPORTS MEDICINE BRACES

BRACE YOURSELF

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



Braces are a common piece of sports equipment, and they can be used to protect and support injured joints. There are many different types of braces, and each type has its own benefits and drawbacks.

For example, a brace for the knee can help to stabilize the joint and prevent further injury. A brace for the ankle can help to provide support and prevent sprains.

When choosing a brace, it's important to consider the joint that needs to be braced, the level of support needed, and the style of the brace. A good brace will be able to provide the right level of support while also being comfortable and easy to wear.

Protective Gear

TEAM FOOTBALL

9 FOR THE DIAMOND



Football is a popular sport, and it requires a lot of equipment. When choosing football equipment, it's important to consider the quality, the fit, and the style.

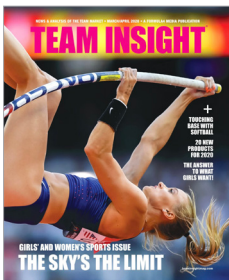
For example, a good helmet will be able to protect the player's head and face. A good jersey will be able to provide support and keep the player cool. A good pair of pants will be able to provide protection and keep the player comfortable.

Finally, a good pair of shoes will be able to provide support and keep the player's feet comfortable. So, when choosing football equipment, it's important to choose well.

New Products

# GIRLS' SPORTS

Female athletes are taking team sports participation to higher levels.



GIRLS' SPORTS: SOCCER

As the 2025 U.S. Women's World Cup nears, anticipation and excitement build for the beautiful game.

## CORNER KICKS



For present or future, the United States women's national soccer team is a force to be reckoned with. The team's success in the 2023 FIFA Women's World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 U.S. Women's World Cup nears, anticipation and excitement build for the beautiful game.

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GIRLS' SPORTS: BASKETBALL

## BANK SHOTS

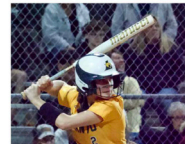


For present or future, the United States women's national basketball team is a force to be reckoned with. The team's success in the 2023 FIBA Women's Basketball World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 FIBA Women's Basketball World Cup nears, anticipation and excitement build for the beautiful game.

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GIRLS' SPORTS: SOFTBALL



## FAST PITCH PERFECT

Fast-pitch softball strengthens its position as a top-tier girls' sport in America.

Fast-pitch softball strengthens its position as a top-tier girls' sport in America. The sport has seen a significant increase in participation over the years, and it continues to grow in popularity. As the 2025 USA Softball World Cup nears, anticipation and excitement build for the beautiful game.

For present or future, the United States women's national softball team is a force to be reckoned with. The team's success in the 2023 USA Softball World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 USA Softball World Cup nears, anticipation and excitement build for the beautiful game.

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**PRODUCT POWER!**  
Ten signs of the hottest, trend-right and best-selling advanced new products for girls' and women's team sports as chosen by the editors of Team Insight. From gloves to socks, from hats to hair, there's no shortage of new products being designed specifically for the female athlete.



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GIRLS' SPORTS: LACROSSE

Although it's regional sport, the continuing popularity of women's lacrosse is helping to boost the team business.

## STICKING TO IT



For present or future, the United States women's national lacrosse team is a force to be reckoned with. The team's success in the 2023 USA Lacrosse World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 USA Lacrosse World Cup nears, anticipation and excitement build for the beautiful game.

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GIRLS' SPORTS: VOLLEYBALL

Driven by the club scene, women's and girls' volleyball participation continues to spike.

## DIGGIN' IT



For present or future, the United States women's national volleyball team is a force to be reckoned with. The team's success in the 2023 FIVB Women's Volleyball World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 FIVB Women's Volleyball World Cup nears, anticipation and excitement build for the beautiful game.

For present or future, the United States women's national volleyball team is a force to be reckoned with. The team's success in the 2023 FIVB Women's Volleyball World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 FIVB Women's Volleyball World Cup nears, anticipation and excitement build for the beautiful game.

