

# **BowlersJournal** INTERNATIONAL

BowlersJournal.com

34



## **2023 Media Kit**

Telling bowling's  
story since 1913.



# Showcasing the Sport

Bowlers Journal International is the oldest monthly sports publication in the world, 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
- Nutritional Tips

**98%**

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

**84%**

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.

- **75%** of our readers have been a member of USBC for over 20 years.
- **91%** of our readers are in, or plan to bowl in, one or more leagues.
- **83%** 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.

- **83%** of our readers are over 50 yrs old.
- **89%** of BJI Readers are male and **11%** are female.
- **78%** have attended college, **13%** have advanced degrees.
- **62%** do not work in the bowling industry.
- **40%** of our readers have incomes of over 75K.
- **45%** are retired.
- **69%** are married.

## BJI AT A GLANCE

**18,000** Paid Distribution\*

**20,000** Total Distribution\*

- **58%** of our subscribers keep a collection of their past issues.
- **37%** of our readers share their issues of BJI with a friend.

\*based on 2022 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

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## ADVERTISING

Barb Peltz | 312.285.5525 | barb@bpa.com

## BOWLERS JOURNAL INTERNATIONAL

621 Six Flags, Dr. Arlington, TX 76011 | 800.514.BOWL(2695) | BowersJournal.com

**Volume 110 | Number 6**

# The Sheet

### Features

- 20 The Old College Try**  
There was no shortage of surprising and inspiring moments at the 2023 Knoxville High-Tech and Single Championships.
- 22 Road Trip**  
With a handful of players being derailed, Tennessee bowlers made it to the state title. A Super 100 final determined to make it last was a memorable one.
- 24 Case Closed?**  
A 12-Game Super 100 ended on 2023 Player of the Year controversy only with another major title at the PBA World Championship.
- 26 Seeing A Pattern**  
Berkoff, Oja and, of course, Tackett were WIGER winners, while The World took home The USA in a special international men's event.

### Mixer

- 28 Summerize Dues**  
The deadline is almost in. Make sure your dues are paid before it's too late.
- 30 Convention Center**  
With the 2023 PBA World Championship, the convention center and hotel location highlights from the event.
- 32 Conversation**  
New York has plans to use an AI-based system to help with the 2024 PBA World Championship.
- 34 Action**  
Jonathan Berkoff's legacy lives on in the Golden Lady Classic.
- 36 Senior Moment**  
Auntie's 100th birthday was a special moment for her family.

### Lessons

- 38 Drill Bits**  
There are many ways to practice. The summer is a great time to experiment with new drills.
- 40 Training Camp**  
There are many ways to practice. The summer is a great time to experiment with new drills.
- 42 No Holes Barred**  
A new way to practice.

### The Back End

- 44 Tossyear**  
The toss year is a time to reflect on the past year and look forward to the future.
- 46 Spare Me**  
A special feature about spare bowling.

### More

- 48 From the Editor**
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- 54 MarketPlace**

The Cover  
The cover features a group of bowlers celebrating a victory. The photo was taken by Jeff Goodger for Bowers Journal International in May 2023.

## The Sheet, June 2023

### BALL REVIEWS

**HAMMER BLACK WIDOW 2.0**

15.5 Hook 15.5 Length  
15.5 Breakpoint Shape

**Manufacturer's Intent:** Hammer's 2.0 series ball is a new addition to the Black Widow 2.0 series. It is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

**Cover:** Sam Mays, 900; 2.000; Differential: 200; Intermediate Diff: 200; Flare: 147

**Comments:** H23 Hammer Black Widow 2.0 is a new addition to the Black Widow 2.0 series. It is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

**HAMMER ENVOY TOUR**

15.5 Hook 15.5 Length  
15.5 Breakpoint Shape

**Manufacturer's Intent:** The Envoy Tour ball is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

**Cover:** Sam Mays, 900; 2.000; Differential: 200; Intermediate Diff: 200; Flare: 147

**Comments:** Envoy Tour is a new addition to the Envoy series. It is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

**STORM ENVOY**

15.5 Hook 15.5 Length  
15.5 Breakpoint Shape

**Manufacturer's Intent:** Storm's Envoy ball is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

**Cover:** Sam Mays, 900; 2.000; Differential: 200; Intermediate Diff: 200; Flare: 147

**Comments:** Envoy is a new addition to the Storm series. It is designed to provide a consistent reaction on the lane, with a focus on the mid-to-back end of the lane.

