



4919 Route 22
PO Box 56
Amenia, NY 12501-0056

800-562-2139
Fax: 845-373-6360
Email: books@greyhouse.com
www.greyhouse.com

For Immediate Release

May 9, 2012

Contact: Jessica Moody, Vice President, Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

Grey House Publishing announces the 2012 Edition of *Sports Market Place Directory*

Grey House Publishing is proud to announce the 2012 edition of *Sports Market Place Directory*.

Sports Market Place Directory is the classic sports reference work that has served the sports industry for over 50 years. With over 14,900 listings, this 2,300-page work comprises 10 chapters including professional, college and youth leagues and teams, sports media, events, facilities, sponsors and professional services.

This multibillion-dollar industry continues to grow in this country. In recent years, sports-related travel, sports-related construction, and sports-related apparel have outperformed their non-sports counterparts, and the list doesn't stop there. Advertising, food, and entertainment are just a few of the other industries where sports play a major role.

This 2012 edition of *Sports Market Place Directory* is your key to this dynamic industry. This reference directory tracks 103 sports, from the obvious national pastimes like Auto Sports, Baseball, and Golf to those with a lesser draw, Billiards, Jai Alai, and Tug-of-War. Whether you are a media professional, agent, athletic director, coach, an athlete, job seeker, service provider or fan, users will find the *Sports Market Place Directory* to be an invaluable resource.

Arranged in useful, business-minded chapters, *Sports Market Place Directory* puts together sections such as Single Sports, College Sports, Media, Professional Services, Facilities, Manufacturers, Retailers and Events. Listings are full of valuable information, including company name, address, phone, fax, web site, e-mail, description, key personnel and detailed corporate data. Our data is reflective of intense editorial research and update efforts via one-on-one phone conversations, Internet, research and industry sources.

Chapter Play-by-Play:

- **Single Sports** has 2,030 sport-specific organizations, leagues and teams, all current at press time, which comprises 103 specific sports from Air Sports to Yachting. This chapter includes all major and minor leagues, coaches, managers, and an alphabetical index.
- **Multi Sports** includes 12 specific categories, including athletic foundations, Olympic teams, halls of fame and youth sports organizations. It includes a total of 864 listings, and an alphabetical index.

- **College Sports** has 1,750 listings, with associations, conferences, degree programs, and division I, II, and III schools. You'll find a comprehensive list of coaches and sports managements programs, and an alphabetical index.
- **Media** includes a total of 3,815 listings, preceded by an alphabetical index. This section includes all daily and non-daily newspapers and all radio and television sports programs. Listings include sports editors and reporters, commentators, show hosts, and an alphabetical index.
- **Sports Sponsors** includes 1,180 sponsors that support most major sports, including all college bowl games, plus an alphabetical index.
- **Professional Services** comprises 13 categories, from executive search services to ticket services, for a total of 1,740 listings. This chapter begins with an alphabetical index.
- **Facilities** contain 1,488 listings, and include seven categories from arenas to facility concession services. You'll find stadiums, race tracks, architects, management services, plus an alphabetical index.
- **Manufacturers & Retailers** include 2,043 listings, with a separate section for Software Manufacturers. Listings include valuable contact information including key executives, plus products and brands. This chapter includes two indexes – one by sport and one by subject.
- **Events, Meetings & Trade Shows** includes 1,851 listings, of which 208 are trade shows. Events and trade shows are listed separately by both sport and date. This section also includes two alphabetical indexes, one for trade shows and one for events.
- **Statistics** includes 12 tables on *Sports Participation* including comparisons to previous years, and 9 tables on *Consumer Purchases* by age, gender and sport.
- **Three All-Volume Indexes** are conveniently grouped in the back of the book. *Entry Index* is a straight alphabetical listing. *Executive Index* is an alphabetical list of all key personnel, including each executive's title and affiliated organization. *Geographic Index* indexes all listings by country and state.

Sports Market Place Directory is available for subscription on GOLD, Grey House Online Databases at <http://gold.greyhouse.com>. Subscribers have access to all of this data, and can search by Organization Name, Sport, Executive Name and Geographic Area. Plus, users can download contact sheets to create their own mailing list of sales leads. Call 800-562-2139 for more information.

Sports Market Place Directory is an invaluable resource for the U.S. sports industry, and will find a welcome place in all libraries, public and academic, as well as in the hands of sports industry professionals of any kind. No matter whether you are involved in sports as an athlete or a spectator, as a coach or a promoter, as a member of a sports organization or a manager of an event facility, *Sports Market Place Directory* is a must-have source for everything sports.

"This directory is a must-have for sports media professionals, agents, athletic directors, coaches, and equipment retailers. It will also be useful in larger public and academic libraries."

- ARBA

Sports Market Place Directory, 2012

Softcover ISBN: 978-1-59237-862-3 2,300 pages \$250.00

Online Database - Single User: \$550.00 Database & Print Combo \$700.00

Library Access & Multiple Users: Please Call for a Quote

Editorial Director: Laura Mars-Proietti

Publisher: Leslie Mackenzie