

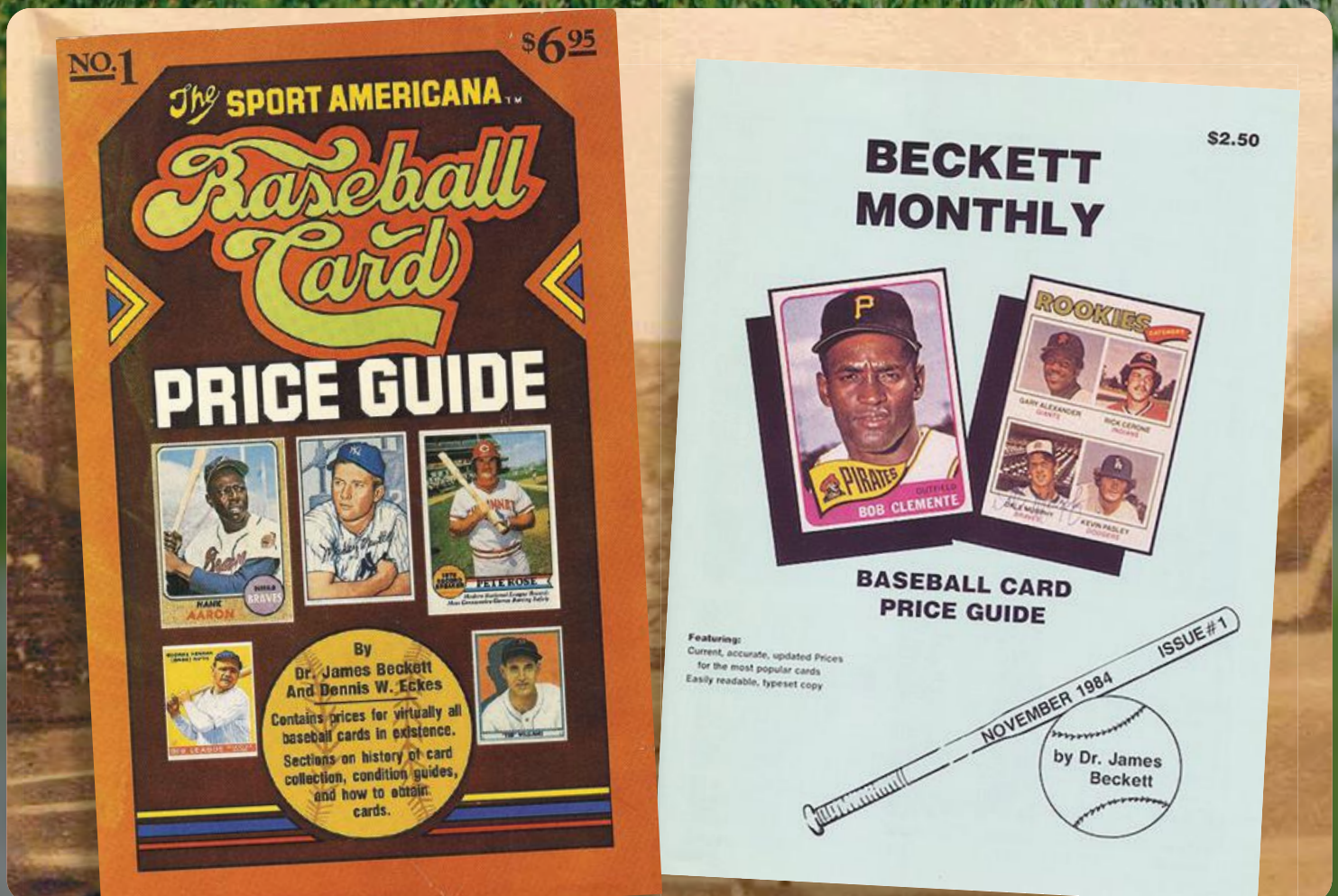
2020 MEDIA KIT

Beckett Media, LLC.

