



**STACK**  
**MEDIA**

**AN  
INTRODUCTION**

## Empowering Males with Relevant Sports and Fitness Information

- Top 12 Sports property (comScore)
- Producer of custom content reaching a targeted audience = greater engagement
- 5.5 million unique visitors and 135 million page views (comScore)
- Growing rapidly online: +23.3 % in Total Unique Visitors since Dec 2009 (comScore)
- Averaging 5 million video views per month (Brightcove)
- Size and scale translates to greater efficiency
- Winner of *Media Week's* 2010 Digital Media Plan of the Year (under \$1MM)

# STACK REACHES A GROWING POPULATION

## Generation Y/Millennials

- Born between 1979 - 1996
- 12-30 years old
- \$200+ billion spending power
- Bigger than the Boomer Market
  - 70+ million (Gen X only 17 million)
- “Generation Y is spending 30 percent more time on the Internet than they are on TV.” *Media Post* 11/08
- “Biggest brands on the market today bonded with Baby Boomers early and rose with them from youth into middle age.” (*Always On* book excerpt)
- 12-24 year olds represent 33% of all active footwear purchases (National Sporting Goods Assoc.)

## 12-24 Year Olds Represent the Largest Percentage of the Male Population

| <u>Male Age</u> | <u>% of U.S. Population</u> |
|-----------------|-----------------------------|
| • 0-11          | 16.8                        |
| • <b>12-24</b>  | <b>19.0</b>                 |
| • 25-34         | 13.7                        |
| • 35-44         | 14.2                        |
| • 45-54         | 14.5                        |
| • 55-64         | 10.9                        |
| • 65+           | 11.0                        |

*Source: U.S. Census Bureau, August 14, 2008*

# STACK MEDIA AUDIENCE (CONT'D)

## STACK Media Offers the Most Efficient Way to Reach a Highly Elusive Demographic of Young Males

- STACK Media's demographic target is the young male athlete, while nearly all other top **sports properties** reach an older male audience of sports fans, not sports participants.
- STACK Media has low duplication with major sports properties, including Yahoo! Sports (32.7%), ESPN (32.1%), CBS Sports (26.4%), Fox Sports (19.2%), and Sports Illustrated sites (5.3%).
- STACK indexes better than peer sports sites, illustrated below:

|        | Comp Index vs. All Users |      |               |                          |               |             |
|--------|--------------------------|------|---------------|--------------------------|---------------|-------------|
|        | CBSSports.com            | ESPN | FOXSports.com | Sports Illustrated Sites | Yahoo! Sports | STACK Media |
| M12-24 | 107                      | 138  | 86            | 81                       | 86            | 178         |
| M18-24 | 136                      | 176  | 107           | 116                      | 108           | 199         |
| M18-34 | 154                      | 201  | 123           | 133                      | 138           | 162         |

Source: comScore Media Metrix, Dec 2010



# STACK MEDIA AUDIENCE (CONT'D)

## STACK Media Offers Advertisers Strong Content and Editorial Relevancy with Comparable Indices to Leading Social Networks

- STACK Media's focus is professionally produced content vs. user-generated content
- STACK indexes well against the most popular social media properties, illustrated below:

|            | Comp Index Unique Visitors vs. All Users |             |             |             |
|------------|--|-------------|-------------|-------------|
| Males Age: | Facebook.com                             | MySpace.com | YouTube.com | STACK Media |
| M12-24     | 106                                      | 157         | 127         | 178         |
| M18-24     | 121                                      | 182         | 140         | 199         |
| M18-34     | 118                                      | 156         | 132         | 162         |

Source: comScore Media Metrix, Dec 2010

# STACK MEDIA CONTENT

## STACK Delivers Highly Differentiated and Unique Sports Lifestyle Content to its Target Audience

- STACK's sports lifestyle content includes information on training, nutrition, gear, gaming and entertainment targeting young male sports participants.
- STACK taps into its network of more than 500 professional athletes and sports performance experts to develop its content and boasts a library of more than 6,000 proprietary videos.