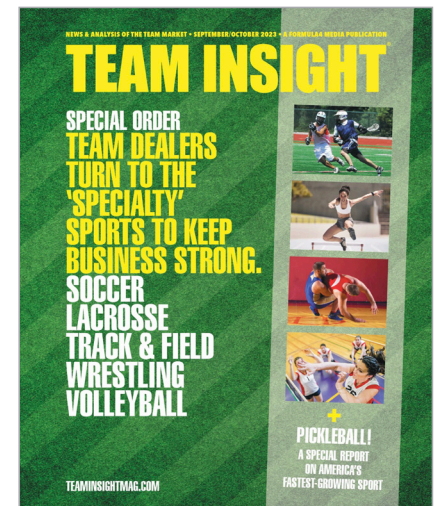
For present or future, the United States women's national volleyball team is a force to be reckoned with. The team's success in the 2023 FIVB Women's Volleyball World Cup, where they won the championship, is a testament to their skill and teamwork. As the 2025 FIVB Women's Volleyball World Cup nears, anticipation and excitement build for the beautiful game.

SOFTBALL, BASEBALL, SOCCER, BASKETBALL, VOLLEYBALL, LACROSSE, WRESTLING

MARCH/APRIL ISSUE

## SPECIALTY SPORTS

Team Dealers are benefitting from year-round participation.



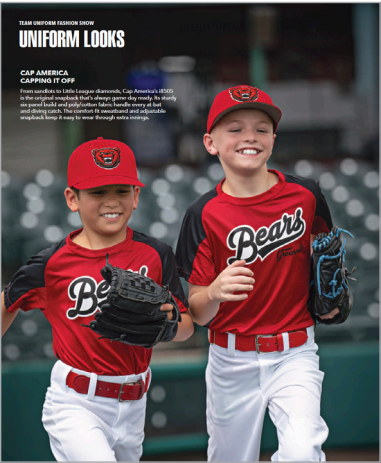
**VOLLEYBALL, WRESTLING, TRACK & FIELD, LACROSSE, PICKLEBALL**

SEPTEMBER/OCTOBER ISSUE

NEW!

# UNIFORM FASHION SHOW (IN PRINT)

Uniforms for all sports combining technology to make athletes stand out on the field or court.



## 2026 EDITORIAL CALENDAR

ISSUE	TEAM ISSUES	SOFTGOODS REPORT	HARDGOODS REPORT	EYE ON PRODUCTS	SPECIAL REPORT	BONUS DISTRIBUTION
<b>Jan/Feb</b> Ad Close: 1/16/26 Materials: 1/23/26	<b>Baseball '26</b> <b>+</b> <b>Basketball '26</b>	Headwear	Backboards	Training Aids	<b>Baseball Uniform Fashion Show</b>	
<b>Mar/Apr</b> Ad Close: 3/12/26 Materials: 3/19/26	<b>The Annual Girls' Team Sports Issue</b> Cheer Fast-Pitch Softball Volleyball Soccer Lacrosse	Girls' Uniform Trends	Top Girls' Team Sports Products	Girls' Performance Products	<b>Girls' New Products Preview</b>	
<b>May/Jun</b> Ad Close: 4/22/26 Materials: 4/29/26	<b>The Football Issue</b>	Football Uniforms Team Socks	Goals, Cages & Nets	Training Aids		NSGA Leadership Conference NBS Summer Athletic Market Sports Inc. Summer Team Dealers Show
<b>Jul/Aug</b> Ad Close: 7/10/26 Materials: 7/17/26	<b>Baseball/Softball '27</b> <b>+</b> <b>Basketball '27</b>	Baseball Uniforms	Bats, Gloves & Accessories	Protective Technology	<b>Team Headwear Style Report</b>	
<b>Sep/Oct</b> Ad Close: 9/10/26 Materials: 9/17/26	<b>Specialty Sports</b> Volleyball Wrestling Lacrosse Track & Field Pickleball	Uniform Trends Protective Apparel		Training Aids	<b>Specialty Sports Team Roundup</b>	NBS Fall Athletic Mkt
<b>Nov/Dec</b> Ad Close: 10/23/26 Materials: 10/30/26	<b>Football '27</b> <b>+</b> <b>Soccer '27</b>	Football Uniforms	Portable Goals & Nets	Football Product Roundup	<b>Football Uniform Fashion Show</b>	Sports Inc. Fall Team Dealers Show