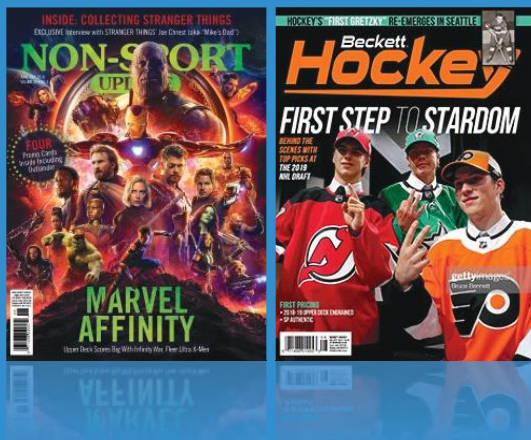
THE BECKETT STORY

Beckett Media has been the voice of the collectibles industry from the time Dr. James Beckett published his first Sport Americana Baseball Card Price Guide book in 1979 to the launch of the first issue of Beckett Baseball magazine five years later. In the time since that rather simplistic first issue of Beckett Baseball, the magazine – and the company itself – has grown in significant proportions, similar to the very field it covers. Under the guidance of Dr. Beckett, the company mastered the print medium, expanded price guide titles to other sports and other genres, introduced web commerce as a viable means of trade and instituted grading as an important segment of the company portfolio.

Today, Beckett Media continues the foundation first laid down by Dr. Beckett – one of integrity, commitment and accuracy. In doing so, Beckett Media will proudly move the Beckett brand forward through an exciting future, all the while continuing to serve its current customers and attracting a new generation of collectors. Most importantly, Beckett Media will maintain the trust and excellence the company was built upon.



THE BECKETT PORTFOLIO

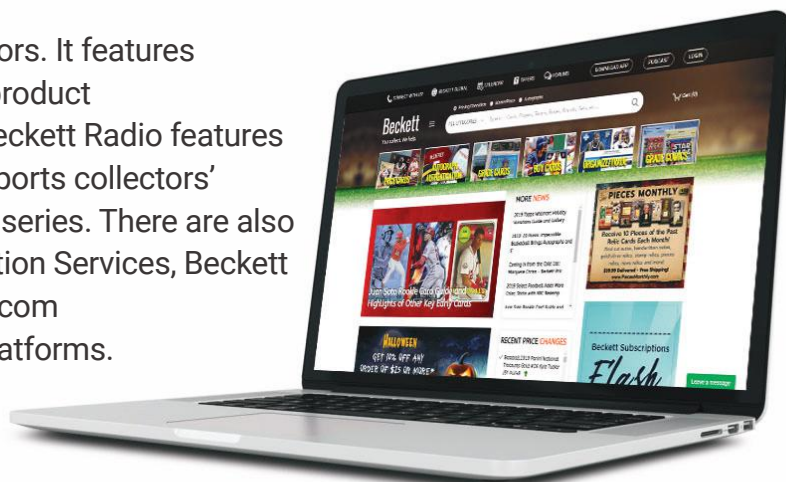


PUBLICATIONS

Beckett Media is the premier publisher of monthly sports collectibles magazines and specialty market collectible platforms in the U.S.. Beckett is considered the world's most trusted source in collecting. Magazines include engaging content that offers timely insights into new products and cards attracting interest on the secondary market. Beckett Media is also the leading publisher of successful trading card Price Guide books. In addition to the sports publications, Beckett publishes many non-sport titles: Non-Sport Update, Fantasy Football, Rock&Gem, COINage and other special interest magazines.

BECKETT.COM

The exciting Beckett.com is THE go-to site for collectors. It features daily dynamic content with breaking news, features, product previews/reviews and video segments/web series. Beckett Radio features a variety of podcasts including the most listened to sports collectors' podcast in the industry, The Fat Packs and other web series. There are also links to Beckett Grading Services, Beckett Authentication Services, Beckett On-Line Price Guides, the Show Calendar. All Beckett.com features are also posted via Beckett's social media platforms.



