

### ABOUT SPORTSFIELD MANAGEMENT »»

- *SportsField Management*, with a readership that includes over 40,000 subscribers, comprehensively covers all aspects of the sports field industry.

*Sportsfield Management* is the official publication of the Sports Field Managers Association (SFMA). For more than 25 years, *Sportsfield Management* has provided practical and technical information, as well as professional development advice, to a national readership of groundskeepers, athletic field managers, parks and recreation personnel and more. The sports field industry consists of more than 7 million maintained acres and *Sportsfield Management* is the leading publication in supplying relevant content to that audience.

### PRIMARY BUSINESS »»

|   |               |
|---|---------------|
| Schools, Colleges or Universities                                   | 32,618        |
| Parks   | 1,298         |
| Sports complexes  | 1,103         |
| Athletic and/or Park Architect/Designer                             | 1,312         |
| Other Allied to the field include STMA members not classified above | 3,889         |
| <b>Total</b>  | <b>40,220</b> |

### TITLE »»

|                           |               |
|---------------------------|---------------|
| Executive/Administrator   | 12,678        |
| Manager/Super Intendent   | 3,196         |
| Government Official       | 154           |
| Specialist                | 891           |
| Coach                     | 20,242        |
| Other Allied to the field | 3,059         |
| <b>Total</b>              | <b>40,220</b> |

### FAST FACTS »»

- 98% have the authority to buy, recommend, and specify products or services for their organization
- 88% read the ads in *Sportsfield Management*
- 73% have purchased a product or service as the result of seeing the ad in *Sportsfield Management*

\*Publisher sworn statement June 2024



Audience360

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