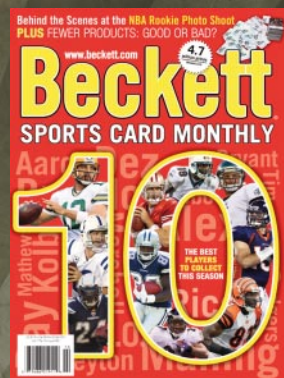
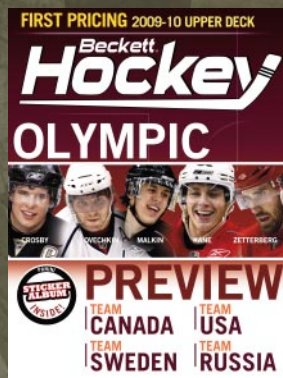


# Beckett®

MEDIA

Check Out Our  
**Starting  
Lineup**



**"Beckett Celebrates the Passion of Sports Fans."**



# Corporate Profile

Beckett Publications is the premier publisher of monthly sports collectibles magazines. The privately held company, considered the world's most trusted source in collecting, currently publishes seven magazines. Its flagship title is the popular Beckett Baseball Collector Monthly.

Dr. James Beckett founded Beckett Publications in 1984. In the mid-1970's, while a professor at Bowling Green State University, he published his first baseball price guides as "free-upon-request" pamphlets to, in his words, "bring order out of the chaos that existed" in the baseball card industry. These pamphlets led to annually published price guides and were the forerunners of Beckett's monthly collectibles magazines.

The first Beckett Baseball Collector Monthly was published in November 1984 with a 10,000-copy print run. It quickly became the reference source for card collectors. Beckett Baseball has a distribution of over 100,000 copies per month. Distribution of all Beckett monthly titles combined exceeds 1,000,000 copies per month.

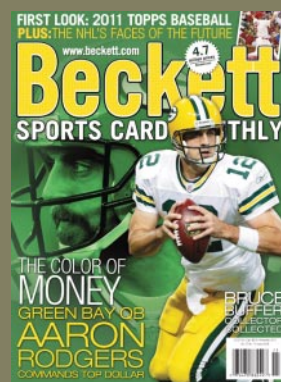
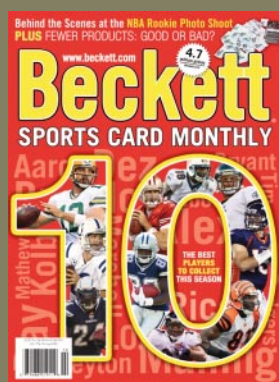
In just a few years, Jim Beckett turned his passion for sports card collecting into a multi-million dollar published business. Beckett Publications employs more than 150 people producing monthly card collection magazines for baseball, football, basketball, hockey and motorsports. From its 74,000 square foot headquarters in Dallas, Texas, the company also produces a line of successful sports personality and collectible books, as well as annual price guide books.

Beckett products are distributed via a unique channel of more than 4,500 independent collectibles hobby accounts. In addition, Beckett magazines and books are distributed through such retailers as Barnes & Noble, Borders Books, Wal-Mart, Target, Toy R Us, Diamond Comics independent hobby shops and hundred of national and regional grocery, drug and convenience store chains. Beckett books are also available from online booksellers such as [barnesandnoble.com](http://barnesandnoble.com) and [amazon.com](http://amazon.com)

Today, in addition to its core publishing business, Beckett Publications operates interactive and entertainment divisions. Beckett interactive ([www.beckett.com](http://www.beckett.com)) develops proprietary software for internet applications. The division also manages Beckett Collectible Auctions, an online sports memorabilia auction, and Beckett Grading Services, a third-party professional sports card grading service. Beckett Entertainment develops intellectual property in entertainment and sports arenas. The division's mission is to produce quality family entertainment that tells fantastic stories with positive themes.



**"Beckett Celebrates the Passion of Sports Fans."**



# Beckett

## SPORTS CARD MONTHLY

The reader of our single-sport titles (Baseball, Basketball, Football & Hockey) is predominantly an adult male (late 20s to late early 50s) with a true passion for that particular sport. He has an expert-level understanding of his sports trading card market and spends anywhere between \$50 to \$150 a month on sports cards. The typical reader of *Beckett Sports Card Monthly* is more of a generalist who's not an expert in any one sport, but has a passion for all sports and is curious about the collectible landscape of all sports. This product is for more of a casual collector.