# NOTABLE CLIENT ROSTER





# DIGITAL ADVERTISING OFFERINGS

- Custom Video Content and Webisodes
- Dedicated Advertiser Channels
- Home Page and Channel Skins
- Pre-Roll and Custom Video Bumpers
- Section Sponsorships
- Rich Media Enabled Ad Units



# CUSTOM VIDEO CONTENT AND WEBISODES



**STACK**  
**MEDIA**





































































































































































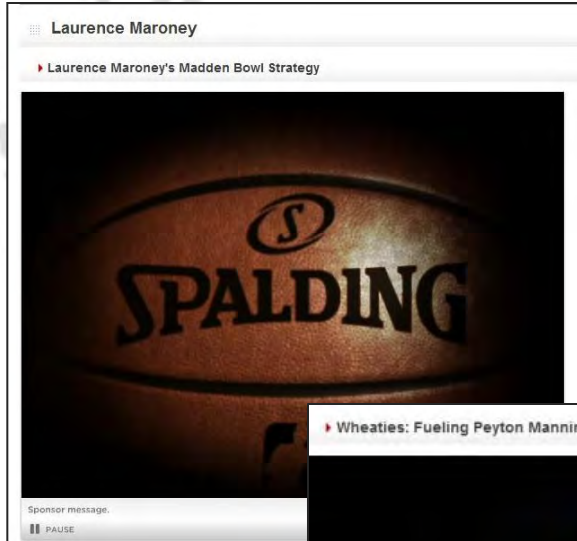






**STACK**  
**MEDIA**[illegible]

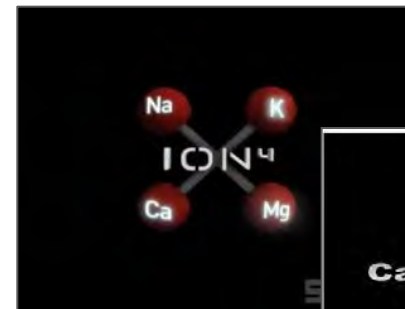
# PRE-ROLL AND CUSTOM VIDEO BUMPERS



Spalding



Wheaties FUEL





**STACK**  
**MEDIA**

SEE MORE



THE AW77 HOODIE

LOOPWHEELER EDITION

DESIGNED FOR SPORT, CRAFTED FOR LIFE





RIGHT GUARD IS ON FACEBOOK

BECOME A FAN TODAY

OFFICIAL ENDORSEMENT OF THE NBA

STACK

For The Athlete By The Athlete

SEARCH:

Channels

Episodes

Clips

Athletes

All Videos

Search All Videos

GO

Home

STACK TV

MY STACK

STACK Magazine

STACK Widgets

TEAMING

PAINTING

SHOOTING

GOAL

Home

Blog

Athletes

Experts

Channels

Popular

Latest

Football

Basketball

Baseball

Leadership

Performance Center

Action

Soccer

Nutrition

- Sponsored by



Basketball

[Back to the Channel](#)

► Dahntay Jones on the TRX Suspension Trainer

STACKTV

presents

STACK

100.04

01:12

PLAY

STOP

PAUSE

REPEAT

Rate it:

★★★★★

Rating:

★★★★★

Length:

1:12

Added:

02-10-09

Send to a Friend

Description:

Denver Nuggets guard Dahntay Jones talks about his training program's utilization of the TRX Suspension Trainer.

Permalink:

http://stacktv.stack.com/video.aspx?video=

Embed:

<embed src="http://services.brightcove.c

Key Word Tags:

training basketball strength nba denver nuggets dahntay jones stack steve hess fx

NOTHING RESPONDS TO ODOR FASTER

Become a Fan

TO ENTER





OFFICIAL RETAIL PARTNER of

STACK

► Related Videos

Clips (100)

Episodes (17)

Experts (0)



Utah Jazz Overhead Squat

Morrie Almond and Kosta Kyros of the Utah Jazz perform the Overhead Squat at Peak Perform...

