

SPORTS & ENTERTAINMENT TODAY

SET



MEDIAKIT

We are SET

SET (Sports and Entertainment Today) Magazine offers exclusive access to the lives of the nation's top athletes and entertainers. We go beyond the stats and scores to reveal human-interest stories that give a sexy, bird's-eye view into the multimillionaire celebrity lifestyle.



What Sets Us Apart?

SET Magazine and SETtv were founded in 2008 by Danisha Rolle, wife of twelve year NFL veteran, Samari Rolle. Our readers identify SET as a leader in sports and entertainment news and covet our take on the most current and controversial topics. SET reveals the true identities of the world's most intriguing athletes offering more than just stats. We put a face to the names found in many sports reviews.

SET's cutting-edge media platform includes intriguing content seen quarterly in SET Magazine, on SETtv and via our social media sites. SET navigates unseen territory. We created a media niche that is unlike any other. Geared toward female sports fans, our male readership has increased, proving men love SET too.

SET Features

SET Homes

A look inside the luxury homes of athletes. Our design experts teach you how to recreate their lavish look for less.

SET All Access

Explore exclusive VIP access to events hosted by athletes and entertainers, from product launches and private dinner parties, to bridal showers.

SET Beauty

What's in the bag of athletes/entertainers? SET takes a peek and shares product reviews on favorites they can't live without.

SET Assist

Showcases celebrity causes and charities with community impact.

SET Time Out

A sneak peek into highly-coveted celebrity hideouts. See where they go to get away.

SET Tailgate

Celebrity athletes and entertainers teach personal recipes and share their favorite chef creations.



Editorial Calendar

SET Weddings

Take a look at some of the most luxurious weddings that spare no expense. From destinations to receptions that included celebrity performers and VIP guest lists.

Suggested release date: September 2020

SET Spring Sizzler

This spring we've whipped up a host of features focused on what's hot, steamy... and downright irresistible. In addition to our Seven Sexiest Athletes package, expect an inside look at the most exclusive celeb parties and events, the scoop on jaw-dropping swimsuits lust worthy female celebs will be rocking, insider tips on romantic secret vacation destinations and the 411 on how the sexist couples in sports keep their relationships steamy.

Suggested release date: March 2021

SET Power Play

In the world of sports and entertainment two things reign supreme: money and power. SET's inaugural power issue offers an intimate look into the lives of the rainmakers whose calls start and end careers. Expect to get the skinny on sport's up and coming athletes and a sneak peek inside the houses of the young and fabulous. Plus, get the scoop on the next generation of industry moguls, as they share tips on how our readers can tap into their inner powerhouse and more.

Suggested release date: June 2021

SET Assist - Charity Issue

The end of the year is a great time to reflect on your successes and growth, but also to consider those who are less fortunate. That's why SET is devoting the issue to athletes who are committed to making the world better. This issue will be replete with tips on everything ranging from the best places to donate your finances and time, as well as tips on preparing a 5-star holiday dinner at home. Plus, SET will deliver personal stories from athletes and entertainers sharing their holiday plans and more.

Suggested release date: September 2021

SET New Beginnings

SET kicks-off the New Year with even more of our signature coverage of the lives of today's hottest athletes— off the field. Expect intimate interviews exposing their goals and predictions for 2021, inspiration and personal motivation going into the new year. In short, all the encouragement our readers need to get a fresh start in 2021.

