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Mike Beacom

Account Executive

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FSP INC / 5305 ARBUSTOS CT NE
ALBUQUERQUE NEW MEXICO 87111 / **505-293-0509**

ON SALE >

JULY 6, 2010

Now in its 21st year, Fantasy Football Pro Forecast magazine is one of the oldest and most popular pre-season fantasy annuals.

Featuring >

Exclusive Interviews with TOP NFL STARS, articles by leading fantasy and NFL writers, our MASTERS FORECAST Experts Poll and Mock Draft, cheat sheets, team reviews, stats and our highly-respected position-by-position player profiles [270-plus players]. Fantasy Football Pro Forecast is a MUST READ for beginners and experienced aficionados alike.

176 PAGES / AD MATERIALS DUE > APRIL 30, 2010

LARGE PRINT RUN > 400,000 PLUS COPIES

NATIONAL DISTRIBUTION > WALMART, B.DALTON, BARNES & NOBLE, TARGET, SAFEWAY, 7-11, KROGER, SMITH'S, RALEY'S, CVS PHARMACY, WALGREENS, HASTINGS & MORE!



BRAND RECOGNITION 21 YEARS ON THE NEWSSTAND

PAYMENT DISCOUNT >

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MASTERS FORECAST MOCK DRAFT

POSITION / BY / POSITION PLAYER
PROFILES [+ PLAYERS]

PROFESSIONAL NFL FANTASY WRITERS

AN EXTREMELY THICK BOOK

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AUGUST 3, 2010

This is not your father's fantasy football magazine! The 2010 Football Diehards will continue to feature our unique blend of expert prognostication and MIND-BENDING STATS— including our in-depth target, red-zone and "Inside the 10" stats, along with an informative and entertaining assortment of fantasy-specific articles. Because Football Diehards is one of the last fantasy magazines to hit the newsstands each summer it offers NEWS THAT IS MORE PERTINENT to audiences making final preparations for their fantasy drafts.

128 PAGES / AD MATERIALS
DUE > MAY 10, 2010

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LAST BOOK ON THE STANDS!
FRESH NEWS AND VIEWS
IN HANDS LOOKING FOR
LAST MINUTE SEASON
PREPARATIONS!

EXPERT PROGNOSTICATION AND
MIND -BENDING STATS

TARGET-REDZONE "INSIDE THE 10"

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1/2 PAGE	1050	775	600	PAGE 4 / ACROSS THE TOP	1650
1/3 PAGE	750		450	CHEAT SHEET/PLACEMENT NEXT TO	1650
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JULY 27, 2010

FANTASY FOOTBALL CHEAT SHEETS magazine enters its 13th season after being named Fantasy Football Field's "MAGAZINE OF THE YEAR" in each of its first two seasons. In addition to exclusive interviews with TOP NFL STARS, articles, team reviews, player profiles and pertinent statistics, cheat sheets is best know for rankings and commentary provided by a panel of respected Fantasy Professionals from such notable outlets as FootballDiehards.com, CBSSportsLine.com, SI.com, KFFL.com, FantasyGuru.com, FSPnet.com and FOXSports.com.

136 PAGES / AD MATERIALS DUE > APRIL 30, 2010

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13 YEARS ON THE
NEWSSTAND

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PROFESSIONAL FANTASY RANKINGS, COMMENTARY AND CHEAT SHEETS FROM:

FOOTBALLDIEHARDS.COM,
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 FOXSPORTS.COM

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2/3 PAGE	1375		875	PAGE 1	2525
1/2 PAGE W/BLEED	1300	975	775	PAGE 3 / LETTER TO EDITOR	2475
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1/3 PAGE	875		525	CHEAT SHEET/PLACEMENT NEXT TO	2450
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JULY 27, 2010

The 15th annual DraftBook will once again focus on the NFL DRAFT and post-draft mini-camps along with detailed player capsules, stats and an expert mock draft. Our list of regular features include exclusive interviews with top NFL players, insightful articles by high-profile industry experts, our Top 200 OVERALL CHEAT SHEET, team reviews, position-by-position weekly stats, IDP stats and more!

184 PAGES / AD MATERIALS

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EXCLUSIVE NFL PLAYER
INTERVIEWS/NFL DRAFT

TEAM REVIEWS

POSITION-BY-POSITION / STATS

EXPERT MOCK DRAFT

TOP 200 OVERALL
CHEAT SHEET
PLAYER CAPSULES

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1/2 PAGE	1075	800	625	PAGE 4 / ACROSS THE TOP	2350
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-gif, animated gif, java apple, ad panel

-graphic size(s)

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[72 dpi at true size, 20k max]

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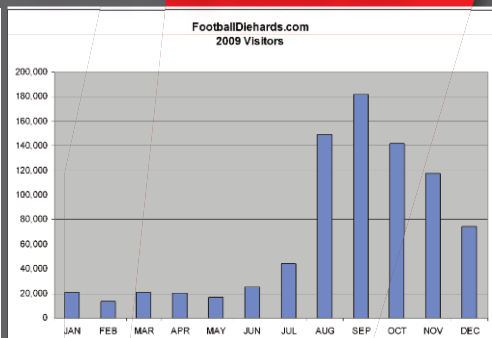
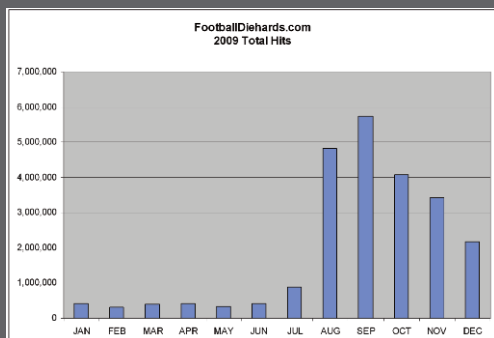
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> 23.4 million Hits in 2009
 > 825,000 total visitors in 2009.

> Averaged 3.5 million hits per month from July through December 2009.
 > Averaged 120,000 visitors per month from July through December 2009.



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TIME	WEEKLY	MONTHLY	TIME	WEEKLY	MONTHLY	TIME	WEEKLY	MONTHLY
MAY	300	1000	JULY	800	2880	SEPTEMBER	900	2880
JUNE	550	1760	AUGUST	1900	2880	OCTOBER	500	1600



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