### Why advertise in *Beckett Sports Card Monthly*?

- *Beckett Sports Card Monthly* targets and delivers an active, responsive audience of sports card and memorabilia collectors and enthusiasts.
- *Sports Card Monthly* 88,000 Distribution—41% sell through
- We cover the hottest sports collectible products available and reach collectors who'll be receptive to your message and want to buy!
- You gain incredible exposure as Beckett Publications' magazines are distributed via a vast network of major retailers, bookstores, comic stores and sports and hobby shops. You'll find our magazines in Wal-Mart, Kmart, Target, Barnes and Noble, Waldenbooks and other popular national outlets.
- *Beckett Sports Card Monthly* offers very competitive advertising rates.

### Rates and Requirements for 2011

Effective October 1, 2010

4-Color	1x	6x	12x
Full Page	\$3,300	\$2,970	\$2,805
1/2 Page	\$1,980	\$1,782	\$1,683
1/3 Page	\$1,650	\$1,485	\$1,403
1/4 Page	\$1,320	\$1,188	\$1,122
2-Page Spread	\$6,270	\$5,643	\$5,330
Cover 2	\$4,125	\$3,713	\$3,507
Cover 3	\$3,630	\$3,267	\$3,086
Cover 4	\$4,455	\$4,010	\$3,787
Black/White	1x	6x	12x
Full Page	\$1,650	\$1,411	\$1,199
1/2 Page	\$990	\$847	\$719
1/4 Page	\$660	\$564	\$480
1/8 Page	\$413	\$392	\$300
1/16 Page	\$248	\$211	\$180

#### Premium Positions:

Add 15% position charge for guaranteed placement. Information about premium positions are available upon request.

#### Specials:

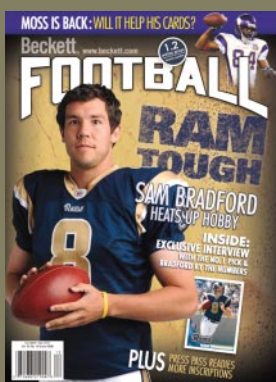
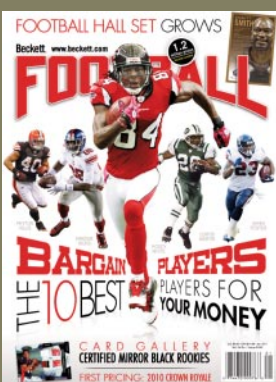
Rates for inserts are available upon request. Shows-to-Know, Business Cards & Classifieds are available. Contact your sales representative today!

For the protection of ALL of our customers, we accept only the most reputable advertisers. Please be forewarned that unsettled disputes with buyers can result in revocation of advertising privileges.

Cover Date	Space Reservation	Materials Due	On Sale Date
February	12/16/10	12/23/10	02/01/11
March	01/13/11	01/20/11	03/01/11
April	02/10/11	02/17/11	03/29/11
May	03/10/11	03/17/11	04/26/11
June	04/14/11	04/21/11	05/31/11
July	05/12/11	05/19/11	06/28/11
August	06/09/11	06/16/11	07/26/11
September	07/14/11	07/21/11	08/30/11
October	08/11/11	08/18/11	09/27/11
November	09/15/11	09/22/11	11/01/11
December	10/13/11	10/20/11	11/29/11
January 2012	11/10/11	11/17/11	12/27/11

\* Dates/Cover subject to change





# Beckett. FOOTBALL

No one hits the line harder with the most incredible coverage of today's NFL stars and their cards. With hot tips on what to collect, previews and reviews of new card sets, the most accurate football card Price Guide around and more, any collector can score at will in the football card hobby. *Beckett Football* is a proven consumer favorite and ranks among the biggest retail sellers on the newsstand.

## Published Since 1989

**Publisher:** Beckett Publications  
**Title:** *Beckett Football*  
**Cover Price:** \$4.99 U.S. \$6.99 CAN  
**Rate Base:** 47,000 Distribution  
 41% Sell Through

## Target Audience

Football card collecting has enjoyed tremendous popularity in recent years. With the emergence of superstars such as Mark Sanchez, Sam Bradford and Ndamukong Suh, the largely male audience of collectors is enthusiastic about the sport and the hobby. Below is a brief profile of today's typical football card collector.