CLIP

Added: 05-15-09



Utah Jazz Pike Abs

Morrie Almond, guard for the Utah Jazz, performs Pike Abs while strength and conditioning ...

CLIP

Added: 05-15-09



Dahntay Jones on the TRX Suspension Trainer

Denver Nuggets guard Dahntay Jones talks about his training program's utilization of the T...

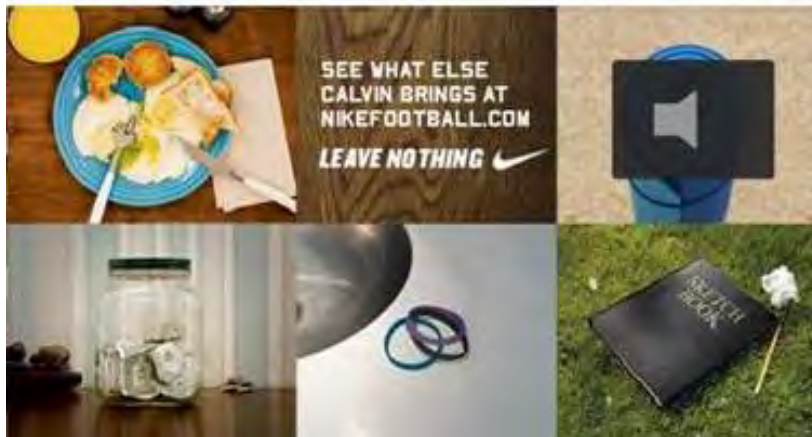
CLIP

Added: 02-10-09

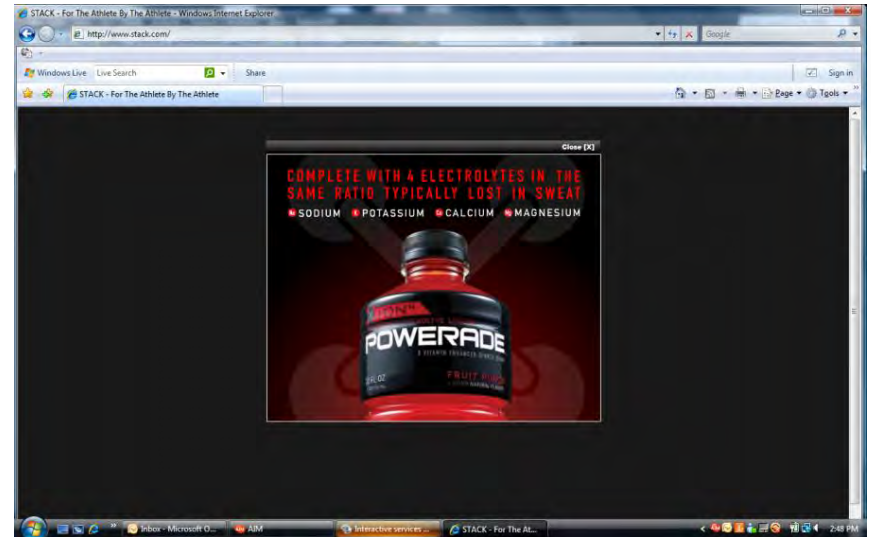
# RICH MEDIA ENABLED AD UNITS



In-Banner Video



Expandables



Home Page Take Over

# PRINT ADVERTISING OFFERINGS

- Franchise positions
- Content creation and integration
- Advertorials
- Special units
- Polybag
- Cover wraps
- In-school sampling
- Posters/flyers mailing and distribution



