

Preferred publication for the Cactus League



## MEDIA KIT 2017

Spring training fans had an  
**\$544 MILLION**  
economic impact in 2016

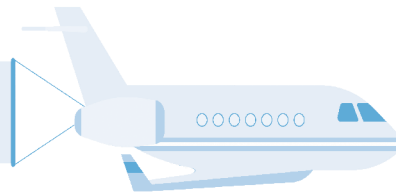
distributed to fans  
during various fanfest  
activities in teams'  
home cities



**DISTRIBUTION**  
**100,000**

Pick up Play Ball at over 300 Valley Chambers,  
Visitors Bureaus, Valley hotels, Restaurants and  
Retail outlets **VALLEYWIDE**

available at Sky  
Harbor Airport



**70<sup>th</sup>**  
Season of  
the Arizona  
Cactus League



**PLAY BALL** readers stay  
an average of five nights in  
hotels and attend multiple  
Cactus League games  
during their visits



**1.9**  
million fans watch Cactus league games

**Out-of town-visitors:**

- 66%** stayed in a hotel
- 37%** enjoyed fine dining
- 37%** did AZ sightseeing
- 36%** visited family/friends