- Approximately 92% of *Beckett Football* readers are male
- 67.7% of *Beckett Football* readers are in the 25- to 54-year-old age range
- Annual household income is estimated at \$59,000

## Rates and Requirements for 2011 Effective October 1, 2010

4-Color	1x	6x	12x
Full Page	\$1,980	\$1,832	\$1,683
1/2 Page	\$1,188	\$1,099	\$1,010
1/3 Page	\$990	\$916	\$842
1/4 Page	\$792	\$728	\$673
2-Page Spread	\$3,762	\$3,479	\$3,198
Cover 2	\$2,475	\$2,289	\$2,104
Cover 3	\$2,178	\$2,015	\$1,851
Cover 4	\$2,673	\$2,473	\$2,273
Black/White	1x	6x	12x
Full Page	\$990	\$916	\$842
1/2 Page	\$594	\$550	\$505
1/4 Page	\$396	\$366	\$337
1/8 Page	\$248	\$229	\$210
1/16 Page	\$149	\$138	\$127

### Premium Positions:

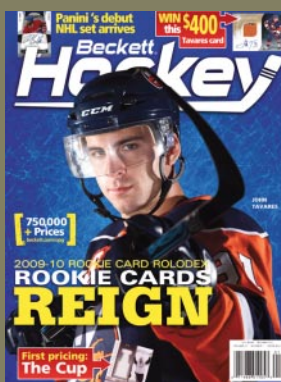
Add 15% position charge for guaranteed placement. Information about premium positions are available upon request.

### Specials:

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Cover Date	Space Reservation	Materials Due	On Sale Date
February	11/24/10	12/02/10	01/11/11
March	12/30/10	01/06/11	02/15/11
April	01/27/11	02/03/11	03/15/11
May	02/24/11	03/03/11	04/12/11
June	03/24/11	03/31/11	05/10/11
July	04/28/11	05/05/11	06/14/11
August	05/26/11	06/02/11	07/12/11
September	06/23/11	06/30/11	08/09/11
October	07/28/11	08/04/11	09/13/11
November	08/25/11	09/01/11	10/11/11
December	09/29/11	10/06/11	11/15/11
January 2012	10/27/11	11/03/11	12/13/11

\* Dates/Cover subject to change



# Beckett Hockey

It's the hottest magazine and Price Guide on ice! Readers get all the latest news and views on the most celebrated hockey stars, their cards and collectibles. Hard-hitting collecting articles and fantastic hockey autograph action. Each month, there are tips on collecting hockey cards and autographs. Plus, the most reliable pricing for hockey cards, autographs and other hot collectibles.

## Published Since 1989

Publisher: Beckett Publications  
Title: *Beckett Hockey*  
Cover Price: \$4.99 U.S. \$6.99 CAN  
Rate Base: 50,000 Distribution  
56% Sell Through

## Target Audience

- Approximately 96% of *Beckett Hockey* readers are male
- 79% of *Beckett Hockey* readers are in the 25- to 54-year-old age range
- Annual household income is estimated at \$56,000

## Why advertise in *Beckett Hockey*?

- *Beckett Hockey* targets and delivers an active, responsive audience of hockey card, memorabilia and autograph collectors and enthusiasts.
- We cover the hottest hockey collectible products available and reach collectors who will be receptive to your message and want to buy!
- You gain incredible exposure, as Beckett Publications' magazines are distributed via a vast network of major retailer, bookstores, comic stores and sports and hobby shops. You'll find our magazines in Wal-Mart, Kmart, Target, Barnes and Noble, Waldenbooks and other popular national outlets.
- *Beckett Hockey* offers very competitive advertising rates.

## Rates and Requirements for 2011 Effective October 1, 2010

4-Color	1x	6x	12x
Full Page	\$1,260	\$1,166	\$1,071
1/2 Page	\$756	\$699	\$643
1/3 Page	\$630	\$583	\$536
1/4 Page	\$504	\$466	\$428
2-Page Spread	\$2,394	\$2,214	\$2,035
Cover 2	\$1,575	\$1,457	\$1,339
Cover 3	\$1,386	\$1,282	\$1,178
Cover 4	\$1,701	\$1,574	\$1,446
Black/White	1x	6x	12x
Full Page	\$630	\$583	\$536
1/2 Page	\$378	\$350	\$321
1/4 Page	\$252	\$233	\$214
1/8 Page	\$158	\$146	\$134
1/16 Page	\$95	\$87	\$81

## Premium Positions:

Add 15% position charge for guaranteed placement. Information about premium positions are available upon request.

