



## MEDIA KIT

### Advertising Opportunities

#### About WORLD CLASS COACHING

Since 1998, WORLD CLASS COACHING has become the number one name in the worldwide soccer coaching community. Our bi-monthly magazine is the publication of choice for thousands of soccer coaches in 65 countries all over the world ranging from coaches of professional and national teams to coaches of young recreational teams.

Over the last few years, WORLD CLASS COACHING has added it's own line of soccer coaching videos and books, an email newsletter that has over 14,000 subscribers and has also conducted International Coaching Seminars featuring some of the world's foremost coaches.

#### About FineSoccer

FineSoccer.com is one of the most visited soccer coaching sites in the world. Over 40,000 coaches worldwide receive our weekly email newsletters.

Finesoccer.com is visited regularly as coaches log on to our online "Full Season Training Sessions".

FineSoccer.com was started in 1999 and has grown every year with the addition of email newsletters, books, equipment and uniforms.



# WORLD CLASS COACHING

## Printed and Online Opportunities



### WORLD CLASS COACHING Magazine - Printed

The WORLD CLASS COACHING magazine is a bi-monthly publication detailing today's tactics, methods and practices of the world's top teams and coaches. 3,100 coaches subscribe to what is regarded as the # 1 soccer coaching magazine in the world. Every issue includes the training sessions of top teams like Real Madrid, Manchester United, PSV Eindhoven, Brazil National Team, Liverpool F.C., Boca Juniors and many of the MLS teams. All with easy-to-read diagrams.



### Specifications

All ads are B/W and must be received in high resolution PDF or TIFF format.

### Advertising Sizes (in inches) and Rates

Size	Width	Height	Rate
Full Page	7 1/2	10 1/4	\$875
Half Page	7 1/2	5 1/8	\$525
Center Pages	16 1/2	10 1/4	\$1550

### Issue

Jan/Feb  
Mar/Apr  
May/Jun  
Jul/Aug  
Sep/Oct  
Nov/Dec

### Deadline

December 1  
February 1  
April 1  
June 1  
August 1  
October 1

### Discounts

- 10% discount for two consecutive placements
- 20% discount for four consecutive placements
- 35% discount for six consecutive placements

### Email Newsletter

The WORLD CLASS COACHING email newsletter is published almost weekly (45 times a year) and has 18,500 subscribers.

### Banner Ad.

One insertion = \$425  
Four consecutive insertions = \$1295  
Ten consecutive insertions = \$2275

### Specifications

Banners must be produced as a GIF file and be no larger than 470 x 60

### Web Site Banner Advertising

The WORLD CLASS COACHING web site is one of the most popular soccer coaching web sites per month with almost 2.5 million hits per month.

### Time Period

One month  
Three months  
Six months  
12 months

### Monthly Rate

\$175  
\$145  
\$125  
\$100

### Specifications

Banners must be produced as a GIF file and be no larger than 470 x 60





# FineSoccer.com

## Online Opportunities



### FineSoccer.com Email Newsletters

*FineSoccer.com is one of the most visited soccer coaching sites in the world. Over 40,000 coaches worldwide receive our weekly email newsletters. Finesoccer.com is visited regularly as coaches log on to our online "Full Season Training Sessions". FineSoccer.com was started in 1999 and has grown every year with the addition of email newsletters, books, equipment and uniforms.*



### Email Newsletters

The FineSoccer email newsletters are published almost weekly (45 times a year). Each newsletter averages 17,000 subscribers with a total of over 100,000 newsletters sent out per week.

### Specifications

Banners must be produced as a GIF file and be no larger than 470 x 60

Email Newsletter	One Insertion	Four Insertions	Ten Insertions
Drills Newsletter	\$350	\$1250	\$1975
Soccer Newsletter	\$350	\$1250	\$1975
GK Newsletter	\$350	\$1250	\$1975
Kids Newsletter	\$350	\$1250	\$1975
Quotes Newsletter	\$350	\$1250	\$1975
All Five Newsletters	\$1295	\$3485	\$6685