

BASEBALL • HOCKEY • FOOTBALL • BASKETBALL

# VYPE

HIGH SCHOOL SPORTS MAGAZINE

St. Paul

www.vype.com

## Definition of VYPE

VYPE (vɪp), noun:

- Combination of "varsity" and "hype," VYPE captures the passion and celebrates the lives and lifestyles of today's high school athletes.
- Adj: The bringing together of the collective interest of the entire high school sports community through positive, family friendly, high-impact coverage of high school athletes.

## Media Kit

## St. Paul

RANTS & RAVES  
PICTURE THIS  
FAMILY AFFAIR  
GRILL  
& MORE

For Highlights and Rankings go to [www.vype.com/stpaul](http://www.vype.com/stpaul)

# VYPE High School Sports Magazine

## We're in the GAME!

### Who We Are, Why We're Here

VYPE High School Sports Magazine captures the passion and excitement of sports in its purest form with in-depth coverage, real-time content and authentic views about high school sports in the St. Paul market. As a St. Paul market authority on high school sports, VYPE High School Sports Magazine provides unmatched access, real-time content and relevant news and information on today's high school athlete.

### Playbook

- 20,000 copies distributed each month
- Average readership of 80,000+ for every issue in the St. Paul market
- Over 50 high gloss pages
- Monthly Newsletter
- Free Magazine

### Key Readership Stats

- 83% of readers are parents
- 62% of households have a combined income of over \$50,000 per year
- 83% of magazine readers report that teens in their household regularly read VYPE High School Sports Magazine
- Over 63% of VYPE High School Sports Magazine readers purchase products or services from ads seen in VYPE High School Sports Magazine!
- Our readers share and pass along the magazine with four other readers each month

### Sports that we cover:

Hockey, Baseball, Football, Golf, Tennis, Basketball, Volleyball, Softball, Soccer, Gymnastics, Swimming, Cheerleading, Lacrosse, Wrestling, Track & Cross Country

Be a Charter Member Advertiser  
**612.616.4549**

### VYPE Testimonial

"I have been advertising with High School Sports the Magazine (now VYPE) since the inaugural issue and have seen a nice increase in requests for my business ever since. I enjoy supporting a magazine that puts kids in such a positive light."

-Jeff Muetzel  
President of Commanding Edge



VYPE High School Sports Magazine

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PUBLISHER Bob Burk

PRESIDENT Mike King

EDITOR-in-CHIEF Carrie Gill

SALES Andy Schaak

PART OF THE VYPE NATIONAL NETWORK

### THE HOME FIELD ADVANTAGE — ONLY VYPE HAS IT!

VYPE High School Sports Magazine is at the games – whether it's homecoming, the big championship or a local tournament – VYPE is there and you can be too. These events provide direct access to a particularly focused audience for your company to reach potential buyers with your products and message. VYPE High School Sports Magazine can work with you to explore what types of sponsorships make sense for your company's goals. Ask your sales representative how we can give you access to our home field advantage.

### IS YOUR COMPANY LOOKING TO CRACK THE ST. PAUL MARKET?

If you want to reach deep into the St. Paul market and showcase your products and services to two of the most desirable target markets today – teens and moms – then VYPE High School Sports Magazine is for you.

- Teens today have an aggregate income of \$80 billion and their parents spend another \$110 billion on teens in key consumer categories such as apparel, food, personal care items, and entertainment.
- These teens and their parents buy locally at national outlets and locally operated stores, restaurants and venues.
- 83% of readers are parents with a large portion of them being moms.
- Today's moms control 80% of all household spending, a value of \$1.7 trillion annually. When moms have time to read, it's magazines they are reading. The average mother reads 4.1 titles a month. Less than 20% of mothers look to newspapers for information. For VYPE High School Sports Magazine, 83% of our readership are parents and a large percentage of those parents are Moms.

70% of VYPE School High Sports Magazine readers keep the magazine longer than one month, giving your target audience ample time to see your advertising. Our average readers share the magazine with four other people every month.

With VYPE you will be able to capture the attention of the entire high school sports community because we focus on what's happening here in the St. Paul market. That's because we showcase the kids you know in the sports they love.

VYPE High School Sports Magazine and VYPE.com provide unprecedented access to the local high school athlete and their families that enable advertisers to connect with these highly desirable market demographics that influence and shape the majority of household purchase decisions.

AUDIT PENDING

