As the premier provider of tennis lifestyle content and pro game coverage, The Tennis Media Company produces Tennis Magazine, Tennis.com and Baseline. Appealing to both the fan and the player, each platform offers a comprehensive and authoritative look at one of the nation’s most popular sports.

**OUR EDITORIAL COVERAGE INCLUDES**

- **Pro Game & Players**
- **Gear, Apparel & Footwear**
- **Health, Fitness & Nutrition**
- **Instruction**
- **Lifestyle & Travel**
- **History & Heritage**
Staff Writers & Expert Contributors

**CHRIS EVERT** Partner & Contributor
One of the most prominent female athletes of our time, Chris Evert won 18 Grand Slam titles during her Hall of Fame Career. Chris contributes a regular column in Tennis Magazine, as well as instructional videos and feature stories on Tennis.com and Baseline.

**PETER BODO** Senior Writer/Columnist
A preeminent voice in tennis for more than four decades, Peter Bodo began his career in an early 1970s edition of Tennis Magazine. Since then, he has written hundreds of essays and more than a half a dozen books, including “The Courts of Babylon.” Peter has covered every major tennis tournament multiple times and is a two-time winner of the WTA Writer of the Year Award.

**STEPHEN TIGNOR** Senior Writer/Columnist
Stephen Tignor has covered the sport for 15+ years and currently writes a daily blog on Tennis.com in addition to numerous features and cover stories in both Tennis Magazine and Baseline. He is the author of the 2011 critically acclaimed book “High Strung,” in which The Associated Press reviewed his approach of “descriptive prose and flair for dramatic writing” as a “true page turner.”

**NICK BOLLETTIERI** Instruction Consultant
An influential legend, Nick Bollettieri has coached 10 players that have gone on to rank No. 1 in the world and is the founder of the IMG Bollettieri Tennis Academy. Bollettieri has written numerous books on tennis, contributed to television programs and is recognized for his promotion of the sport.

**ADDITIONAL CONTRIBUTING TENNIS PERSONALITIES**
Billie Jean King | Tracy Austin | Cliff Drysdale | Paul Annacone | Peter Burwash | Alan Fox | Darren Cahill | Stan Smith

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
Rebel in Reverse

Andy Murray isn’t the best player of his era, but he may be remembered as its most important.

By Stephen Tignor

Murray always lets you know how he’s feeling on the court, and the same holds true off of it. In recent years, he’s become one of the sport’s most outspoken players about issues ranging from doping to equal pay.

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
January/February
SEASON PREVIEW
Will 2017 be the year that Serena Williams is challenged for the top spot in women’s tennis? Can Roger Federer and Rafael Nadal make triumphant returns after an injury-riddled 2016 season? The Annual Season Preview addresses these questions and more, while also highlighting the game’s future stars.

CLOSING: November 23
MATERIALS: November 29
ON-SALE: January 10

March/April
RACQUET GUIDE
Our comprehensive Buyer’s Guide to the year’s new racquets reflects the results of many months of thorough analysis by our panel of more than two dozen including instructors, players, coaches, stringers and retailers. Racquets are tested to identify possible matches for a variety of player types.

CLOSING: January 18
MATERIALS: January 25
ON-SALE: March 7

May/June
FRENCH OPEN SPECIAL
The centerpieces of the 2017 French Open Special are defending champions Novak Djokovic and Garbine Muguruza, each of whom captured their first career titles at Roland-Garros last season. The issue also includes Shoe and Bag Guides with Editors’ Choices highlighting the best options.

CLOSING: March 8
MATERIALS: March 15
ON-SALE: April 25

July/August
WIMBLEDON SPECIAL
Wimbledon always offers a wide array of compelling storylines, and this year is no different. We’ll explore the potential changing of the guard in men’s tennis and what it might take for a big hitter like Milos Raonic, last year’s finalist, to finally break through on the grass.

CLOSING: April 26
MATERIALS: May 3
ON-SALE: June 13

September/October
US OPEN SPECIAL
Whether you’re there in person or taking in all the live action on TV, it’s our annual fan guide to the best ways to enjoy the most attended single annual event in all of sports— the US Open. Among the highlights of our coverage will be a breakdown of up-and-coming young Americans.

CLOSING: June 28
MATERIALS: July 5
ON-SALE: August 15

November/December
HEROES ISSUE
Our final installment of the year highlights the people and organizations who make a difference in the tennis world, either by using the sport and their place in it as a forum and catalyst for charity and/or change, or by helping to improve the sport itself.