## Specials:

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March	01/13/11	01/20/11	03/01/11
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May	03/10/11	03/17/11	04/26/11
June	04/14/11	04/21/11	05/31/11
July	05/12/11	05/19/11	06/28/11
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December	10/13/11	10/20/11	11/29/11
January 2012	11/10/11	11/17/11	12/27/11

\* Dates/Cover subject to change





# Beckett. Baseball

The superstars of baseball and baseball card collecting are covered each month in this awesome magazine! *Beckett Baseball* gives readers cool articles, great action photographs, tips on card collecting and forum for questions about baseball cards. Of course, the hobby's most trusted Price Guide for baseball cards is included, too! *Beckett Baseball* is a proven consumer favorite and ranks among the biggest retail sellers on the newsstand.

## Published Since 1984

**Publisher:** Beckett Publications  
**Title:** *Beckett Baseball*  
**Cover Price:** \$4.99 U.S. \$6.99 CAN  
**Rate Base:** 100,000 Distribution  
 42% Sell Through

## Target Audience

Baseball card collecting continues to enjoy immense popularity. With the emergence of new superstars like Josh Hamilton and Tim Lincecum and the popularity of players such as Ichiro Suzuki, Derek Jeter and Alex Rodriguez, many sports fans still count collecting cards and memorabilia among their most favorite activities. Below is brief profile of today's typical baseball card collector.

- Approximately 93% of *Beckett Baseball* readers are male
- 30.3% of *Beckett Baseball* readers are in the 10- to 24-year-old age range
- 58.6% of *Beckett Baseball* readers are in the 25- to 54-year-old age range
- Annual household income is estimated at \$64,000

## Rates and Requirements for 2011 Effective October 1, 2010

4-Color	1x	6x	12x
Full Page	\$3,300	\$2,970	\$2,805
1/2 Page	\$1,980	\$1,782	\$1,683
1/3 Page	\$1,650	\$1,485	\$1,403
1/4 Page	\$1,320	\$1,188	\$1,122
2-Page Spread	\$6,270	\$5,643	\$5,330
Cover 2	\$4,125	\$3,713	\$3,507
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1/8 Page	\$413	\$392	\$300
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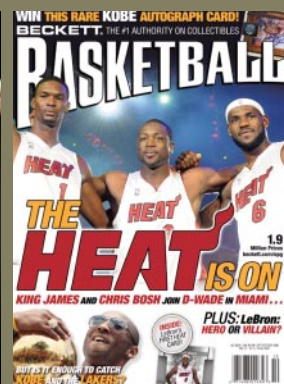
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June	04/07/11	04/14/11	05/24/11
July	05/05/11	05/12/11	06/21/11
August	06/02/11	06/09/11	07/19/11
September	06/30/11	07/07/11	08/16/11
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November	09/08/11	09/15/11	10/25/11
December	10/06/11	10/13/11	11/22/11
January 2012	11/03/11	11/10/11	12/20/11

\* Dates/Cover subject to change



BECKETT.

# BASKETBALL

When collectors want the latest on today's hoops superstars and their cards, they turn to *Beckett Basketball*. Hobbyists get the best coverage, including tips on card collecting, previews and reviews of new card sets, as well as the most relied upon monthly basketball card Price Guide in the hobby. *Beckett Basketball* is a proven consumer favorite and ranks among the biggest retail sellers on the newsstand.

## Published Since 1990

**Publisher:** Beckett Publications  
**Title:** *Beckett Basketball*  
**Cover Price:** \$4.99 U.S. \$6.99 CAN  
**Rate Base:** 42,000 Distribution  
 44% Sell Through

## Target Audience

Basketball collectors are passionate about their hobby. And with the emergence of new superstars like LeBron James, Blake Griffin and others, that passion for collecting is bound to grow. Below is a brief sketch of today's typical basketball collector.