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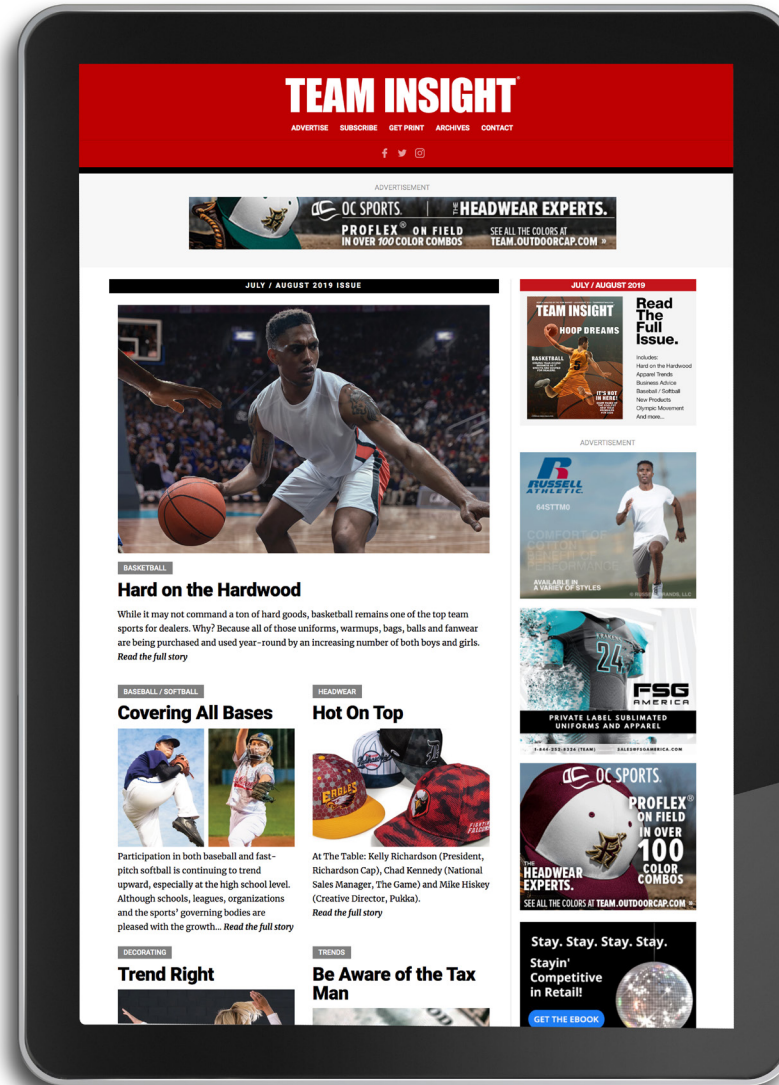
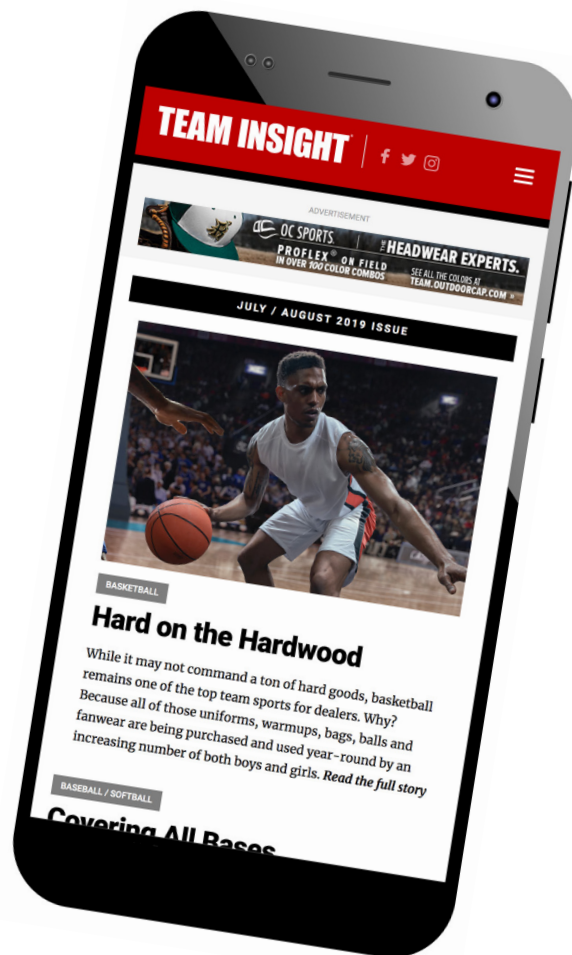
- Independent Team Dealers
- Specialty Team Dealers (i.e. Lacrosse, Spirit, Soccer, etc...)
- Team Buyers at Full-Line Sporting Goods Stores
- Team Buying Groups and NSGA Members
- Institutional Team Sales Organizations & Catalogs
- Team Dealer Road Sales People

## **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



TEAMINSIGHTMAG.COM



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