

2008

PLAY, The New York Times Sports Magazine

March 2, June 1, September 14, November 2

PLAY

The Sporting Life



"I'm obsessed with your magazine. I subscribe to all the big sports magazines and I must say that you have achieved excellence beyond all others. This is THE sports magazine I've been looking for."

—John, Florida

FOR MORE INFORMATION

Contact your account manager or Mark Szollar at (212) 556-3656 or szollma@nytimes.com. To view our online media kit, visit NYTMediaKit.com

BONUS DISTRIBUTION

Every issue of PLAY will be distributed at or around appropriate sporting events as well as at Continental, United and Delta Club Lounges in major airports throughout the country.

PLAY
The New York Times Magazine
NYTIMES.COM/MAGAZINE

GET IN THE GAME

A colorful take on the latest in sports. Tips on health and fitness. Spotlights on active travel. That's what you'll find in PLAY — articles on every aspect of the sports lifestyle, geared to an affluent audience that watches, plays and talks about sports.

WHAT'S IN PLAY

Everything that active readers want to know about. From in-depth articles by writers like Michael Lewis, Richard Ford and David Foster Wallace, to the great columns in the magazine's front-of-the-book section, Playbook:

- The Main Event: the story that will be grabbing headlines in the coming weeks
- The Gift: what makes the best players exceptional
- Strategies: a close look at a pivotal moment in a sporting event
- Master Class: how to play like the pros
- Phys Ed: exercise, nutrition and products that enhance athletic performance
- Equipment: the latest gear
- The Business: Joe Nocera's look at the industry

HOW WE KEEP IN TOUCH

PLAY: The Newsletter — a weekly e-mail to 70,000 readers with a look at the very latest in sports, spotlights on great sports vacations and activities, reader and opinion polls, and multimedia features.

PLAY Online — NYTimes.com/play, with all the features from the magazine plus audio slide shows, multimedia and videos, and high-impact sponsorship packages.

THE AUDIENCE YOU WANT

When you advertise in PLAY, you will reach nearly 6 million Sunday print/online New York Times readers, including:

- Readers who have a median HHI of \$96,662
- 4.4 million readers who participated in a sport in the past year
- 4.5 million readers who watched, attended or listened to a sports event in the past year
- 1.8 million readers who intend to invest in stocks/bonds/mutual funds in the next 12 months

Source: 2007 Spring MRI.

DATES AND DEADLINES

Issue Date	Reservations Due	Materials Due
March 2	January 23	January 31
June 1	April 23	May 1
September 14	August 6	August 14
November 2	September 24	October 2