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## Ball Review, March 2023

### The Big Picture, May 2023

## Alone in a Crowd

Top players often comment on getting lost in the moment during a championship run. Their focus and concentration at such a level that the crowd and the noise simply drifts away, leaving them alone with the ball and the lane.

The Cover  
The cover features a close-up of a bowling ball on a lane. The photo was taken by Jeff Goodger for Bowers Journal International in May 2023.

# 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	93%
Cleaners	51%
Bags	29%
Polishes	26%
Grips	24%
Shirts	23%
Wipes/Towels	19%
Wrist Devices	17%

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:** Year in Review

**February:** Players to Watch

**March:** Coaching/Instructional Issue

**April:** U.S. Open Championship Recap

**May:** USBC Intercollegiate Team Championships

**June:** U.S. Women's Open and Queens Results

**July:** Pre-Season League Prep Instruction Issue

**August:** BJI All-American Teams

**September:** USBC Open/Women's 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 7	December 13
February	January 6	January 13
March	February 6	February 13
April	March 6	March 13
May	April 6	April 13
June	May 5	May 12
July	June 6	June 13
August	July 6	July 13
September	August 7	August 14
October	September 6	September 13
November	October 6	October 13
December	November 6	November 13

# BowlersJournal INTERNATIONAL PODCAST

The Bowlers Journal Podcast, founded and hosted by Bowlers Journal International Editor Gianmarc Manzione, is the bowling industry's go-to place for engaging, insightful commentary with everyone from the sport's biggest names to its up-and-coming stars and everyone in between.

New episodes are always in production, and our readers tune in to hear about all things bowling. This reinforces the BJI brand and encourages new subscribers.



## Social Media

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

 12,000+ Facebook Followers

 11,000+ Twitter Followers

 3,000+ Instagram Followers

# BOWLERS JOURNAL ADVERTISING RATES

Updated as of January 1, 2023

## Display Ads

Ad Size	1x	6x	12x	24x	36x
Full Page	\$1,800	\$1,700	\$1,600	\$1,400	\$1,200
Spread	\$2,880	\$2,680	\$2,580	\$2,180	\$1,880
2/3 Page	\$1,188	\$1,088	\$1,088	\$888	\$788
1/2 Page	\$900	\$800	\$800	\$700	\$600

## Special Positions

Covers	1x	6x	12x	24x	36x
Inside Back	\$1,920	\$1,820	\$1,720	\$1,420	\$1,220
Page One	\$1,980	\$1,880	\$1,780	\$1,480	\$1,280
Inside Cover	\$2,040	\$1,940	\$1,840	\$1,540	\$1,340
Back Cover	\$2,160	\$2,060	\$1,860	\$1,660	\$1,360

## 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 Barbara Peltz.

### Barbara Peltz

Associate Publisher  
Phone: (312) 285-5525  
barb@bpaa.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 which 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.**

