

Bowlers Journal INTERNATIONAL

BowlersJournal.com

# 2027 Media Kit

Telling bowling's story since 1913.



# Showcasing the Sport

Bowlers Journal International is the oldest monthly sports publication in the world, having celebrated its 100th anniversary in 2013, and its editors and contributors collectively have earned more national writing awards than any other bowling publication.

## Each year, BJI offers 12 issues packed with. . .

- Instructional Tips and Features
- Ball Reviews
- Event Coverage
- Interviews
- Bowling History
- Personality Profiles
- Monthly Columnists
- Human Interest Features
- Tech and Accessory Reviews
- Nutrition and Fitness Tips

**95%**
of readers responded positively when asked if BJI Magazine meets their needs.

**77%**
of readers rate the quality of the magazine high or very high.

# Our Readers

Readers of Bowlers Journal International subscribe out of a fanatical passion for the sport. They are loyal tournament and league bowlers who love gleaning tips from the magazine to improve their games and staying up to date on the latest equipment, accessories, stories and news.

- **81%** of our readers have been members of USBC for more than 20 years.
- **96%** of our readers are in, or plan to bowl in, one or more leagues.
- **99%** of our readers compete in one or more tournaments a year.

Bowlers Journal International subscribers largely are older, educated males who invest both their time and their money into the sport. Their relationship with the sport tends to be a longstanding and enduring one.

- **74%** of our readers are older than age 50.
- **91%** of BJI readers are male, and **8%** are female.
- **81%** have attended college, and **15%** have advanced degrees.
- **55%** do not work in the bowling industry.
- **54%** of our readers have incomes more than 75K.
- **37%** are retired.
- **69%** are married.



## BJI AT A GLANCE

19,000 Paid Distribution*

22,000 Total Distribution*

- **66%** of subscribers say Bowlers Journal ball reviews influence their ball-buying decisions.
- **37%** of our readers share their issues of BJI with a friend.

*Monthly average based on 2026 print orders.

## ABOUT BJI

Our team of writers comprises decades of experience in the sport, unparalleled historical knowledge and many dozens of International Bowling Media Association writing awards.

## THE BJI MISSION

Our goal is to honor the sport of bowling through great storytelling, impactful teaching that yields results and celebration of the sport's history.

## BOWLERS JOURNAL INTERNATIONAL

### PUBLISHER
Mike Panozzo

### EDITOR
Gianmarc Manzione

### INSTRUCTION EDITOR
Gene J. Kanak

### SENIOR WRITERS
Diandra Asbaty, Dennis Bergendorf, Mark Miller, Michelle Mullen, Vernon Peterson, J.R. Schmidt, Bill Spigner, Jason Thomas, George Wooten

### CREATIVE
Brock Kowalsky, Hannah Reinmiller, Tanner Slavens, Kelley Willoughby

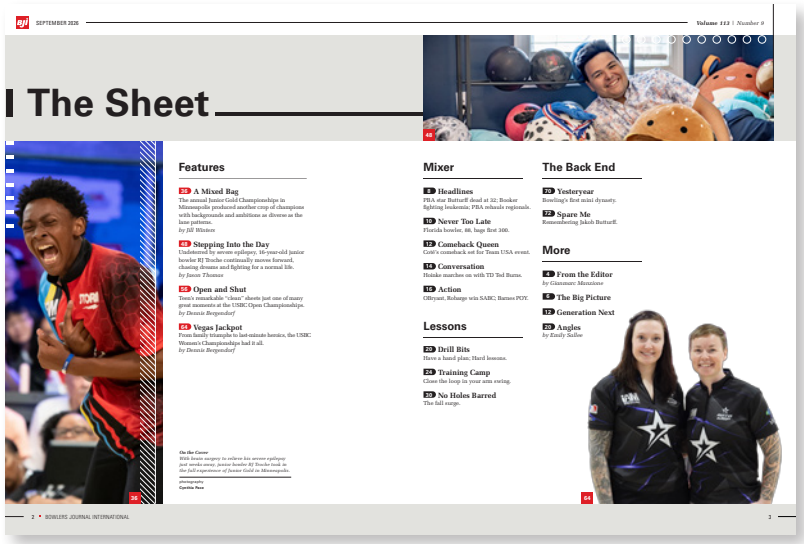
### CIRCULATION
800.514.BOWL (2695) Ext. 8965 | circulation@bowl.com