EVENTS

Beckett Annually hosts and produces The Industry Summit, the premier B2B conference for the collectibles industry. Participants include retailers manufacturers, distributors and industry service providers. Beckett also participates in various trade shows and consumer collector events throughout the year in the USA and Canada.

OUR REACH

DEMOGRAPHICS

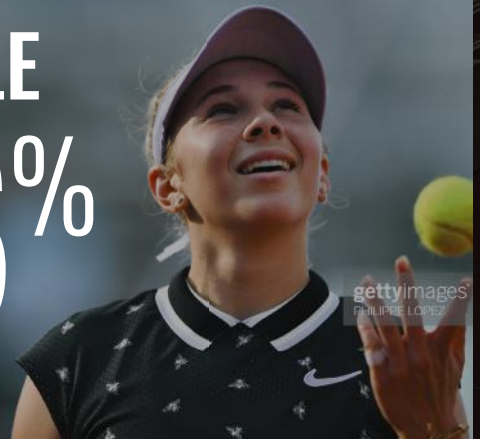
MALE

84%



FEMALE

16%



AGE RANGES

18-24	9%
25-44	55%
45-54	19%
55-64	11%
65+	6%

MEDIAN HHI

HHI \$100,000+

56%

HOMEOWNERS

78%

INTERESTS

- Sports & Fitness
- News/Politics/Avid News Readers
- Food & Dining
- Lifestyle & Hobby Professionals

- Banking & Finance
- Media & Entertainment
- Technology
- Shoppers – 78% purchase premium brands

BECKETT.COM



7 MILLION
PAGE VIEWS PER MONTH

325,000+
UNIQUE VISITORS PER MONTH

8:00 MINUTES
AVERAGE STAY PER VISIT

7 PAGE VIEWS
PER SESSION

PRINT READERSHIP



ALL TITLES - OVER 250,000 PER MONTH

BECKETT SOCIAL MEDIA PLATFORMS

 **29,000**
FOLLOWERS

 **37,000**
FOLLOWERS

 **15,000**
FOLLOWERS

 **10,600**
FOLLOWERS

 **9,000**
FOLLOWERS

BECKETT RADIO



- Topical Collecting podcast series
- Interviews with industry leaders, athletes & celebrities
- On-site interviews and podcasts – National Sports Collectors Convention, The Industry Summit, NFL Rookie Photo Shoot, MLB Spring Training, Toronto Sport Card & Memorabilia Expo
- Remote store appearances/broadcasts – special events, grand openings



Ask your Account Manager about sponsorship packages!

MEET OUR FAT PACKS HOST – ERIC NORTON



Eric began collecting as a seven year old, using his allowance to buy cards from a shop near his home. He has been hooked ever since. Following eight years of service in the US Army, Eric worked for the Seattle Mariners selling game-used memorabilia. With his love of the hobby re-ignited, he joined Beckett in 2014. He serves as a hockey price guide analyst and is a vital member of the BBS team.

TRADE SHOW SPONSORSHIPS

- National Sports Collectors Convention
- Beckett Night at the National
- Toronto Sport Card & Memorabilia Expo
- Booth Branding
- Grading Booth Branding
- BAS Shows/BGS Show Booths
- On-site Beckett Radio

Ask your Account Manager for pricing details!

E-MAIL BLASTS

Customized timely e-mail blasts targeted to our list of 100,000+ collectors. E-Blasts start as low as \$500. REACH AVID HOBBYISTS, BUYERS AND POTENTIAL CUSTOMERS.

