

Driving Human-Powered
Recreation Since 1984

Silent Sports

DISTRIBUTION and CIRCULATION

Circulation

TOTAL READERSHIP: 20,000 plus

*(based on survey figures of first & secondary readership)

CIRCULATION-PAID & NEWSSTAND: 4,700

SAMPLING/DIRECT MAIL SINGLE ISSUE

DISTRIBUTION: 2,300

TOTAL CIRCULATION: 7,000

CIRCULATION AREA

The primary circulation area for *Silent Sports* magazine is Wisconsin, Minnesota, Michigan's Upper Peninsula, northern Illinois and northeast Iowa. *Silent Sports* has grown and expanded since its founding in 1984 to become the information source for active recreational and serious athletes throughout the Upper Midwest.



PROMOTIONS

We are working closely with numerous events as co-sponsors, distributing sample copies and promotional material. We will continue to sample at events and consumer shows, with numerous appearances scheduled for the year in Madison, Milwaukee, Minneapolis, Chicago and other locations throughout the upper Midwest.

SILENT SPORTS magazine brings you an ever-growing readership of dedicated recreational and competitive participants in a variety of outdoor sports. In a market area that includes Minneapolis-St. Paul, the Greater Chicago area, Milwaukee, Madison and the Fox River Valley of Wisconsin, the people who get *SILENT SPORTS* are your potential best customers.

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READER PROFILE

DEMOGRAPHICS

AVERAGE AGE: 47.07 MALE: 78.5% FEMALE: 21.5%

INCOME

INCOME:	HIGHLIGHTS:
\$25,000 to \$54,999 26%	92% make over \$40,000
\$55,000 to \$89,999 30%	72% make over \$55,000
Over \$90,000..... 42%	57% make over \$70,000

EDUCATION

ATTENDED COLLEGE:	86.5%
COLLEGE DEGREE	78.5%
POST-GRADUATE CREDITS.....	46.5%

SPORTS PREFERENCES

BICYCLING	95%
CROSS COUNTRY SKIING	80%
RUNNING	63%
PADDLING	61%
HIKE/WALKING	61%
SNOWSHOEING	35%

PARTICIPATION LEVEL

CASUAL COMPETITOR	51%
FOR FITNESS/EXERCISE	41%
SERIOUS COMPETITOR	19%
CASUAL PARTICIPANT	15%
SNOWSHOEING	35%

Eighty-eight percent of *Silent Sports* magazine readers have participated in an athletic event in the last two years. Our readers are affluent, educated and physically active.

SILENT SPORTS is read by your best potential customers each month!
Our readers are active, well-educated and financially secure. And they use the ads!

ADVERTISING EFFECTIVENESS

Asked: Which types of advertising do you regularly read in *SILENT SPORTS*?

EVENTS	90%
LOCAL RETAILERS	73%
AREAS TO VISIT	73%
PLACES TO STAY	54%
SERVICES (OUTFITTERS/CLINICS)	40%

PURCHASING TRENDS

Where do they make most of their silent sports purchases?

LOCAL RETAILERS	73%
NATIONAL MAIL ORDER	24%
RETAILER OVER 50 MILES	21%

SURVEY HIGHLIGHTS

- ‘ 92% stated that they read the Calendar of Events each month.
- ‘ 67% stated that advertising in *Silent Sports* influenced them to participate in an athletic event.
- ‘ 53% stated that they read over half of the advertising in each issue.
- ‘ 50% stated that they spend over 10 days of vacation each year directly related to silent sports activities.
- ‘ 57% stated that *Silent Sports* plays an important to somewhat important role in their vacation decisions.
- ‘ 51% stated they save *Silent Sports* issues for a couple of months
- ‘ 36% save all their issues.



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ANNUAL EDITORIAL CALENDAR

Silent Sports operates much like a newspaper in that we attempt to keep our editorial options and deadlines as close as possible to our printing date. This allows us to be fresh and current with the stories and features we carry each month.

Generally, the bulk of an issue is planned no more than one or two months in advance. That allows us the freedom to add new stories as they become available. A few things remain constant from issue to issue, season to season. For more details about stories appearing in a particular issue, please contact our editor, Joel Patenaude, editor@silentsports.net

Each issue has the Calendar of Events, Correspondence, Sounding Alarm, Shorts section (brief news items and releases), destination and training features and the columns of our contributing editors.

WINTER

NOVEMBER, DECEMBER, JANUARY and FEBRUARY...

Issues focus on winter sports with an emphasis on cross country skiing — we visit the best places to ski, profile the people influential in skiing and provide tips and advice. We'll also cover winter camping, snowshoeing and the out-of-season story, such as winter bicycling, running or off-season training. During the winter months we attend numerous events and expos and provide extra issues for participants and attendees. We also sponsor a cross country ski and snowshoe demo where readers can meet and talk with reps while trying out new equipment.

SPRING

MARCH and APRIL...

Issues tend to feature paddling sports, as we write about some of the Midwest's great places to canoe and kayak. We also begin our pre- and early-season coverage of bicycling, running, multisports and in-line skating. Special promotions include booth display and free distribution of *Silent Sports* at Canoecopia in Madison and the Outdoor Adventure Expo in Minneapolis — two of the country's largest paddlesport-related expositions. Spring is a good time for us to also write about some of the more passive of the silent sports — hiking and nature centers, camping and backpacking.