### ADVERTISING
817.385.8210 | ClientServices@bowl.com

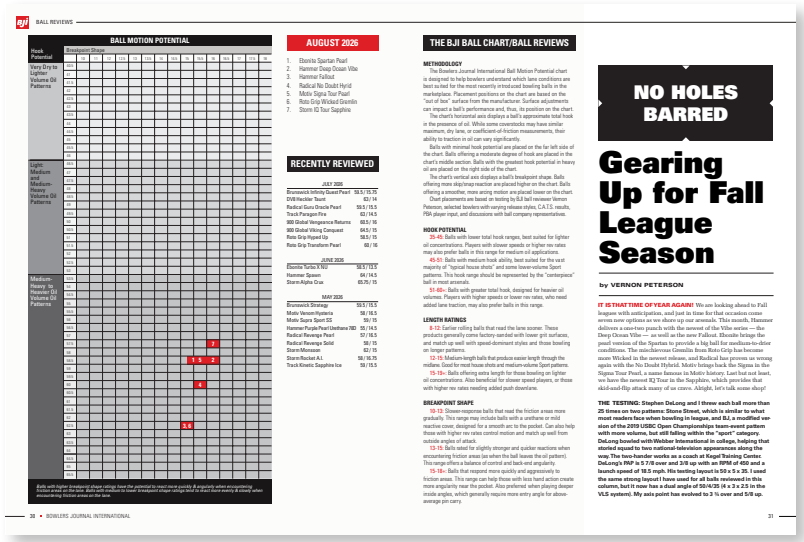
### BOWLERS JOURNAL INTERNATIONAL
621 Six Flags, Dr. Arlington, TX 76011 | 800.514.BOWL(2695) | BowlersJournal.com








The Sheet, September 2026




Ball Reviews, August 2026




Alex Horton, November 2026

# BJI readers are influenced by your ads!

Among the purchases generated by our readers' engagement with ads they encounter in Bowlers Journal International, our BJI readership survey indicates that these tend to be the most common:

| | |
|---|---|
| Balls | 91% |
| Cleaners | 51% |
| Bags | 37% |
| Shirts | 31% |
| Polishes | 26% |
| Grips | 26% |
| Wipes/Towels | 19% |
| Coaching Services | 13% |

Most of our subscribers keep a collection of their past issues, and **37%** report that they share their issues of BJI with a friend. We have a print and digital version of the magazine, which means readers have options when getting their bowling information.







# Maximum Exposure

As the bowling industry's premier monthly consumer magazine, Bowlers Journal International's editorial team approaches each year with a number of set events and issue themes planned. However, the magazine's editorial approach always remains nimble enough to pivot whenever fascinating figures, stories or events emerge.

Here is a look at a typical year of BJI content:*

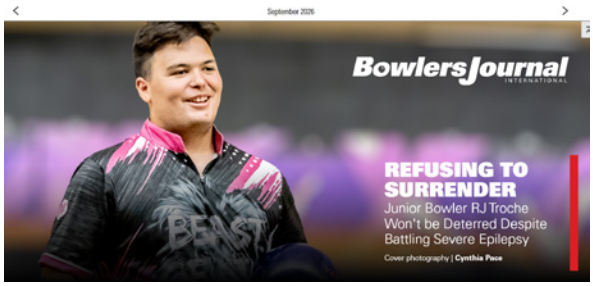
**January:** Players to Watch
**February:** Annual Amateur Tournament Calendar
**March:** College Championships Preview
**April:** U.S. Open Recap
**May:** USBC Intercollegiate Team Championships
**June:** PWBA Tour Season Kickoff
**July:** PBA World Championship
**August:** BJI All-American Teams
**September:** USBC Junior Gold Championships
**October:** College Preview
**November:** Pro-Tours Season in Review
**December:** Tech & Gear Christmas Gift Ideas