Suggested release date: January 2022





SET Events

WINTER

SET VIP Hamilton Experience

SET Presents Exclusive Pampering Suites/
Football 101 and Basketball 101

Off the Field Players' Wives Fashion Show
NFL Gifting Suites

SPRING

Kentucky Derby

NASCAR

Baseball All-Star

Met Gala

SET Presents Golf 101

SUMMER

SET An Example Conference

Nickelodeon Kids' Choice Sports Awards

Tour de France

International Boxing Hall of Fame

PGA Championship

Wimbledon Championships

MLB All-Star

Olympics



FALL

SET Presents Exclusive Pampering Suites/
Football 101 and Basketball 101

MLB World Series

Circulation & Distribution

SET Circulation

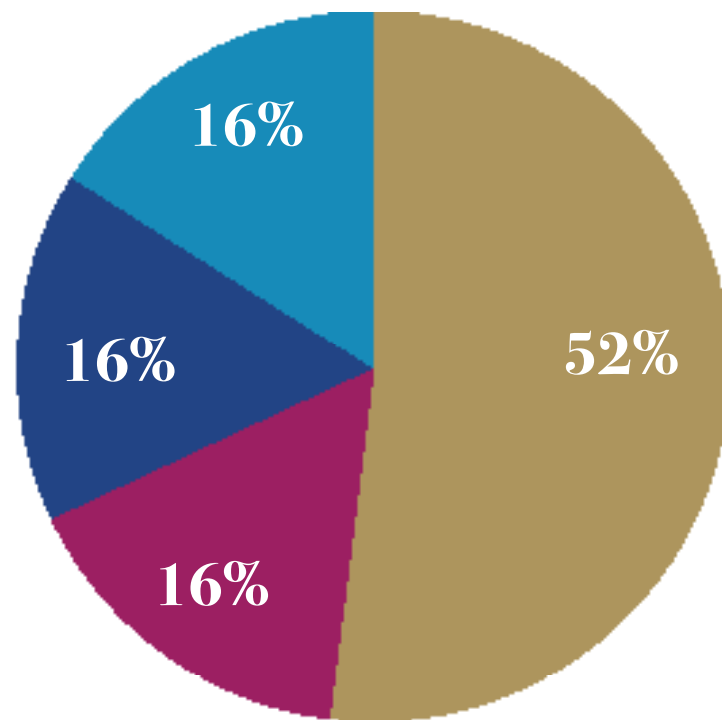
25,000 COPIES PER ISSUE

52% Direct to private subscribers

16% Professional team offices, Athletes/Entertainers

16% Special Events, Conferences, Sports Agencies, and Marketing Firms

16% Print and Digital Subscribers including Exclusive Events



Quarterly Distribution Cities

Los Angeles
San Francisco
Houston
Chicago
Atlanta
Miami
New York



Demographics

Why female fans?

Research shows that females comprise nearly 50% of the fan base for National Football League (NFL), Major League Baseball (MLB), National Basketball Association (NBA) and NASCAR, meaning half of the fan base is not the focus of advertising campaigns. Looking at the NFL and MLB in particular, women comprise 47% of all MLB fans and 44% of NFL fans. Beyond fan statistics, 70% of important family decisions are made by the female head of household, in addition to controlling the allocation of disposable income (i.e. purchases, vacations, leisure activities).

Given these facts, shouldn't the individual most likely to make the purchasing decisions be a focus of your advertising and marketing?

Age

21 - 55

Education

Some College

Median Age

21 - 55

Median Household Income

\$200,000

7 Reasons to Partner with SET

1 Women are The Fastest Growing Sports Loving Group

ESPN Sports poll and the US Census shows women’s interest in sports grows exponentially year-over-year. The NFL states “women make up over 44% of all U.S. NFL football fans.”

2 Women’s Sports Viewership is #1

The USA’s Women’s World Cup win over Japan shattered previous TV ratings with 25.4 million people watching, beating NBA Finals (13.9 million) and the Stanley Cup Finals (7.6 million viewers), proving women love sports just as much as men.

3 Our Advertisers Gain Exclusive Visibility

SET Magazine will saturate the locker rooms of 32 NFL teams, 30 NBA Teams, 30 NHL teams, 30 MLB teams and grace the coffee tables of noted celebrity homes.

4 SET Magazine is a Collectable Asset

SET Magazine activates your senses and provides an unparalleled experience that keeps SET relevant for years to come.

5 SET Red Carpet Events and Social Media Partnerships

SET is a multi-media platform that includes SET Magazine, SETtv, SET Events, SET Social Media and the new SET app. Our combined impressions offer unique exposure, as well as premier brand recognition.

6 SET Magazine Readers are Smart, Savvy and Faithful

SET readers are savvy, modern and fashion-forward, not to mention loyal. They have expendable income, are civic-minded and pride themselves in charitable efforts worldwide.

7 Women Control 90% of Household Purchasing Power

According to Harvard Business Review, “it would be foolish to ignore or underestimate the female consumer.” Nielson agrees and estimates “U.S. women purchase anywhere from \$5 trillion to \$15 trillion annually.”

SET Partnerships

The Premier Level

\$50,000

Includes all Diamond, Platinum Gold and Silver benefits plus:

- Event Title Sponsor
- 1 additional magazine ad (4 total)
- Additional banner featured on SET website (1 quarter)
- Quarterly recognition on all social media
- Contest title sponsor

The Diamond Level

\$30,000

Includes all Platinum Gold and Silver benefits plus:

- 1 additional magazine ad (3 total)
- Banner featured on SET website (1 quarter)
- Quarterly ad on SET app

The Platinum Level

\$20,000

Includes all Gold and Silver benefits plus:

- 1 additional magazine ad (2 total)
- Logo placement on Step & Repeat at 1 SET event
- Red carpet celebrity photo opp
- Swag bag placement for 1 additional SET event
- 2 additional SET VIP event tickets per year
- 1 Twitter party

The Gold Level

\$10,000

Includes all Silver benefits plus:

- 1 magazine ad
- 4 SET event VIP tickets
- Banner or table display at 1 SET event

The Silver Level

\$2,500

Your Product/Service featured:

- In social media mention for 1 SET event
- In website promotions for 1 SET event
- In red carpet event raffles or silent auctions
- In VIP swag bags (sponsored event)
- In SET gift bags (sponsored event)

A la carte Opportunities

(pricing available upon request)

- TV/Social Media/Events
- Radio
- SET gift boxes with your logo sent out to top athletes and entertainers
- Social media product online give-away
- Banner ads (micro) on SET website and app
- Event email blast (logo and link) inclusion
- Category exclusive event exposure

All partnership packages are subject to availability.

S P O R T S & E N T E R T A I N M E N T T O D A Y

SET

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