Tennis Media
Connecting With Fans On All Platforms

Tennis Channel

Tennis.Com

Tennis Channel Plus—OTT

Tennis Magazine

Tennis Channel APP

SBGTV Television Stations

Social

Facebook

Instagram

Twitter
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%

Passionate Tennis Players Played in Past Year

<table>
<thead>
<tr>
<th>Source</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennis Magazine</td>
<td>+199%</td>
</tr>
<tr>
<td>Average Affluent A18+</td>
<td></td>
</tr>
</tbody>
</table>

Median HHI: $193,500

<table>
<thead>
<tr>
<th>Category</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Worth: $1,602,200</td>
<td></td>
</tr>
<tr>
<td>Median HHI $150k+:</td>
<td>75%</td>
</tr>
<tr>
<td>College Education:</td>
<td>Some college or more = 96%</td>
</tr>
<tr>
<td>C-Level:</td>
<td>+201% above average</td>
</tr>
<tr>
<td>Top Management:</td>
<td>+74% above average</td>
</tr>
</tbody>
</table>

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

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

**Cover 1X**

- 2nd: $45,307
- 3rd: 42,635
- 4th: 53,265

### 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” x 10.75”</td>
<td>16” x 10.5”</td>
<td>15” x 10”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25” x 10.75”</td>
<td>8” x 10.5”</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.625” x 10.75”</td>
<td>5.375” x 10.5”</td>
<td>4.875” x 10”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.125” x 10.75”</td>
<td>3.875” x 10.5”</td>
<td>3.5” x 10”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.25” x 5.375”</td>
<td>8” x 5.125”</td>
<td>7” x 4.875”</td>
</tr>
<tr>
<td>1/2 H. Spread</td>
<td>16.25” x 5.375”</td>
<td>16” x 5.125”</td>
<td>15” x 4.875”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3” x 10.75”</td>
<td>2.75” x 10.5”</td>
<td>2.25” x 10”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>N/A</td>
<td>N/A</td>
<td>4.875” x 4.875”</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>N/A</td>
<td>N/A</td>
<td>2.25” x 4.875”</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” x 9.625”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.875” x 9.625”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4.75”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25” x 9.625”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.875” x 4.75”</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2.25” x 4.75”</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4.875” x 2.25”</td>
</tr>
<tr>
<td>1/12 Square</td>
<td>2.25” 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 jscarpulla@tennis.com for more information.

### Ad Material Extensions

For ad material extensions or questions, please contact: Joe Scarpulla at jscarpulla@tennis.com and Rory Ellis at acellis@tennis.com

All Ad, Marketplace & Insert Materials must be sent to: Joe Scarpulla at jscarpulla@tennis.com and Rory Ellis at acellis@tennis.com
Novak Djokovic

Men’s Player of the Decade

By STEPHEN TIGNOR

The decade on court has been defined by the Big Three: Djokovic, Federer and Nadal. To understand how. or why, you need to know their roots.

They had all been regulars on the junior circuit and at a young age had begun competing in leagues. When they entered high school, they started playing tournaments to establish long-term connections with famous endorsee, Nadal, who has been a popular figure in tennis.

Before the 2019 season, Jean-Christophe Ybert, Director of Tennis Channel Academy, represented her. New Balance rolled out an ad for the sports-marketing heap. Team 8, Roger Federer’s
tennis agency, represented her. Coco might say, it was “amazing” and “super shocking.”

In June, the Atlanta native and Florida resident was awarded the New Balance Award, the hottest star, Naomi Osaka, winner of the last

When Cori “Coco” Gauff became the youngest player since 1991 to reach the quarterfinals of the Australian Open, it was a big deal. It was a big deal for her, but it was an even bigger deal for the tennis world.

Gauff, who is only 15 years old, has been making waves in the tennis world. She made her professional debut at the age of 14 and has already won several titles, including the 2019 US Open Juniors Championship and the 2019 Australian Open Juniors Championship.

Gauff is known for her powerful forehand and her ability to hit the ball deep. She has also been praised for her mental toughness and her ability to remain focused in high-pressure situations.

The Tennis Channel Academy

The Tennis Channel Academy is a comprehensive tennis training program that provides instruction, fitness, nutrition, mental game and more.

By BLAIR HENLEY

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.

All editorial, including covers, is subject to change.
Multi-Platform & Integration Opportunities

Travel

**BIENVENIDO A MIAMI!**

**ENJOY THE MAGIC CITY BOTH AT AND AWAY FROM THE MIAMI OPEN COURTS**

**LUNCH AT THE BEACH**

**DINNER**

**STAY**

**SHOPPING**

**WIN!**

**Digital & Social Extensions**

**Hilton Head Island**

**Hilton Head Island Tennis**

**Tennis Tuesday Interactive Content**

**Social Media Post**
Multi-Platform & Integration Capabilities

Instructional/Gear

Score MORE
To score multi-line games, take your game to the net!
Master your mental game, so your only opponent is across the net.
Fight fatigue by drinking plenty of H2O and stay stronger and longer.
Where the score is close, stick with your strengths versus testing new skills.

As part of the campaign, Solgar also received:

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

Digital & Social Extensions

Weekly Social Media Sweepstakes Promotion

Tennis Tuesday Sweepstakes Promotion

Sweepstakes Entry Page with ROS Promotional Ad Units

Tennis Tuesday/Sweepstakes Promotion Ad Placement