



SIS provides the latest information on techniques, tactics and modern trends in the game. Articles are written by top international coaches and include plenty of sample games and exercises - an invaluable resource for coaches at all levels.

## Welcome to Success in Soccer

Success in Soccer ("SIS") is published six times a year by Philippka-Sportverlag (Germany) in conjunction with Success in Soccer (USA). Our goal is to enhance soccer players' knowledge and mastery of the game by education their coaches, and we pride ourselves on providing some of the most innovative coaching education available anywhere. SIS was launched in 1997 with the vision to support the U.S. take its place among the world's soccer elite in the 21st century. Today SIS is read by coaches around the world.

## 2012 ADVERTISING RATES & DEADLINES

### FOUR COLOR PRINT RATES

size	dimensions	or	dimensions	1x	3x	6x
full page	8 1/2" x 10 3/4"			\$1,720	1,600	1,375
2/3	8 1/2" x 5 9/16"		5 9/16" x 9 1/16"	1,410	1,310	1,125
1/2	8 1/2" x 4 7/16"		4 1/8" x 9 1/16"	1,250	1,165	1,000
1/3	8 1/2" x 2 7/8"		4 1/8" x 6"	1,100	1,025	880
1/4	8 1/2" x 2"		4 1/8" x 4 7/16"	945	875	755

### BLACK & WHITE PRINT RATES

size	dimensions	or	dimensions	1x	3x	6x
full page	8 1/2" x 10 3/4"			1,200	1,115	960
2/3	8 1/2" x 5 9/16"		5 9/16" x 9 1/16"	910	845	725
1/2	8 1/2" x 4 7/16"		4 1/8" x 9 1/16"	750	700	600
1/3	8 1/2" x 2 7/8"		4 1/8" x 6"	600	560	480
1/4	8 1/2" x 2"		4 1/8" x 4 7/16"	495	460	395

### TECHNICAL SPECIFICATIONS

bleed size 8 3/4" x 11"	8 3/4" x 11"
trim size/live area	8 1/2" x 10 3/4"

### WEB BANNER (pixel size 190 x 112)

Commitment Length	Monthly Rates
12 Months	\$140
6 Months	\$150
3 Months	\$170
1 Months	\$220

### WHAT THEY'RE SAYING ABOUT SUCCESS IN SOCCER:

"Success in Soccer has distinguished itself as a top coaching tool. This magazine is full of outstanding coaching articles for every level of player. I can tell you first hand that I use Success in Soccer as a reference as I construct my training sessions."

Tony DiCicco, Head Coach  
Boston Breakers and former US Soccer  
Women's National Team Coach

"It's especially gratifying to introduce this magazine, Success in Soccer, as a DFB (German Soccer Federation) initiative to spread some of its know-how in English, and thus make it available to coaches and officials in yet more parts of the world."

Joseph S. Blatter, President, FIFA

"Success in Soccer is an ideal resource for coaches and teachers to assist players in realizing their potential."

Sir Alex Ferguson CBE, Manager,  
Manchester United

### EDITORIAL CALENDAR

	reservation deadline	ad material deadline	mailing dates
Jan/Feb 2012	Nov. 15, 2011	Nov. 30, 2011	Dec. 15, 2011
Mar/April 2012	Jan. 16, 2012	Jan. 30, 2012	Feb. 15, 2012
May/June 2012	Mar. 15, 2012	Mar. 30, 2012	April 13, 2012
July/Aug 2012	May 16, 2012	May 30, 2012	June 15, 2012
Sept/Oct 2012	July 16, 2012	July 30, 2012	Aug. 17, 2012
Nov/Dec 2012	Sept. 17, 2012	Sept. 28, 2012	Oct. 17, 2012
Jan/Feb 2013	Nov. 15, 2012	Nov. 30, 2012	Dec. 14, 2012

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