- Approximately 90% of *Beckett Basketball* readers are male
- 51% of *Beckett Basketball* readers are in the 12- to 34-year-old age range
- Annual household income is estimated at \$59,000

## Rates and Requirements for 2011 Effective October 1, 2010

4-Color	1x	4x	8x
Full Page	\$1,260	\$1,166	\$1,071
1/2 Page	\$756	\$699	\$643
1/3 Page	\$630	\$583	\$536
1/4 Page	\$504	\$466	\$428
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May/Jun	02/17/11	02/24/11	04/05/11
July	04/07/11	04/14/11	05/24/11
August	05/26/11	06/02/11	07/12/11
September	07/14/11	07/21/11	08/30/11
October	09/01/11	09/08/11	10/18/11
Nov/Dec	10/14/11	10/21/11	11/05/11
Jan/Feb	11/25/11	12/02/11	12/17/11

\* Dates/Cover subject to change





## “Beckett Celebrates the Passion of Sports Fans.”

### Print Publication Audience

With Beckett's powerful lineup of collectors publications, you reach an affluent audience of men who are ready to buy! The typical Beckett reader is a man between the ages of 25 and 54. He's the head of his household and makes between \$52,000 and \$67,000 a year.

Sports Publications	Gender	Age	HH Income/Year
Beckett Baseball Card	93% Male	Average age – 23 Median age – 33	\$64,000
Beckett Football Card	92% Male	Average age – 34 Median age – 33	\$59,000
Beckett Basketball Card	90% Male	Average age – 29 Median age – 23	\$59,000
Beckett Hockey	93% Male	Average age – 33 Median age – 39	\$70,000
Sports Card Monthly	85% Male	17 to 49 years – 70%	\$64,000

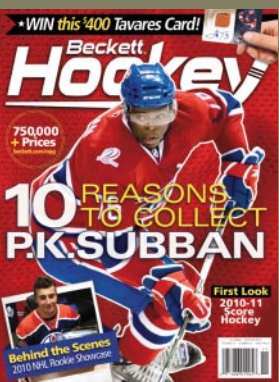
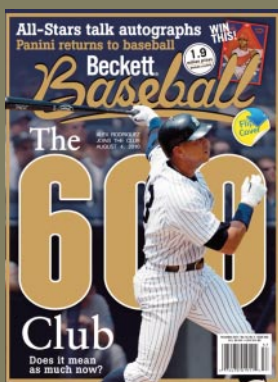
### Primary Readership Age Demographics by Sports Publication

Age	Baseball	Football	Basketball	Hockey	Sports
Under 10 years old	0.4%	0.3%	0.0%	0.0%	0.9%
10-17 years old	17.3%	14.5%	31.1%	2.6%	15.8%
18-24 years old	13.0%	9.5%	20.9%	13.0%	10.5%
25-34 years old	23.1%	29.5%	15.5%	24.7%	28.1%
35-44 years old	19.6%	22.3%	12.8%	29.9%	29.8%
45-54 years old	15.9%	15.9%	12.8%	16.9%	7.9%
55-64 years old	8.0%	6.1%	4.1%	11.7%	6.1%
65 years old or more	2.6%	2.0%	2.7%	1.3%	0.9%

### Youth Pass-Along Readership Age Demographics by Sports Publication

Age	Baseball	Football	Basketball	Hockey	Sports
Kids 6-11	17.65%	12.87%	24.05%	17.65%	29.73%
Tweens 9-14	23.76%	18.71%	17.72%	25.49%	10.81%
Teens 12-17	19.76%	27.49%	27.85%	15.69%	10.81%
18-24 Years	17.65%	12.87%	24.05%	17.65%	29.73%



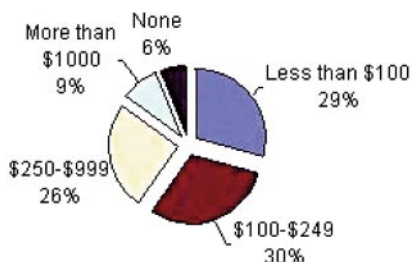


## "Beckett Celebrates the Passion of Sports Fans."

### Sports Goods Expenditures

Over the past 12 months, the typical member of Beckett's total audience spent \$344 on sporting goods. Nearly three-fourths (71%) spent \$100 or more over the last 12 months.