- Auctions
- Special Sales
- Holiday Initiatives
- Store Openings
- Player Appearances
- Shows and Events

This message was sent to panini@entertainment.com from:
 Partner Services | partner@beckett.com | Beckett Collectibles Inc. | 4835 McEwen Road | Dallas, Texas 75244
 Unsubscribe

BECKETT.COM BANNER ADS

- Reach our 325,000+ unique monthly visitors with Rotating* Static Banner Ads
- Rates vary by size, location and impressions
- Ad zones available on pages throughout the site – ask your account manager

Ask your account manager for pricing details. Packages start as low as \$100 per 100,000 impressions!

01 - **300x250**
Inline Rectangle

02 - **300x600**
Skyscraper

03 - **300x250**
Inline Rectangle



September 13-16, 2020
Westgate Resort Hotel Las Vegas Nevada.

Event Sponsorships Available.

Meet the Industry & Booth Opportunities for
Product Showcase Available.

Contact your Beckett Account Manager
for Pricing Details.



BUNDLES

ANNUAL BECKETT BUNDLES

Bundle and Save Big!!!

We can also customize a bundle to meet your needs!!!

Bundles for EVERY Budget

TOTAL DOMINATION BUNDLE

- 30 FP 4-Color Ads of choice
- 8 FP B/W Price Guide Ads
- 6 FP 4-Color Vintage Collector Ads
- 4 E-mail Blasts
- 6 month Beckett.com 300*250 rotating ads minimum 600,000 impressions
- 3 month Podcast Sponsorship – Fat Packs or other
- 2 Fat Packs Interviews
- 1 Beckett at the National Sponsorship of choice

{ TOTAL VALUE **\$105,000** }

{ BUNDLE PRICE **\$50,000** }

TOTAL COVERAGE BUNDLE

- 36 FP 4-Color Ads of choice
- 8 FP B/W Cover Ads in Beckett Annual Price Guides
- 12 months 300*250 Run-On-Site banner ads 1,000,000 impressions

{ TOTAL VALUE **\$91,150** }

{ BUNDLE PRICE **\$40,000** }

BUNDLES

HALL OF FAME BUNDLE \$25K

- 12 FP 4-Color Ads in Monthly of Choice
- 6 FP 4-Color Vintage Collector Ads
- 4 FP B/W Price Guide Ads
- 3 month Beckett.com 300*250 rotating ads minimum 250,000 impressions
- 2 weeks Beckett.com Homepage Skyscraper Banner Ad
- 3 month podcast sponsorship – Fat Packs or others
- 1 Beckett at the National Pop-Up Banner Display
- 2 Email Blasts

{ TOTAL VALUE **\$91,150** }

{ BUNDLE PRICE **\$40,000** }

SPORTS MONTHLY BUNDLES

Touch 'Em All Bundle Baseball
Touchdown Bundle Football
Slam Dunk Bundle Basketball
Hat Trick Bundle Hockey
Wide World of Sports Card Monthly Bundle

- 12 FP 4-Color Ads in monthly of choice
- 2 FP 4-Color Ads issues of choice
- 2 FP B/W Ads Annual Price Guide
- 4 weeks 300*250 run of site banner ads
300,000 impressions

{ TOTAL VALUE **\$31,750** }

{ BUNDLE PRICE **\$15,000** }

EVERYTHING OLD IS NEW AGAIN

- 6 FP 4-Color Ads in Vintage Collector Magazine
- 1 FP B/W Ad in Vintage Almanac
- 1 FP B/W Ad in Baseball Almanac
- 1 E-Mail Blast
- 1 Week 300*250 Banner Ad on Beckett.com home page
minimum 75,000 impressions

{ TOTAL VALUE **\$15,150** }

{ BUNDLE PRICE **\$7,500** }

BUNDLES

GET IN THE GAME BUNDLE

- 12 1/4 FP 4-Color Ad
- 1 month 300*250 run-of-site banner ad –250,000 impressions
- 1 Month On-Line Sponsor Sponsorship

