

THE BASEBALL COLLEGIAN

THE COACHES' SOURCE FOR AMATEUR BASEBALL

Media Kit



WHO WE ARE

The Baseball Collegian is the Coaches' Source for Amateur Baseball. In 2023, the publication *Collegiate Baseball* ceased publication after 66 years, and in turn, on Jan. 1, 2025, **The Baseball Collegian** refreshed that grand tradition with a publication and web site that similarly focuses on college and high school baseball from the perspective of coaches.

The publication celebrates baseball through the lens of stories, long-form educational articles, top players and teams, and jam-packed issues of information that are anthologized in one place.

The Publisher/Editor of **The Baseball Collegian** coached college baseball for 31 years, including 24 as the head coach at Wesleyan University. He has coached players at all levels, including in the prestigious Cape Cod Baseball League. He was the publisher of *College Baseball New England*, wrote for ESPN.com, and was a national and local online and print sports editor/writer.

MARKET

The Baseball Collegian has a direct reach of **18,000** to the exact people who make millions of dollars of purchasing decisions every year—college and high school head coaches. This concentrated circulation to those who buy baseball products in a \$900 million Baseball Equipment Market means the maximum focus and awareness for advertisers.

**The ONLY medium
with a reach to
EVERY High School
and College Head
Coach in America**

PUBLICATION - **The Baseball Collegian**

The Baseball Collegian is a publication emailed for free every month directly to every college and high school head coach, plus travel coaches and subscribers (18,000 recipients). The print copy is mailed quarterly for free to 1,700 college coaches for the January, April, July and October issues. The publication is also handed out at the ABCA Baseball Coaches national convention and trade show, and at top national events like the Cape Cod League and the College World Series. The publication is free to view and download on the website.

WEBSITE - **www.baseballcollegian.com**

The website **www.baseballcollegian.com** is the source to access the free publication, while also being updated 3-5 times per week with short and long-form stories, educational articles, All-America and All-State teams, polls, and motivational features.

SOCIAL MEDIA - X: **@basecollegian** / Instagram: **baseballcollegian**

Features constant updates on breaking news, timely information, and published article news.

THE BASEBALL COLLEGIAN

THE COACHES' SOURCE FOR AMATEUR BASEBALL

www.baseballcollegian.com

Vol. 1 Issue 4 - July 1, 2025



Collegian School Field in Orange, Calif. Hosted 12 games and 20,000 fans during the 2025 College World Series. (Photo by Gabe Uhl)

A Season of Champions

This spring, 14 colleges and 508 high school teams won national and state championships. It was the thrilling culmination of a life-time of baseball for players and coaches.

Not forgotten are those that get close, but don't win it all. The profound joy of winning conference tournaments, regionals, and super regionals cannot be understated.

And finally, most teams don't get to double at all. They work just as hard, if not harder, as losing challenges and pushes in the game to get better. Here's to those players and coaches for persevering and still achieving something great - playing a season of this grand game.

Of the over 18,000 baseball teams in this country, only 352 won their last game. Yet, there are so many great stories of champions who can be proud of their 2025 seasons. Congratulations!

The Wisdom of LSU's Skip Bertman

By Mark Woodworth
Editor/The Baseball Collegian

If you were there, you know the wisdom you were listening to was a game changer. When Skip Bertman took the stage at the 2001 ABCA Convention in Nashville as the traditional first speaker by the defining national champion coach, he laid out an inspiring path for how to be such a champion leader. It was a profound moment for the education of a coach.

Bertman coached LSU for 18 years and won five national championships. He had a 20-1 record in NCAA championship games and went to the College World Series 11 times. His teams also won six SEC titles. He is one of three coaches to win five national titles, along with Rod Deaneaux (USC) and Augie Garrido (Cal State Fullerton/Texas).

More importantly, Coach Bertman has been a beacon of inspiration for players and coaches throughout the game. The *Baseball Collegian* is committed to continuing his legacy by making sure the baseball world remembers the profound lessons he gave to the game.

His speech at the Opryland Hotel was an inspiring look at why he is known as an authority on building championship programs.

CONTINUED ON PAGE 2

2025 College National Champions

NCAA Division I: LSU (A-3) - Coach Jay Johnson

NCAA Division II: Tampa (F-1) - Coach Joe Uhl

NCAA Division III: Wisconsin-Whitewater - Coach John Wodrich

NBA: 350 Shreveport (A-3) - Coach Brad Kautsky

USCAA: Salem University (W-1) - Coach Kautsky

NCCAA: Joplin University (M-1) - Coach Trevor Paine

California JC: Mt. San Antonio (C-1) - Coach John Kneet

Northwest JC: Lion-Benton (O-1) - Coach Andy Peterson

JC Division II: Salt Lake Community (P-1) - Coach John Kneet

JC Division III: Pecos Hermano (P-1) - Coach Jyden Coleman

Club Division II: Penn State

Club Division III: Wisconsin-La Crosse

Club Division III: Craven CC



Collegian School Field in Orange, Calif. Hosted 12 games and 20,000 fans during the 2025 College World Series. (Photo by Gabe Uhl)

THE BASEBALL COLLEGIAN

THE COACHES' SOURCE FOR AMATEUR BASEBALL

Why Advertise in *The Baseball Collegian*?

Exclusive Audience	Direct access to all high school and college head coaches in America - an engaged readership with high purchasing power.
Proven Success	<i>The Baseball Collegian</i> fills the space of the long-term trust and success of 60+ years of <i>Collegiate Baseball</i> .
Support Independent Journalism	Advertising funds 100% of <i>The Baseball Collegian's</i> free publication and website.
Flexible Options	Ads will be featured in the publication, on the website, in emails and in social media posts. Submit an ad, or we can design an ad for you.
Cost-Effective Exposure	Reach a targeted, focused audience at competitive rates. Each year, college and high school coaches makes major purchasing decisions.



18,210

Number of College and High School head coaches, plus travel coaches and subscribers, who receive *The Baseball Collegian* every month.

18,210

Email Recipients

52.1%

Open Rate

50.1%

Click to Open Rate

1,860

Print Subscribers-Quarterly

The Baseball Equipment Market in the USA is a **\$900 Million** a year business.

It is predicted to grow by \$301.5 million to **\$1.2 Billion (5.1%)** over the next five years due to continual increase in participation.

(Technavio industry research)

Here is a sample of purchases from one Division III college program:

Annually

Field Accessories (Bases, plates, backstops)
Field Care (Clay/draggers/tools)
Field Screens - 1 screen
Uniforms/Hats - 1 set
Baseballs - 60 dozen
Helmets - 20
Cleats/Shoes - 75 pair
Bats - 10+
Gloves - 5-10+
Team Gear - 50 (T-shirts, sweatshirts, bags)
Batting Gloves/Catcher's Gear
Travel (Flights, hotels, rental vehicles, buses)
Technology (Data, subscriptions)
Recruiting & Scouting (Services)

Every Few Years

Tools (Pitching machines, tees, etc.)
Dugouts/Accessories
Major field repairs (Fences, padding, clay, signage)
Batting cages
Technology (Tracking/video systems)

Affiliated Connections

Summer Baseball
Spring Trip tournaments
Recruiting tournaments/Travel

608,000

College & High School Players & Coaches in America

18,117

Total Teams

High Schools: 16,146
4-Year Universities: 1,188
Junior Colleges: 601
College Club: 308

