

Sportcal Insight

Sportcal Insight is essential reading for the sports industry. Packed with in-depth analysis, the magazine covers a range of sectors including media rights; sponsorship, federations and events, sport and technology, as well as sport cities and countries.

Written by the industry's leading experts, there are insightful key features as well as regular exclusives. Interactive graphs, charts and infographics represent pages of crucial data allowing you to analyse developments in more detail.

Distributed at a host of conferences and events worldwide, our global reach of readers includes IOC members; heads of federations, cities and government agencies, broadcasters, sponsors and brands, event bid and organising committees, and rights distribution agencies.

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Sportcal Insight: 2016

Forward Features

Q1 issue

Advertising deadline: 10th February
Distributed: Sportel Asia

- Deals of the year, 2015
- Fifa election
- Profile: Casey Wasserman
- China's exploding sports market
- Golf's European Tour: the future

Q2 issue

Advertising deadline: 15th March
Distributed: SportAccord convention

- Special feature: sports tourism and destinations
- Winter Youth Olympics, Lillehammer
- Euro 2016, France
- Sportcal at 25
- SportAccord: a year after the storm

Q3 issue

Advertising deadline: 13th September
Distributed: Sportel Monaco

- Olympic Games TV Viewing
- Lagardère profile
- La Liga compared
- Interview with ITF's Dave Haggerty
- Virtual Reality

Q4 issue

Advertising deadline: 11th November
Distributed: International Sports Convention

- Special feature: Women's sport on the rise
- Eurosport after the Discovery takeover
- Asian sports destinations and Sportcal's latest Global Sport Impact index
- Sportcal's Global Sport Impact project
- Deals of the year
- 2026 winter olympics bidders