{ BUNDLE PRICE **\$6,000** }

{ TOTAL VALUE **\$11,000** }

ON-LINE TAKEOVER BUNDLE

- 1week Static 300*600 Skyscraper ad on Beckett.com Home Page
- 1 week Beckett.com 300*250 top right home page ad 100,000 impressions
- Beckett Top Story
- Beckett E-mail Blast

{ TOTAL VALUE **\$31,750** } { BUNDLE PRICE **\$15,000** }

SAMPLER BUNDLE

- 12x Any Size Color or B/W Print Ad
- 4x Any Size Annual Price Guide Ad
- 1x E-Mail Blast
- 1 week 300*250 Banner Ad 75,000 impressions
- 1 month on-line podcast sponsorship

{ **40% OFF** PUBLISHED RATES }

CUSTOMIZED BUNDLES TO MEET YOUR SPECIFIC NEEDS

Ask your account manager and we will create a bundle for you!

{ **30%-40%** TOTAL DISCOUNTS }

ON THE ROAD AGAIN BUNDLE

- Beckett Radio – Fat Packs Road Trip In Store Appearance
- Facebook Live events while on site
- Fat Packs Radio features and interviews
- Product giveaways
- 1 E-Mail Blast
- 1 Beckett Radio Fat Packs customized Pop-Up display
- 1 week Beckett.com Banner ad minimum 75,000 impressions

{ TOTAL VALUE **\$31,750** } { BUNDLE PRICE **\$15,000** }

NON-SPORT UPDATE ANNUAL BUNDLE

- 6 X Print Ads
- 1 FP 4-Color Non-Sport Update Annual Price Guide Ad
- 1 E-Mail Blast
- 1 On-Line Sponsorship

{ **35% OFF** PUBLISHED RATES }

AD RATE SHEET



Beckett Baseball is firmly established as the oldest and most respected source for timely and accurate trading card pricing information and industry news.

EACH ISSUE DELIVERS:

- Exciting and insightful feature articles
- Product previews and reviews
- Up-to-date industry news on what's trending, who's trending and what/who will be trending soon!
- Dealer Directory
- Beckett Baseball Show Calendar directs collectors to the upcoming shows in their area.
- The most comprehensive trading card price guide information in the industry.

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.

4-COLOR	1X	6X	12X
Full Page	\$2,500.00	\$2,250.00	\$2,125.00
1/2 Page	\$1,500.00	\$1,350.00	\$1,275.00
1/4 Page	\$1,000.00	\$900.00	\$860.00
2 Pg Spread	\$4,700.00	\$4,230.00	\$3,995.00
Cover 2	\$3,100.00	\$2,790.00	\$2,650.00
Cover 3	\$2,725.00	\$2,450.00	\$2,315.00
Cover 4	\$3,350.00	\$3,015.00	\$2,850.00

BLACK/WHITE	1X	6X	12X
Full Page	\$1,250.00	\$1,125.00	\$1,075.00
1/2 Page	\$750.00	\$675.00	\$640.00
1/4 Page	\$500.00	\$450.00	\$425.00
1/8 Page	\$310.00	\$280.00	\$265.00
1/24 Page	\$185.00	\$165.00	\$155.00

ISSUE	AD DUE DATE	DEALER ON SALE DATE
March	12/31/2019	1/22/2020
April	1/28/2020	2/19/2020
May	3/3/2020	3/25/2020
June	3/31/2020	4/22/2020
July	4/28/2020	5/20/2020
August	6/2/2020	6/24/2020
September	6/30/2020	7/22/2020
October	8/4/2020	8/26/2020
November	9/1/2020	9/23/2020
December	9/29/2020	10/21/2020
January 2021	11/3/2020	11/25/2020
February 2021	12/1/2020	12/23/2020

* Dates & Cover Subject to Change

FOR MORE INFORMATION, CONTACT **ALEX SORIANO - ADVERTISING SALES** TODAY!