*subject to change



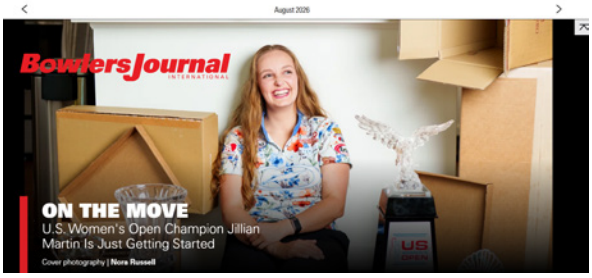
## Important Dates

| Month | Ad Space Reserve Date | Ad Due Date |
|---|---|---|
| January | December 5 | December 11 |
| February | January 5 | January 12 |
| March | February 5 | February 12 |
| April | March 5 | March 12 |
| May | April 6 | April 13 |
| June | May 5 | May 11 |
| July | June 4 | June 11 |
| August | July 6 | July 13 |
| September | August 4 | August 11 |
| October | September 4 | September 10 |
| November | October 5 | October 12 |
| December | November 5 | November 12 |













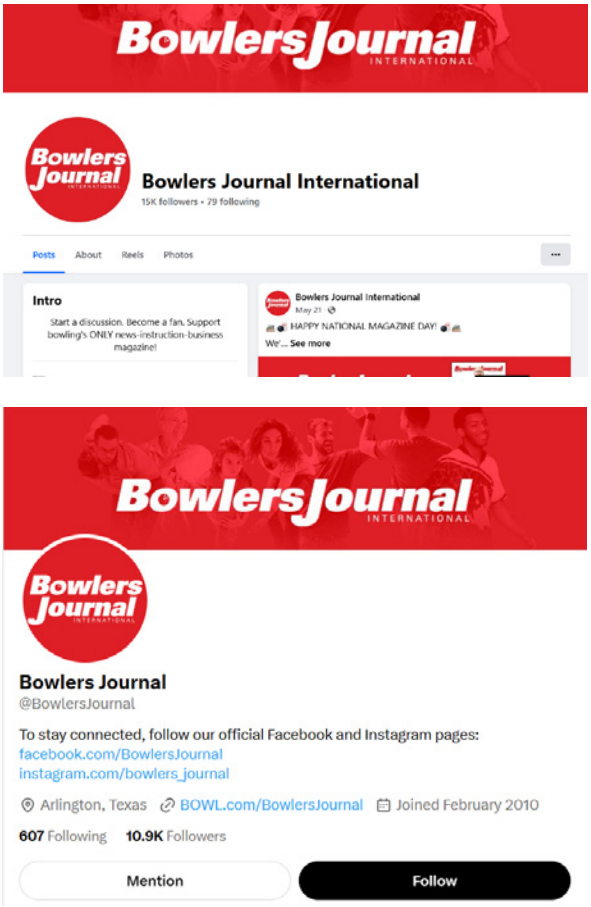
# Digital Bowlers Journal Magazine

Bowlers Journal also offers a digital magazine in an easy-to-use modern format for readers. The digital magazine provides readers with all the same great content as the print magazine but right at their fingertips.

**500** Paid Distribution*

**900** Total Distribution*

*Monthly average based on 2026 digital subscribers.




# Social Media

BJI also engages its followers on Instagram, Facebook and X (formally Twitter), offering real-time, behind-the-scenes reporting from major events, previewing upcoming issues, delivering breaking news and more.

**15,000+** Facebook Followers

**10,900+** X (formally Twitter) Followers

**5,100+** Instagram Followers

# BOWLERS JOURNAL ADVERTISING RATES

### Display Ads

| Ad Size | 1x | 6x | 12x | 24x | 36x |
|---|---|---|---|---|---|
| Full Page | $1,900 | $1,800 | $1,700 | $1,500 | $1,300 |
| Spread | $2,980 | $2,780 | $2,680 | $2,280 | $1,980 |
| 2/3 Page | $1,288 | $1,188 | $1,188 | $988 | $888 |
| 1/2 Page | $1000 | $900 | $900 | $800 | $700 |

### Special Positions

| Covers | 1x | 6x | 12x | 24x | 36x |
|---|---|---|---|---|---|
| Inside Back | $2,020 | $1,920 | $1,820 | $1,520 | $1,320 |
| Page One | $2,080 | $1,980 | $1,880 | $1,580 | $1,380 |
| Inside Cover | $2,140 | $2,040 | $1,940 | $1,640 | $1,440 |
| Back Cover | $2,260 | $2,160 | $1,960 | $1,760 | $1,460 |

### Marketplace

| Description | Size | Rate |
|---|---|---|
| (A) Half Horizontal | 7" W by 4.875" H | $750 |
| (B) Standard Quarter | 3.375" W by 4.875" H | $500 |
| (C) Medium Box | 3.375" W by 3.375" H | $375 |
| (D) Business Card | 3.375" W by 2.25" H | $275 |
| (E) Small Box | 2.25" W by 2.25" H | $175 |

To secure advertising space in Bowlers Journal, or if you have any questions about advertising opportunities, please contact Client Services.

