

Sporting News's last sprint in print

December 14 2012

Sporting News, a 126-year-old publication covering American sports, is ending its print edition to become all-digital in 2013.

"We recognize this is not a popular decision among our most loyal fans," editor Garry Howard and publisher Jeff Price said in a blog post this week.

"Unfortunately, neither our subscriber base nor the current advertising market for [print](#) would allow us to operate a profitable print business going forward."

Currently owned by American City Business Journals, Sports News published its first edition on March 17, 1886.

"After 126 years of printing ink on paper with weekly, biweekly or monthly frequency, Sporting News will officially become a digital brand as of January 1, 2013," the blog said.

"Based on interest expressed by a number of longtime readers, Sporting News will continue to print six highly popular, sport-specific yearbook previews in 2013—Baseball, NFL, College Football and College Basketball plus Fantasy Football and Fantasy Baseball—that will be available at newsstands across the country."

The publication is offering partial refunds to print subscribers who request it, or will mail the yearbooks to current subscribers who wish to continue.

Most of its content will be free on the Internet and [mobile apps](#).

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