CELL PHONE: 619.392.5299 • EMAIL: ALEX@BECKETT.COM

AD RATE SHEET

BECKETT.
BASKETBALL



Beckett Basketball delivers monthly as the most respected source for timely and accurate trading card pricing information and industry news. Each Issue features:

EACH ISSUE DELIVERS:

- Exciting and insightful feature articles
- Up-to-date on what trending/ who's trending and what/who will be trending soon!
- Dealer Directory
- Product Previews and Reviews
- The most comprehensive trading card price guide information in the industry.

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.

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Full Page	\$2,500.00	\$2,250.00	\$2,125.00
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1/24 Page	\$185.00	\$165.00	\$155.00

ISSUE	AD DUE DATE	DEALER ON SALE DATE
February	12/18/2019	1/8/2020
March	1/22/2020	2/12/2020
April	2/19/2020	3/11/2020
May	3/18/2020	4/8/2020
June	4/22/2020	5/13/2020
July	5/20/2020	6/10/2020
August	6/17/2020	7/8/2020
September	7/22/2020	8/12/2020
October	8/19/2020	9/9/2020
November	9/16/2020	10/7/2020
December	10/21/2020	11/11/2020
January 2021	11/18/2020	12/9/2020

* Dates & Cover Subject to Change

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AD RATE SHEET



Beckett Hockey delivers monthly as the most respected source for timely and accurate trading card pricing information and industry news.

EACH ISSUE DELIVERS:

- Exciting and insightful feature articles
- Product previews and reviews
- Up-to-date industry news on what's trending, who's trending and what/who will be trending soon.
- Beckett Show Calendar directs collectors to the upcoming shows in their area.
- The most comprehensive trading card price guide information in the industry.

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.

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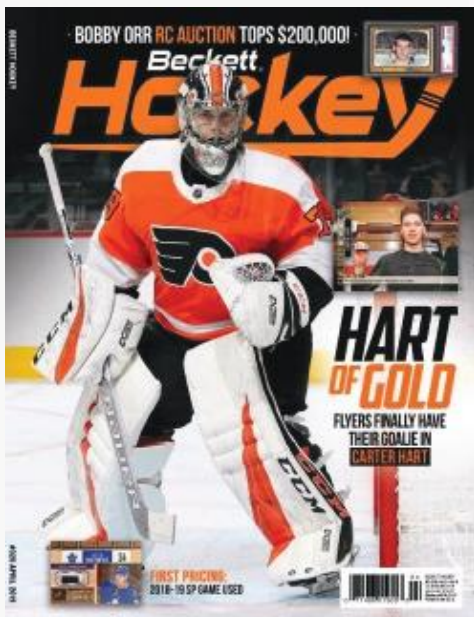
ISSUE	AD DUE DATE	DEALER ON SALE DATE
March	12/30/2019	1/8/2020
April	1/27/2020	2/12/2020
May	3/2/2020	3/11/2020
June	3/30/2020	4/8/2020
July	4/27/2020	5/13/2020
August	6/1/2020	6/10/2020
September	6/29/2020	7/8/2020
October	8/3/2020	8/12/2020
November	8/30/2020	9/9/2020
December	9/28/2020	10/7/2020
January 2021	11/2/2020	11/11/2020
February 2021	11/30/2020	12/9/2020

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AD RATE SHEET



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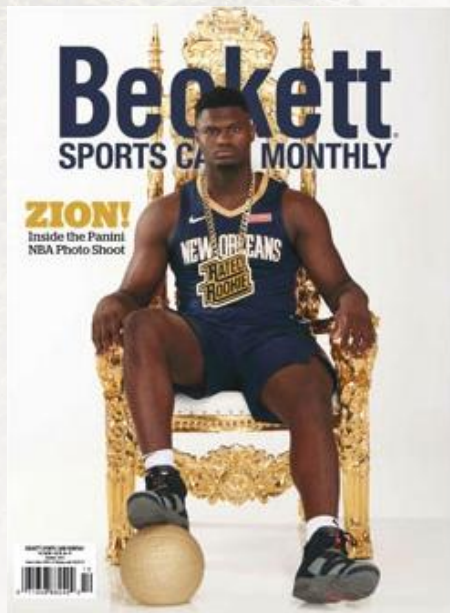
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July	5/19/2020	6/10/2020
August	6/16/2020	7/8/2020
September	7/21/2020	8/12/2020
October	8/18/2020	9/9/2020
November	9/15/2020	10/7/2020
December	10/20/2020	11/11/2020
January 2021	11/17/2020	12/9/2020