SUMMER

MAY, JUNE and JULY...

Will find us traveling the Midwest with bicycling, running and paddlesports emphasized. We write about many of the thousands of bicycling, canoeing, kayaking and running events and destinations that the Midwest has to offer. We let the readers know the best places to go for summer silent sports enjoyment. We set up our traveling booth at several prominent consumer and sports oriented expos during the summer months.

FALL

AUGUST, SEPTEMBER and OCTOBER...

Is a transitional time for us. We feature mountain biking and have a special issue largely dedicated to mountain biking (September) followed by fall marathons and runs, as well as early ski season coverage (October). Special distribution of the magazine includes free copies at the Chequamegon Fat Tire Festival (Cable-Hayward), along with a number of other prominent bicycling and running events.

Because our editorial covers just a few aerobic recreational sports and we write just about the upper Midwest, our readers look to us as their informational resource for the sports they enjoy. If you would like more information about future stories, please contact our editor, Joel Patenaude. at editor@silentsports.net

Unlike a national magazine, if a good story comes along a few weeks before we're scheduled to print, we'll make room for it. That makes it hard to plan a detailed editorial calendar, but it keeps us fresh and current — a special feature about *Silent Sports* that our readers have come to expect and appreciate.

As the seasons change, so does the editorial focus of *Silent Sports* magazine. It's a one-of-a-kind magazine that features cross country skiing, cycling, paddling and running all under the same cover.

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HISTORY and BACKGROUND

Silent Sports was founded in 1984 to provide solid, reliable and timely regional information on bicycling, cross country skiing, running, paddle sports, multisports (triathlons and duathlons), snowshoeing and other related recreational aerobic outdoor activities. *Silent Sports* magazine is a monthly, subscriber and newsstand based sports and travel magazine. Our mission is to be a functional, hands-on magazine for serious and recreational athletes in the upper Midwest.

The internet provides a vast amount of information but *Silent Sports* offers it all in one place and creates a sense of family and community to its readers.

National publications address regional needs sporadically at best, and local sources like newspapers and city magazines will give these activities and their growing number of participants just an occasional superficial story.

Silent Sports was founded based on the high level of participation of citizen and elite athletes here in the Midwest at events like the American Birkebeiner; the Chequamegon Fat Tire Festival; WISport, one of the nation's larger road bicycle race series; The Wisconsin Off Road Series (WORS), a mountain bike race series and prestigious marathons like Chicago, Twin Cities and Grandma's. Events like these and the thousands of smaller events which are all listed in the magazine's extensive Events Calendar were the catalyst behind the start of the publication. It has proven to be a successful formula because our recent reader survey showed that over 88 percent of our readers have participated in an athletic event in the last two years.

SILENT SPORTS today cover all of Wisconsin, Minnesota, the Upper Peninsula of Michigan, northern Illinois & northeast Iowa editors.

SILENT SPORTS is read by active, athletic people who have the time and make the money to participate in the silent sports they enjoy the most.

Silent Sports has grown to become the informational source for Midwest athletes. The magazine targets and is read by a very specific segment of the marketplace; active and athletic individuals who choose a lifestyle of participating in the silent sports activities they enjoy the most.

We provide solid, timely and reliable information our readers can use. Along with our comprehensive Calendar of Events section, the key to our magazine is that we write exclusively about the upper Midwest. Our readers can relate to and experience the people, places and events we cover. They can read an

article or see an advertisement on a place to bike, run, ski or paddle, and they can easily visit that area because the upper Midwest is all we cover. *Silent Sports* is, in every sense of the phrase, a reader's magazine.

Joel Patenaude is the Editor of *Silent Sports* and Jim Wendt is the Advertising Manager. Regular columnists include Mitch Mode and Lee Borowski (Cross Country Skiing), Phil Van Valkenberg and Mark Parman (Bicycling), Teri Dwyer and Tom Kaufman (Running), Bill Hauda (Health/Fitness), Mike Svob (Paddle Sports), Donna Marlor (Nutrition), Jim Joque (Snowshoeing), Gregory Renfo (Strength Training), plus Bob Richards and Bruce Steinberg. All are active in a variety of silent sports and experts in their fields; each is a frequent contributor to local and regional publications. A number of our regular columnists have written books on their areas of expertise.

A significant portion of *Silent Sports* is written by our readers. First-time writers find it an outlet for providing personal and informative expertise on people, places and products here in the upper Midwest. *Silent Sports* continues to thrive because we are the voice for the growing market of silent sports enthusiasts who believe in leading a healthy, active lifestyle and believe in creating a better world to enjoy. Silent sports is a lifestyle.

Covers are printed on glossy paper with the body printed on a white 50 pound sheet. *Silent Sports* is owned by the Journal Community Publishing Group and is based in Waupaca, Wis.

SILENT SPORTS continues to grow in large part because it offers a sense of family and community to its readers in the Midwest, a feeling not often found in mass market publications or on the internet. We have filled a niche by providing information on a local-regional basis through a magazine that has become a part of the lives of its readers.

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