# STACK MAGAZINE

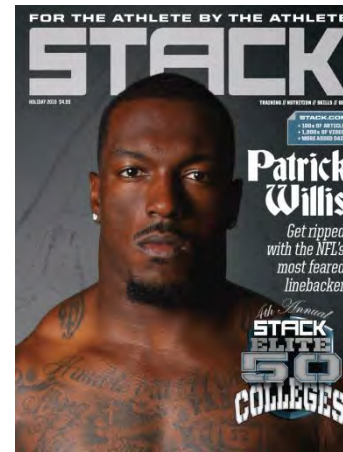
The only magazine dedicated to empowering high school athletes with “how to” information which includes nutrition

## Key Stats:

- Launched February 2005
- Published 6x/year
- Rate Base: 800,000 (never missed)
- Total Audience: 4,880,000\*
- RPC 6.1\*
- BPA Audited – personally requested and distributed by Athletic Directors at over 12,000 high schools
- Six rate base increases since launch
  - Triple digit rate base growth over 3 years
  - Doubled rate base over past 2 years
- Consistently overdeliver vs. rate base

\*Source: MRI 2009 Reader Profile

Rate Base from BPA Publisher Statement, June 2010



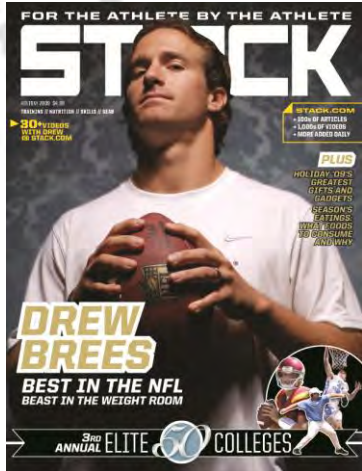


# STACK MAGAZINE (CONT.)

## ***STACK Magazine Surpasses All Teen Magazines in Readership***

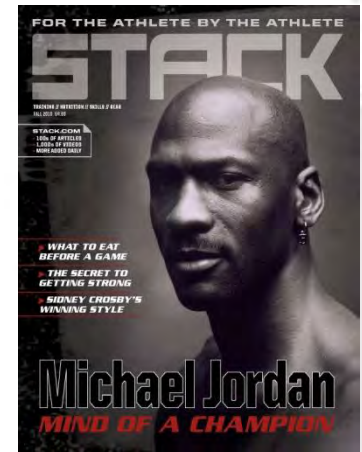
### ***Now Distributed in Two-thirds of the Nation's High Schools with Varsity Athletic Programs***

STACK Magazine has stepped up its distribution to high school athletes and now reaches 66% of all U.S. high schools with varsity athletic programs. After activating more than 2,000 new subscriptions requested by high school athletic directors, STACK now delivers multiple copies of its magazine to more than 12,000 high schools. This new milestone solidifies STACK's position as the nation's leading authority on sports performance and the most efficient way to reach serious young athletes.



STACK's readership of 4.88 million now surpasses all other magazines aimed at U.S. teens, making it the largest teen magazine in the country, as measured by MRI's Teenmark audience rankings. STACK is now read by more teenagers than Seventeen (4.7 million); and in the sports category, it dwarfs the teen audience for Sports Illustrated (2.7 million) and ESPN The Magazine (2.4 million).

November 2010



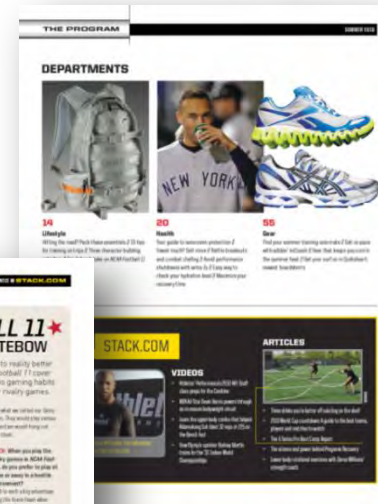
# STACK MAGAZINE (CONT'D)

**STACK is the only sports publication out there about empowering – not just comparing – athletes.**

STACK is the only nationally distributed high school sports publication in over 12,000 high schools – that is over two-thirds of all American high schools with Varsity sports.