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AD RATE SHEET



No matter what sport a collector is passionate about, SCM has it covered. In addition to Baseball, Football, Basketball and Hockey, readers will find information and pricing for MMA, WWE, Gaming, Figurines, Racing, Golf and more.

PLUS:

- Exciting and insightful feature articles
- Up-to-date industry news on what's trending, who's trending and what/who will be trending soon.
- Product previews and reviews
- Beckett Show Calendar directs collectors to the upcoming shows in their area.
- The most comprehensive trading card price guide information in the industry.

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.

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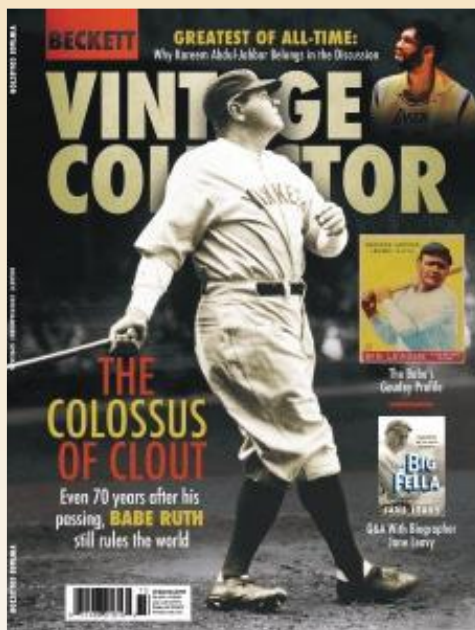
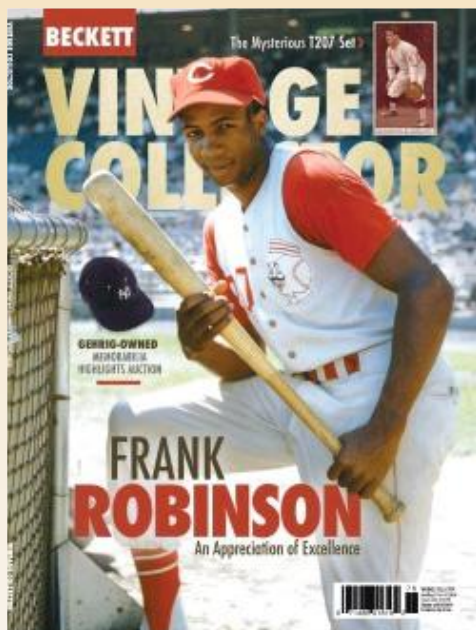
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September	7/21/2020	8/12/2020
October	8/18/2020	9/9/2020
November	9/15/2020	10/7/2020
December	10/20/2020	11/11/2020
January 2021	11/17/2020	12/9/2020

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AD RATE SHEET



Vintage Collector is a feature-driven full color magazine published bi-monthly. Vintage Collector is loaded with sports auction previews and results, in-depth interviews, historical memorabilia and trading cards. It is such a beautiful and interesting magazine that each becomes a collectible!

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.

4-COLOR	1X	6X	12X
Full Page	\$2,500.00	\$2,250.00	\$2,125.00
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ISSUE	AD DUE DATE	DEALER ON SALE DATE
Feb/Mar	12/16/2019	1/8/2020
Apr/May	2/17/2020	3/11/2020
Jun/Jul	4/20/2020	5/13/2020
Jul/Aug	6/22/2020	7/15/2020
Oct/Nov	8/17/2020	9/9/2020
Dec/Jan	10/19/2020	11/11/2020

* Dates & Cover Subject to Change

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AD RATE SHEET



Fantasy is loaded with everything you need to prepare for and dominate your league. Preparation is key to drafting a winning team. The first pick or last, knowledge rules.