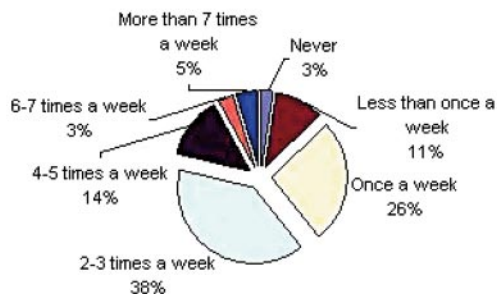
12 Mos. Spending on Sporting Goods  
Print & Online Audience



### Fast Food Expenditures

Beckett audience member households typically purchase fast food 3 times per week. Nearly 9 in ten (86%) households buy fast food at least once per week.

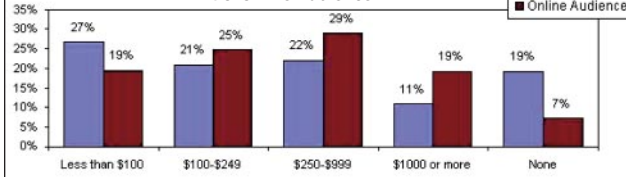
How Often Someone in Household Eats Fast Food  
Print & Online Audience



### Mail-Order/Web expenditures

Each Beckett audience member spent an average of \$458 via the web or mail-order over the past 12 months. Website visitors are more likely to purchase products via the web/mail-order than magazine readers.

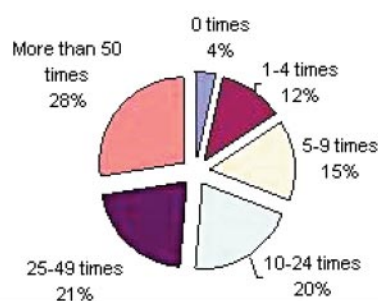
12 Mos. Spending Through Mail-Order/Web  
Print & Online Audience



### Magazine Reference Data

Each Beckett audience member refers back to their Beckett magazine issue an average of 30 times.

Referring Back to Last Issue of Beckett Magazine  
Print & Online Audience



### Pass-along Readership Data

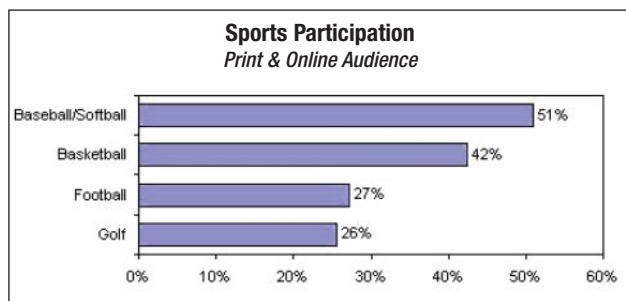
With a pass along readership of 2.7 readers per copy, more than 65% of Beckett's magazine readers share their issues with someone else in their household. Many Beckett readers are parents that share their Beckett issues with their sons/daughters.



## "Beckett Celebrates the Passion of Sports Fans."

### Sport Participation and Sports Related Activities/Interests

Active participation in sports in the last 12 months: 78.5%



### Fantasy Sports\*

Participation in fantasy sports leagues in the last 12 months: 63.3%

#### Fantasy sports participation by sport:

Baseball 40.7%  
Football 37.1%  
Basketball 20.6%  
Hockey 13.3%  
Racing 11.7%  
Golf 7.2%  
None 36.7%

\* Be sure to ask your sales representative about our Fantasy Sports titles.

Average number of hours watching sports on television per week  
8.4

### Video Gaming

Percentage of households that own one or more popular video game platforms 72.7%

Video game system ownership by console name:

Microsoft XBOX 8.6%  
Nintendo 64 19.0%  
Nintendo Gameboy Advance/Gameboy 26.0%  
Nintendo Game Cube 7.3%  
Sony Playstation One 36.0%  
Sony Playstation 2 32.7%  
Sega Dreamcast 10.3%  
Sega Saturn 1.9%  
None 27.3%

\* Other 15.0%

\* Key other responded: PC Gaming, Sega Genesis and Super Nintendo

Percentage of Beckett audience that play sports related video games 75.9%

#### Video games played by sport:

Baseball 52.7%  
Basketball 39.1%  
Football 52.8%  
Golf 27.7%  
Hockey 28.9%  
Racing 34.0%  
None 24.1%  
\*\*Other 6.2%

## Beckett Distribution



BORDERS.