STACK offers editorial content covering:

- Tips and Training:** by professional athletes, their trainers, experts from professional training facilities across the country
- Lifestyle** (apparel, video games, movies, music)
- Health and Hygiene**
- Exercise of the Month**
- Workout of the Month**
- Cover Feature**
- New Trends & Gear**
- Quick Tips**
- Heartpower**



# STACK MAGAZINE (CONT'D)

## Signature Issues:

### Ultimate Recruiting Guide *Winter*



#### Covering...

- Recruiting Terminology
- Financial Aid
- Divisional Breakdown
- Academics
- Self-Marketing
- Communicating with Coaches
- Gauging Interest
- College Visits
- Researching Colleges
- College Visits
- NCAA Rules & Regs
- Recruiting Checklist

### Summer Training Guide *Summer*



- Workouts
- Meal plans
- Team and athlete spotlight

#### Covering...

- Football
- Baseball
- Basketball
- Track & Field
- Volleyball
- Soccer

### Elite 50 College Rankings *Holiday*



The most recognized,  
comprehensive college resource  
for high school athletes.

#### Covering...

- Football
- Baseball
- Basketball
- Lacrosse
- Soccer
- Track & Field
- Cross Country
- Volleyball
- Swimming
- Hockey
- ...and more.



...also includes the annual  
Holiday Gift Guide.



# WHAT ATHLETES ARE SAYING...

"I love the workouts they have, because it's the pros that are telling you this stuff. I always look at all the workouts and imagine how far I can get with them. Keep up the good work STACK. It is paying off."

**Sufyan S., Chicago, IL**

"Bball is my life and every time I see the pro athletes working out in your mag it makes me want to work that much harder. You've really helped me improve my game. Maybe one day I'll be in your mag."

**Auriell S. Baldwin High School, Baldwin, FL**

"At the beginning of football season, my coach gave [STACK] to me and said 'This mag will improve your mass and skill of the game.' STACK taught me, and now I'm a better RB and person."

**Kevin H. Central High School, San Angelo, TX**

"I'm really happy that my coach gives me STACK magazine. The drills and exercises give me more insight for upcoming basketball games. I'm prepared now!! Thanks 2 STACK!!!"

**Alvin B. Edna Karr High School, New Orleans, LA**

"STACK magazine has helped me so much as an athlete. I would recommend STACK to any athlete trying to get better because at the end of the day...you'll always need it."

**Kyle T. Miami Central Senior High, Miami, FL**

"I grab them as soon as I see them. This is my favorite magazine in the world."

**Jibri H., Milwaukee School of Languages, Milwaukee, WI**

"Your article on Amare Stoudemire changed my life. It motivated me to stop pitying myself and give it all I got. Thank you so much for being such an inspiration. I'm definitely going to represent STACK mag now throughout my school, because students need this."

**Jessica D., Kansas City, MO**

"Slam, ESPN, Sports Ill haven't got anything on y'all – keep it up."

**Brandon, Bellevue West, Bellevue, NE**

"When the newest issue of STACK arrives at my school, I have to grab one right away before they are all gone!"

**Steven R., Logan View, Hooper, NE**

"It is a superb magazine filled with expert advice. I'd recommend it to anyone who wants to advance their skills in any sport."

**Mo, Wauconda High School, Wauconda, IL**



# WHAT COACHES AND ADS ARE SAYING...

“I have been in athletic administration for the past 30 years and don't remember a free publication that our student athletes actually read. Student athletes have come to me and commented that they had seen this athlete or watched a team you had interviewed. Thank you!”

**Steve Somerlot, AD, Columbus, OH**

“The coaches use it as a tool to have the student athletes buy into weight training, and the physical education and health teacher also uses it for classroom purposes. Thank you for helping contribute to the Matignon Athletic Department.”

**Tom Arria, AD, Boston, MA**

“I was amazed when the athletes that did not normally work out on their own began to show up after school and use the information from STACK. They would try different lifts that we had no time to do in athletic class, or get out and work on their speed. It was awesome!”