Our experts at CBS Sports are anxious to help you grab your league title. Features include:

- Player Rankings
- 15-round Mock Draft
- Detailed Cheat Sheets
- Position Tiers
- Sleepers & Busts
- 32 Team Breakdown, including 2019 Draft Picks

ASK YOUR ACCOUNT MANAGER ABOUT BUNDLE PACKAGES/DISCOUNTS.



4-COLOR	1X	6X	12X
Full Page	\$2,500.00	\$2,250.00	\$2,125.00
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Cover 4	\$3,350.00	\$3,015.00	\$2,850.00

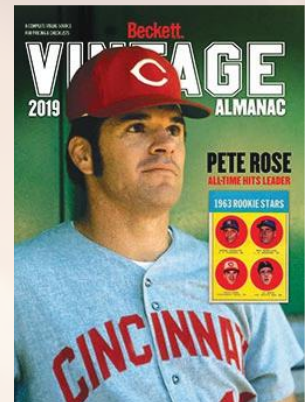
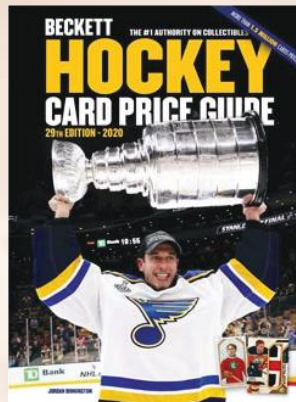
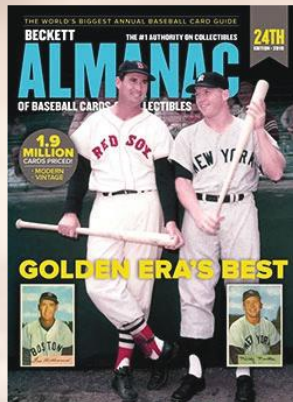
ISSUE	AD DUE DATE	DEALER ON SALE DATE
Fantasy Football 1	5/13/2020	6/3/2020
Fantasy Football 1	7/13/2020	8/5/2020

* Dates & Cover Subject to Change

FOR MORE INFORMATION, CONTACT **ALEX SORIANO - ADVERTISING SALES** TODAY!

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AD RATE SHEET ANNUAL PRICE GUIDE BOOKS



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1/2 Page	\$1,100.00	Wrestling Price Guide #2	Issue# 2	2/21/2020	3/13/2020
1/4 Page	\$675.00	Racing Price Guide #31	Issue# 31	4/17/2020	5/8/2020
Cover 3	\$2,850.00	Graded Card Price Guide #17	Issue# 17	5/29/2020	6/19/2020
Cover 4	\$2,475.00	Baseball Almanac #25	Issue# 25	6/19/2020	7/10/2020
		Vintage Almanac #6	Issue# 6	6/26/2020	7/17/2020
		Beckett Non-Sports Price guide #6	Issue# 6	7/31/2020	8/21/2020
		Football Card Price Guide #37	Issue# 37	8/14/2020	9/4/2020
		Hockey Price Guide #30	Issue# 30	8/28/2020	9/18/2020
		Gaming Almanac #11	Issue# 11	9/11/2020	10/2/2020
		Basketball Price Guide #28	Issue# 28	9/25/2020	10/16/2020
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2 Pg Spread	\$4,000.00	\$3,780.00	Aug/Sep	6/26/2020	7/29/2020
Cover 2	\$2,675.00	\$2,500.00	Oct/Nov	8/28/2020	9/30/2020
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Cover 4	\$3,000.00	\$2,685.00			

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