**Client Services**
Phone: 817.385.8210
ClientServices@bowl.com

# BOWLERS JOURNAL DISPLAY ADVERTISING

## ALL PUBLICATIONS MECHANICAL PROBLEMS

**IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.**

**Publisher assumes no responsibility for color if matchprints are not furnished.**

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable.

Publisher reserves the right to reject any advertisement that is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

**All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. Note: To run a fractional that bleeds off the page, please call for further specifications and sizes.**

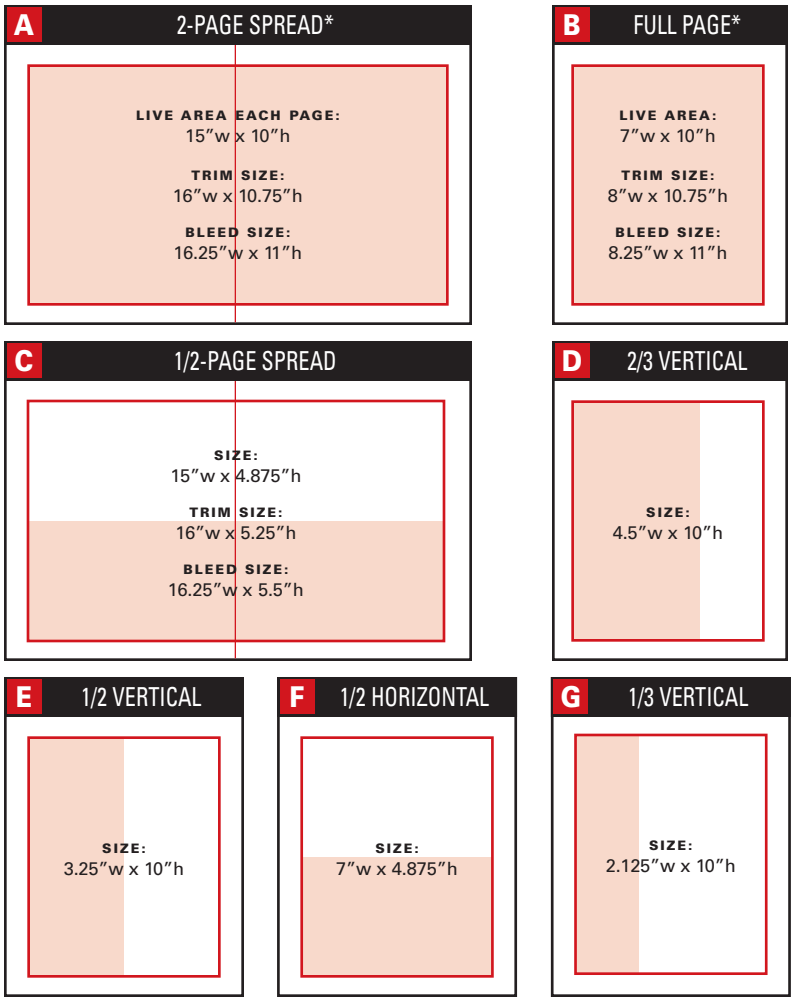
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size or that does not meet specifications. Ads created or corrected by Bowlers Journal are subject to applicable production charges at the publisher's current rates: $125 per hour. Two-hour ($250) minimum. These charges are non-commissionable.

## DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

**Suggestions to Meet Deadlines:**

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.
- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Each photo and art should be built to printer's quality specifications of 300 dpi at 100% of size used before making final file.
- Include all fonts - screen fonts, printer fonts and fonts included within EPS graphics, or create outlines of fonts.
- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK colorspace.
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.




**INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING.**

# BOWLERS JOURNAL MARKETPLACE
# MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

## MARKETPLACE MECHANICAL POLICIES

**IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.**

**Publisher assumes no responsibility for color if Matchprints are not furnished.**

A laser printout is suggested for marketplace ad submissions.

Publisher reserves the right to reject any advertisement that is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size or that does not meet specifications. Ads created or corrected by Bowlers Journal are subject to applicable production charges at the publisher's current rates: **$125 per hour. Two-hour ($250) minimum.** These charges are non-commissionable.

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- Include all fonts - screen fonts, printer fonts and fonts included within EPS graphics, or create outlines of fonts.
- **Colors will be converted to CMYK colorspace.**
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.

## DESIGN SERVICES

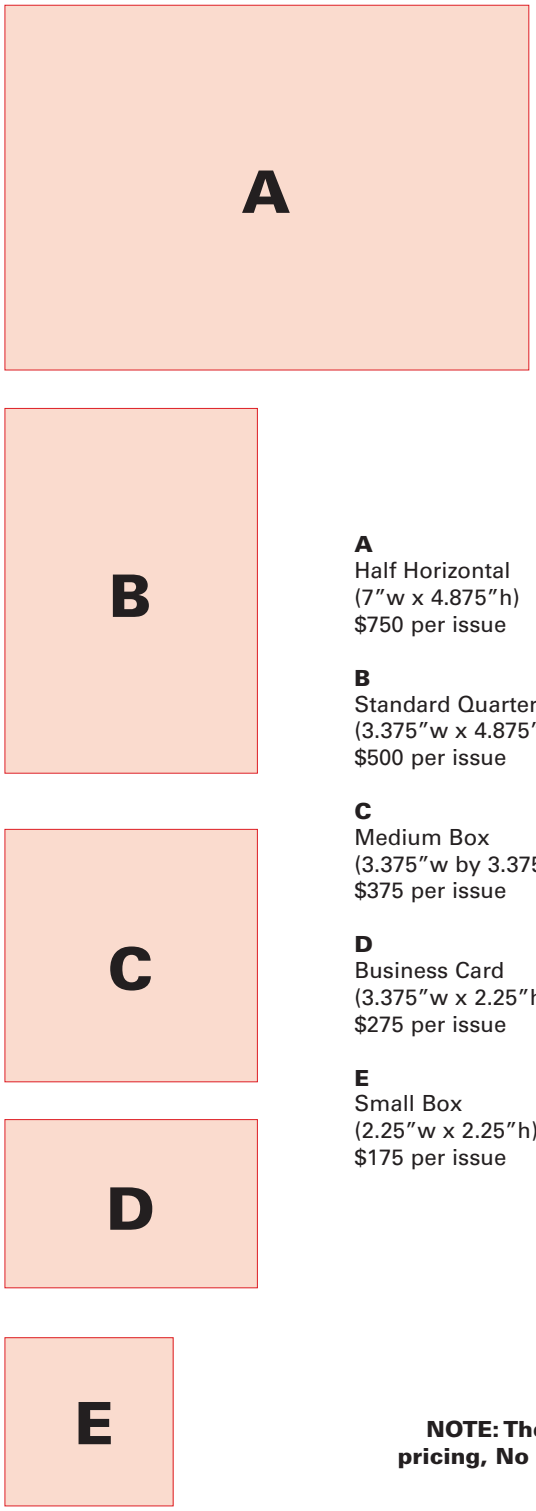
Marketplace ads can be created for a fee.

Hourly rates apply.

## DEADLINES

Space: Confirm space option by the 5th of the month prior to publication.

Materials: Must be received by the 10th of the month prior to publication.




**A**
Half Horizontal
(7"w x 4.875"h)
$750 per issue

**B**
Standard Quarter
(3.375"w x 4.875"h)
$500 per issue

**C**
Medium Box
(3.375"w by 3.375"h)
$375 per issue

**D**
Business Card
(3.375"w x 2.25"h)
$275 per issue

**E**
Small Box
(2.25"w x 2.25"h)
$175 per issue

**NOTE: These are all 1x pricing, No bulk discounts.**

**INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING.**




BOWLERS JOURNAL INTERNATIONAL | 621 SIX FLAGS DR. ARLINGTON, TX 76011
BOWLERSJOURNAL@BOWL.COM | 800-514-BOWL (2695)

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