



media kit 2018

It's time to PLAY BALL!

Boost your business with Play Ball magazine, the only complete spring training guide welcomed and distributed in Cactus League baseball stadiums across the Valley.



distribution: 100,000

Distributed to fans during various fanfest activities in teams' home cities.

- Available at Sky Harbor Airport
- Over 300 Valley Chambers, Visitors Bureaus, Valley hotels, Restaurants and Retail outlets Valleywide
- Available at all 10 Cactus League Stadiums
- Outside Racks in Old Town Scottsdale

1.94 million fans

watch Cactus League games

Out of town visitors

Stay in a hotel

66%

enjoy Arizona sightseeing

37%

enjoy fine dining

37%

Visited family and friends

36%



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