

# The SGI Directory

The #1 Resource  
for Sporting Goods Industry  
Customers and Contacts

2021  
UPDATE



## **Includes:**

**1) PC Edition:**  
Download and install  
on Windows PC

**2) Online:**  
One year of access to  
the online directory that  
runs in any browser  
including mobile

In the fast-changing retail landscape, it's more important than ever to stay current with the latest changes and personnel moves at your customers and your competitors. The SGI Directory is the best resource for finding customers, finding contacts and keeping up with the many changes in our industry.

Try it with no risk:  
I guarantee your satisfaction.

-John Horan, Publisher

**Expanded PC Edition search capabilities to include vendor and retail executives and retail product categories.**

# 37,000 industry executives, buyers and reps, all in one place.

**10,400+ Retailers:** Listings cover sporting goods and specialty stores, chains, buying groups, department stores, mass merchants and discounters. We tell you what each store buys, whom to call, their annual sales and more.

**5,800+ Vendors:** Who owns that brand? We've got the answers here. Look up top executives, functional managers and decision makers. Lists products, brands and licenses, too.

**1,000+ Sales Reps:** Track down the right sales talent to get your products into the market with listings of the top rep groups and hundreds of independents.

**PLUS:** More e-mail and web addresses than ever before, thousands of new and updated contact names, and our latest, 2021 International Trade Show Calendar.

## The SGI Directory covers your category:

(retailer count of actual headquarters stores/buying centers, not branch stores)

- Branded & Performance Apparel... 6653
- Licensed Apparel..... 1536
- Ski & Rugged Apparel ..... 3435
- Imprinted/ Embroidered Apparel .. 1667
- Urban Apparel ..... 215
- Fashion/Casual Apparel..... 320
- Licensed Products ..... 853
- Athletic Footwear ..... 4975
- Rugged Outdoor Footwear ..... 2897
- Team Athletics ..... 1589
- Bicycle..... 1770
- Bowling, Billiards & Games ..... 299
- Camping, Climbing & Hiking ..... 1314
- Exercise & Weight Training ..... 911
- Golf..... 1264
- Fishing ..... 1402
- Hunting, Shooting & Archery ..... 1259
- Ice Hockey & Skating ..... 534
- In-line & Skateboarding ..... 947
- Ski..... 1464
- Snowboard..... 1297
- Soccer..... 1146
- Lacrosse ..... 501
- Sports Accessories ..... 5571
- Sports Medicine & Training ..... 1277
- Tennis/Racquet Sports ..... 1362
- Trophies & Awards..... 423
- Water Sports ..... 1621

## The SGI Directory is where you are:

**On your PC... In your browser... On your phone...**

SGI Directory Online is compatible with most smartphone browsers

SGI Directory PC Edition installs on your Windows PC



Additional licenses for the **PC Edition** and **Online Access** are just \$20 per seat. Call or e-mail for a quote to equip your sales team!



Need the raw data? Mailing lists?

See our web site or call **(800) 328-NEWS** for details and counts!  
or (610) 459-4040

Order online: [www.sginews.com](http://www.sginews.com)