CLOSING: September 20
MATERIALS: September 27
ON-SALE: November 7

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
## Rate Base

| 600,000 |

## Audience

| 1,400,000 |

## Demographics

| Adults 25-54 | 64% |
| Male/Female | 60/40 |
| Married/Living in Partnered Relationship | 86% |
| Median HHI | $158,479 |
| Average HHI | $266,994 |
| Median Net Worth | $1,063,362 |
| Average Net Worth | $2,019,607 |
| College Education+ | 98% |
| Professional/Managerial | 78% |
| C-Suite Title | 37% |

## Active Tennis Players*

| Average # of times tennis is played per year | 85 |
| Have been playing 10+ years | 77% |
| Upper intermediate or better | 81% |

## Engaged Readers*

| Have read 3 or 4 of the past 4 issues | 85% |
| Spend 30+ minutes reading the magazine | 69% |

Sources: IPSOS Affluent Survey, Fall 2016  
*Sports Marketing Surveys, Audience Survey 2014
NATIONAL RATES (GROSS)

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Marketplace (Net)

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“The sport has attracted a more diverse range of participants in recent years, but the core players remain an active, educated, affluent group.”
-Active Marketing Group
**Tennis Magazine 2017 Advertising Specs**

**MECHANICAL & AD REQUIREMENTS**

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<th>Standard Units</th>
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<tr>
<td>1/12 Square</td>
<td>2.25” x 2.25”</td>
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</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.

All Ad, Marketplace & Insert Materials Must Be Sent To:
Joe Scarpulla at jscarpulla@tennis.com

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**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

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For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
Tennis.com & Social Media

Tennis.com is the #1 global tennis destination providing fans with 24-hour match coverage, including breaking news, live scores and commentary. Plus, players can access regularly updated resources including instructional video, gear reviews and training tips/advice.

Traffic Statistics

2MM Monthly Unique Visitors
25MM Monthly Page Views
9:08 Average Time Spent on Site*

*Note: Desktop

Audience Breakdown

Adults 18-44  56%
Male/Female  65/35

Source: Google Analytics, January - September 2016

Additional Demographic Details

Married/Living in Partnered Relationship  78%
Median HHI  $175,000
College Degree+  65%

Active Tennis Players

Average # of times tennis is played per year  78
Have been playing 10+ years  69%
Upper intermediate or better  72%

Source: Sports Marketing Surveys, Audience Survey 2014

Social Media Followers

464k  (14% YOY GROWTH)
3.3% ENGAGEMENT RATE  (VS. 0.7% INDUSTRY AVERAGE)

158k  (19% YOY GROWTH)
1.8% ENGAGEMENT RATE  (VS. 0.07% INDUSTRY AVERAGE)

Source: Social Media Platforms, October 2016, YOY

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
# Tennis.com Ad Specs & Requirements

## AVAILABLE AD UNITS

### Standard Media
- 728x90
- 320x100
- 300x250
- 300x600

### Additional Opportunities
- IAB Rising Stars Units
- Section Sponsorships
- Content Integration
- Native Advertising
- Custom Ad Units

## MECHANICAL & AD REQUIREMENTS

### Standard Media Units - 728x90, 300x250
- Max File Size: 300k | File Type Accepted: JPG, GIF, HTML5
- Max Animation Time: :30
- Back up Image File Type: .gif, .jpg
- Max Frames/Second: 15-24
- Looping Restrictions: 3
- Audio Restrictions: By Click

### Rich Media - 728x90, 300x250
- Initial Load Files Size: 300k
- Max Total Load File Size: 1MB | File Type Accepted: HTML5
- Max Animation Time: :30
- Back up Image File Type: .gif, .jpg
- Max Expansions & directions:
  - 300x250 to 600x400 left upon rollover
  - 728x90 to 728x300 down upon rollover
- Max Frames/Second: 15-20
- Looping Restrictions: Unlimited
- Audio/Video Acceptance: Yes
  - Video Restrictions: By Click
- Max Video Weight: 1MB
- Max % of Unit for Hotspotting: 25%

## RE-DESIGN: A NEW LOOK

Launched in August 2016

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406
Baseline Digital Platform Overview

Dedicated to the lifestyle and the game, Baseline is the one-stop experience for today’s digitally-savvy tennis enthusiast. Designed to streamline the ability to stay on top of what’s most important, most interesting and most engaging, Baseline provides variety and on-the-go discovery of all things tennis—on and beyond the court.

**The Daily Experience**
- Most relevant and trending tennis content of the day
- Easy-to-digest doses of information and articles
- Content shareability and entertaining interactivity

**A Peek Inside**

**Exclusive & Relevant**

**Of the Moment & Topline**

**Beyond the Court**

**Active Lifestyle Inspiration**

**Media Units Accepted**
- 728x90
- 320x100
- 300x250
- 300x600

Custom opportunities available upon request.

**Mechanical & Ad Requirements**

Refer to Tennis.com requirements

For more information, please contact Associate Publisher, Adam Milner at amilner@tennis.com or 646.783.1406