



THE PLAYBOY INTERVIEWS: THEY PLAYED THE GAME



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Includes interviews with Jim Brown, Joe Namath, Billie Jean King, O. J. Simpson, Pete Rose, Michael Jordan, Allen Iverson, Barry Bonds, Mike Tyson, and Dale Earnhardt Jr.

Some of the interviews were originally edited for space and are presented here in full!

Fact: A large number of *Playboy's* readers *do* buy the magazine for the articles—specifically the interviews. *The Playboy Interviews* is both incisive and entertaining, and important figures from all walks of life—many of whom honor no other interview requests—have given life-and career-altering interviews in the magazine's pages. *The Playboy Interviews: They Played the Game* features some of the most revered—and reviled—American sports stars from the past six decades openly discussing controversial issues including race, gender, drugs, and sexuality. More than just a bunch of jocks talking sports, these interviews are a fascinating reflection of the American psyche and evolving cultural perceptions.



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PLAYBOY IS HEADQUARTERED IN CHICAGO.

KEY SALES AND MARKETING POINTS

- No matter what sport you follow from the diamond to the gridiron, hoops to hockey, you'll find your favorite athlete in *The Playboy Interviews: They Played the Game*.
- *The Playboy Interviews: They Played the Game* launches the series with a sports theme, possibly the number one subject for male readers—and male sports fans are abundant in America. The title's June publication date will make it a perfect Father's Day gift!

PROMOTION AND PUBLICITY

\$50,000 marketing and publicity budget
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