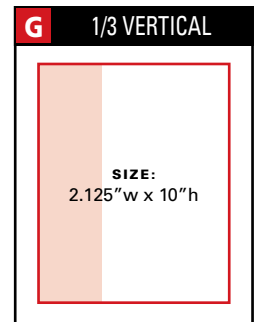
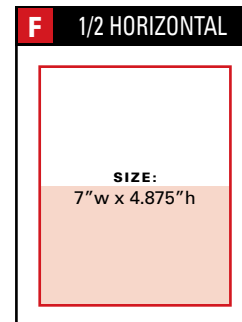
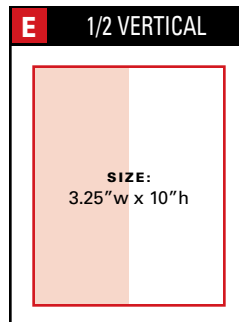
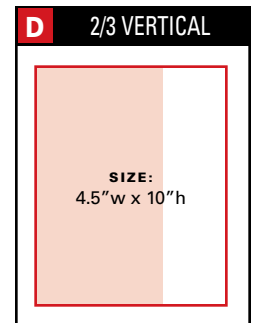
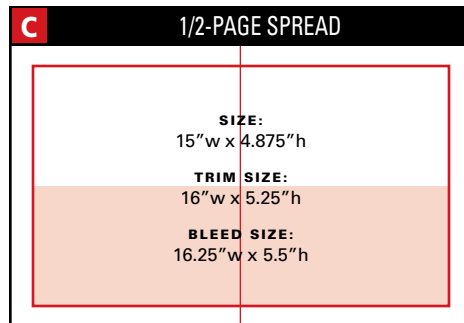
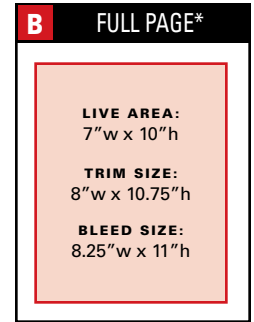
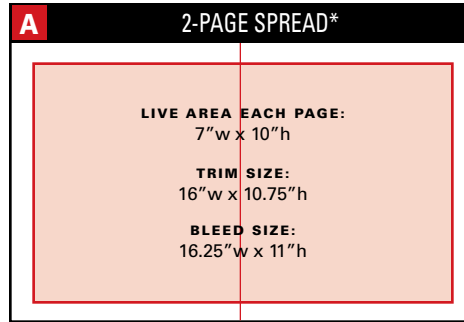
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates: \$125 per hour. Two-hour (\$250) minimum.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

2)A laser printout is suggested for marketplace ad submissions.

Publisher reserves the right to reject any advertisement which 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

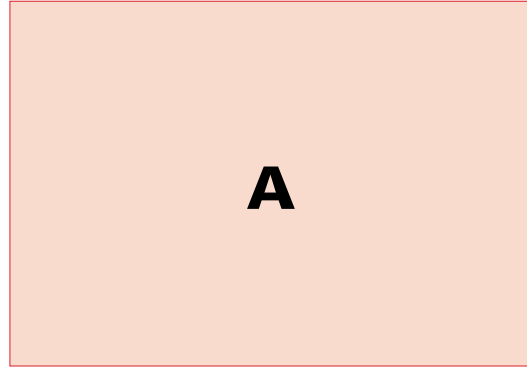
Marketplace ads can be created for a fee.

Hourly rates apply.

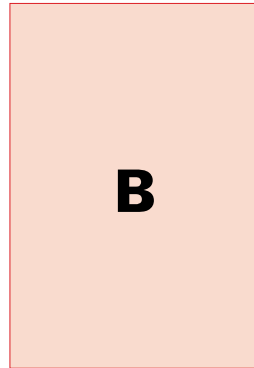
## DEADLINES

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

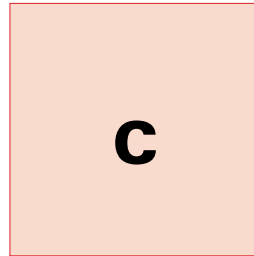
Materials: Must be received by the 10th of the month prior to publication.



**A**



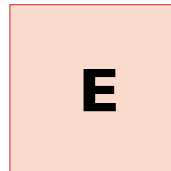
**B**



**C**



**D**



**E**

**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.**



***BowlersJournal***  
INTERNATIONAL

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BOWLERSJOURNAL@BOWL.COM | 800-514-BOWL (2695)**