

The Wolverine



The Wolverine Football Preview Magazine is an excellent vehicle for reaching diehard University of Michigan football fans. This award-winning magazine has been published annually since 1997 and has a circulation of 20,000.

The magazine is 260 pages, glossy, full color and all about U-M football. It is published in early July and is mailed to subscribers, is on sale in newsstands and bookstores, and is sold on the internet.



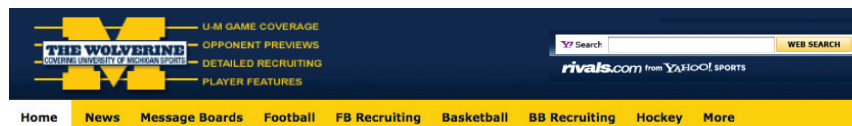
The Wolverine: The monthly publication in print and online covering University of Michigan football, basketball, hockey and other sports.

More than 13,000 paid subscribers. Approximately 4,000 are members of the Victors Club, the athletic fund-raising organization for U-M. Published since 1989.



The Wolverine NOW: The digital magazine runs twice weekly during football season. Wednesday evening is a scouting report for the game coming up on Saturday, and Sunday evening covers the game played the day before.

All subscribers to *The Wolverine* have access to *The Wolverine NOW*, and an email notifies 8,000 of these subscribers when *The Wolverine NOW* is available to read. Issues are archived and can be viewed over and over again.



TheWolverine.com: Our website powered by Yahoo! Sports is an excellent vehicle for reaching Michigan football, basketball and hockey fans. TheWolverine.com has 7,600 paid subscribers and averages more than 10,000,000 page views per month, with more than 6,000,000 page views per month on the message boards. Your block or banner ad is linked to your website.

Call Dave Searcy at 1-800-421-7751 or email dsearcy@comanpub.com

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