**BB, Greenwood S.D.**

“The reason that I like STACK is that it provides the proper information in a way my players like to read it. By showing real athletes using these exercises makes them realize that if they do it they will get better.”

**JD, Pennsylvania**

“STACK is the only magazine that we distribute to our players. We see no other reason to distribute other magazines. STACK is able to meet all of their needs.”

**Allen Collins, AD,  
Nashville, TN**

“Very rarely does a magazine attract our athletes' attention long enough to read an article, let alone the whole magazine, like your magazine does. Thanks for contributing to the physical and mental growth of our athletes.”

**Jeff Craig, Athletic Director, Del City High School  
(Oklahoma)**

“We have a required silent sustained reading period each day and yours is the magazine of choice that my kids read.”

**Bill Motte, AD, Wren High School**

“I think your magazine is awesome, especially for student-athletes who are seriously trying to make it to the next level. My son who is a QB ran a 4.9 40 when I read the article about the Champ Bailey speed workout. He trained using the same exact workout and went to a 4.7 in a month and a half. By June he is hoping to run a 4.6.”

**Rich, Bethel Tate High School, Bethel, OH**

# WHAT PROS AND EXPERTS ARE SAYING...

“Younger athletes need something like STACK, because they don’t understand that they should be doing the important things like improving their flexibility and balance—the things that help them on the court and keep them healthy throughout their careers. STACK tells them the right things to do, and the right way to do them.”

**Amare Stoudemire, NBA Forward, Phoenix Suns**

“My athletes and I love STACK because it gives up the underground training programs and techniques that can not be found anywhere else. It is the real stuff that the top athletes are doing! All my clients (pro, college, high school) are glued to STACK every time a new issue hits. We all can’t believe the information you guys get and deliver in every issue. Keep bringin’ it.”

**David Stroshine, C.S.C.S., Performance Coach,  
Speed Strength Systems  
Former NFL Linebacker, Tennessee Titans**

“STACK Magazine has filled a tremendous niche in the marketplace and promotes something all of our clients believe in: optimizing performance the right way, through hard work and without the use of banned substances. Several of our clients have confirmed that they are excited about STACK for the philosophies it preaches in each and every issue and the benefits it can provide to young athletes around the country.”

**Mark Heligman, Sports Agent, SFX Football**

“STACK does a great job of letting high school athletes know they can make it and of giving them routines that guys like us do every day.”

**Kevin Durant, NBA Forward, Oklahoma City Thunder**

“[STACK] provides detailed information for student-athletes and coaches alike to better prepare for their individual sport. The descriptions and photo illustrations take the guess work out of the explanations. The sources are credible and cover an array of information.”

**Shaun McPherson, M.Ed., CSCS, USAW  
Associate Strength and Conditioning Coach, Baylor University**

“I was reading the March issue of STACK this morning. I must say that STACK is the most informative magazine for me. I always pick up a few new exercises here and there. Keep up the good work.”

**Pierre Barrieu, U.S. Men’s National  
Soccer Team  
Head Strength and Conditioning Coach**

# STACK IN THE MEDIA



CEO Nick Palazzo on Forbes Sports Money, June 24, 2010

In its first three months (September through November 2009), the campaign attracted 100,000 site visits, surpassing the brand's initial goal by 60 percent. Some 15,000 teens registered to use the Performance Tracker, a personalized workout tool that dispensed daily workout calendars and printable training routines. The site's "Ask the Experts" section drew 1,000 inquiries about training and working out. Meanwhile, Gatorade tapped high-profile athletes like Peyton Manning and Dwyane Wade to star in its 150 training videos -- popular, Mehlhope says, because teens see the pros as giving them access to "underground" information.



It was an example of what happens when a brand finds the right media partner and they're on the same wavelength. —BOB PORCARO, OMD



STACK has also been featured on:



The New York Times



CBS







**For more on STACK marketing opportunities,  
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