the perfect match 2021 media kit
Tennis Media
Connecting With Fans On All Platforms

Tennis Channel
TennisChannel.com
Tennis Magazine
Tennis Channel APP
SBGTV Television Stations
Social

Tennis Channel Plus—OTT
Tennis Magazine is the premier print provider of tennis lifestyle and professional tournament coverage. Appealing to both the fan and the player, the sport’s longest published and most influential magazine offers a comprehensive and authoritative look at one of the nation’s most popular sports across all aspects of the game. From the latest pro game and player news to health, fitness, nutrition, lifestyle, travel and gear; Tennis Magazine covers it all while targeting the most passionate and engaged fans.
Tennis Magazine’s Audience: Well-Rounded Beyond the Court

Rate Base: 400,000
Total Audience: 1,100,000

Demographics:
- Adults 25-54: 70.4%
- Median Age: 42
- Married/Dual Decision Makers: 88%
- Median HHI: $193,500
- C-Level: +201% above average
- Top Management: +74% above average
- College Education: Some college or more = 96%
- Median HHI $150k+: 75%
- Net Worth: $1,602,200

Passionate Tennis Players Played in Past Year
- Tennis Magazine: 50.4%
- Average Affluent A18+: 16.9%

SOURCES:
2020 IPSOS Affluent Survey USA
## National Rates (Gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>4/C 1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Pg</td>
<td>$40,000</td>
</tr>
<tr>
<td>2/3 Pg</td>
<td>30,595</td>
</tr>
<tr>
<td>1/2 Pg</td>
<td>24,462</td>
</tr>
<tr>
<td>1/3 Pg</td>
<td>17,296</td>
</tr>
</tbody>
</table>

### Cover 1X

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>2nd</td>
<td>$45,307</td>
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<tr>
<td>3rd</td>
<td>42,635</td>
</tr>
<tr>
<td>4th</td>
<td>53,265</td>
</tr>
</tbody>
</table>

## Marketplace Rates (Net)

<table>
<thead>
<tr>
<th>Size</th>
<th>4/C</th>
<th>B/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Pg</td>
<td>$20,810</td>
<td>$13,885</td>
</tr>
<tr>
<td>1/2 Pg</td>
<td>13,023</td>
<td>8,751</td>
</tr>
<tr>
<td>1/3 Pg</td>
<td>9,027</td>
<td>6,064</td>
</tr>
</tbody>
</table>

For more information please contact the Integrated Sales Director, Rory Ellis at rellis@tennis.com
2021

Tennis Magazine

On-Sale/Closing/Materials Due

2021 ISSUES

January/February
Ad Close: 11/25/2020
Materials Due: 11/27/2020
On-Sale Date: 1/7/2021

March/April
Ad Close: 1/27/2021
Materials Due: 1/29/2021
On-Sale Date: 3/10/2021

May/June
Ad Close: 3/16/2021
Materials Due: 3/18/2021
On-Sale Date: 4/28/2021

July/August
Ad Close: 5/4/2021
Materials Due: 5/6/2021
On-Sale Date: 6/16/2021

September/October
Ad Close: 7/6/2021
Materials Due: 7/8/2021
On-Sale Date: 8/18/2021

November/December
Ad Close: 9/21/2021
Materials Due: 9/23/2021
On-Sale Date: 11/3/2021
### Tennis Magazine 2020 Advertising Specs

#### Standard Units

<table>
<thead>
<tr>
<th>Size</th>
<th>Bleed</th>
<th>Trim</th>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.25&quot; x 10.75&quot;</td>
<td>16&quot; x 10.5&quot;</td>
<td>15&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>8&quot; x 10.5&quot;</td>
<td>7&quot; x 10&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.625&quot; x 10.75&quot;</td>
<td>5.375&quot; x 10.5&quot;</td>
<td>4.875&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.125&quot; x 10.75&quot;</td>
<td>3.875&quot; x 10.5&quot;</td>
<td>3.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.25&quot; x 5.375&quot;</td>
<td>8&quot; x 5.125&quot;</td>
<td>7&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/2 H. Spread</td>
<td>16.25&quot; x 5.375&quot;</td>
<td>16&quot; x 5.125&quot;</td>
<td>15&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3&quot; x 10.75&quot;</td>
<td>2.75&quot; x 10.5&quot;</td>
<td>2.25&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>N/A</td>
<td>N/A</td>
<td>4.875&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>N/A</td>
<td>N/A</td>
<td>2.25&quot; x 4.875&quot;</td>
</tr>
</tbody>
</table>

#### Marketplace Units

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.875&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.875&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2.25&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4.875&quot; x 2.25&quot;</td>
</tr>
<tr>
<td>1/12 Square</td>
<td>2.25&quot; x 2.25</td>
</tr>
</tbody>
</table>

These sizes allow for 0.125” trim at top, bottom and sides. Keep live matter 0.25” from trim. Allow 0.1875” safety at gutter of each page for type running across gutter. Perfect alignment of type or design across gutter of two facing pages cannot be supplied for positioning purposes.

### Mechanical & Ad Requirements

**Preferred File Format:** PDF/X1-A

Other acceptable formats include TIFF or EPS, in which all fonts and images must be embedded. We will not accept any native application files such as Quark or InDesign. Materials should be supplied via email or FTP. Total ink density should not exceed 300%. All required trapping must be included in the file. Use only postscript fonts. Images for 4/C ads must be submitted as high resolution (300 dpi or higher) CMYK files. Ads created in Microsoft Word, Microsoft Publisher or any other word processing program will not be accepted.

### Color Guidance

Please provide SWOP color proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a CMYK color bar for quality control. Unless SWOP approved, Inkjet color proofs are not an accurate representation of color and can only be accepted for content accuracy.

### Special Units/Inserts

All special units, including gatefolds, inserts, regional splits and the use of spot colors must be discussed in advance with the Production Department to determine mechanical feasibility and requirements. This information, along with due dates, print orders, sizes and shipping instructions, will also be provided. Please contact: Joe Scarpulla at jscarppula@tennis.com and Rory Ellis at rellis@tennis.com for more information.

### Ad Material Extensions

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From the pro game to your game, our team of writers and experts delivers tennis—and everything it means—unlike anywhere else.

**Inside Tennis:**
Interviews, opinions and the latest news

**Features:**
Revealing profiles; insightful reporting; behind-the-scenes access; tournament, player and celebrity coverage; historical perspectives

**Tennis Channel Academy:**
Instruction, fitness, nutrition, mental game

**Lifestyle:**
Fashion, travel, equipment, culture

**The Caribbean Connection:**
Tennis’ unique impact on five island nations

All covered by a peerless slate of journalists and personalities, including former Grand Slam champions Chris Evert, Martina Navratilova, Jim Courier, Tracy Austin and Lindsay Davenport; tennis insiders Stephen Tignor, Matt Fitzgerald, Blair Henley and Peter Bodo; and legendary coaches Paul Annacone and Mark Knowles.
Multi-Platform & Integration Opportunities

Travel

BIENVENIDO A MIAMI!
ENJOY THE Magic City
BOTH AT AND AWAY FROM THE MIAMI OPEN COURTS

Game, Set and Match

Digital & Social Extensions

Hilton Head Island

Tennis Tuesday Interactive Content

Social Media Post

Content Destination on Tennis.com

HILTON HEAD ISLAND TENNIS

Tennis Tuesday Interactive Content

Social Media Post

Content Destination on Tennis.com
## Multi-Platform & Integration Capabilities

### Instructional/Gear

**Train Like a Pro**

By Andrew Pacheco

Learn to play like a pro on the court and off. Get the gear to play like a champ. The what, where, and when of Solgar's Full Spectrum Curcumin.

**Score MORE**

Try these quick tips to take your game to the top:

- Master your mental game, so your only opponent is across the net.
- Fight fatigue by drinking plenty of H2O and stay stronger and longer.

When the score is close, stick with your strengths versus testing new skills.

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### Digital & Social Extensions

**Tennis Tuesday Sweepstakes Promotion Placement**

Tennis Tuesday Sweepstakes Promotion Ad Placement

As part of the campaign, Solgar also received:

- Tip of the Week Sponsorship
- ROS and HPTO brand campaign
- Custom Sampling at Saddlebrook Resort