the perfect match 2018/2019 media kit
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 iconic 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: 600,000

### Audience: 1,400,000

#### Demographics:

- Adults 18-34: **37%**
- Adults 35-64: **56%**
- Median Age: **40**
- Male/Female: **58%/42%**
- Married/Dual Decision Makers: **86%**

**Median HHI: $156,200**

- Net Worth: **$1,135,200**
- Median HHI $150k+: **53%**
- College Education+: **98%**
- C-Level: **+128%** above average
- Top Management: **+72%** above average

### Engaged Readers

- Have read 3 or 4 of the past 4 issues
- Spend **30+** minutes reading the magazine

### Passionate Tennis Players

- Played in Past Year
  - Tennis Magazine: **59.1%**
  - Average Affluent A18+: **16.3%**

### Sources:

- IPSOS Affluent Survey, Fall 2016
- *Sports Marketing Surveys, Audience Survey 2014*
- Google Analytics, 1/1/17-7/31/17
- *2017 Doublebase GfK MRI, Base: A18*
### Tennis Magazine 2018 Rates

#### National Rates (Gross)

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<tr>
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<th>B/W 1X</th>
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<td>1/2 Pg</td>
<td>36,565</td>
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<tr>
<td>1/3 Pg</td>
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#### Marketplace (Net)

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<tr>
<td>1/12 Pg</td>
<td>4,120</td>
<td>2,730</td>
</tr>
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</table>

For more information please contact the Integrated Sales Director, Rory Ellis at acellis@tennis.com
In every issue, top writers and editors will deliver a lively mix of tennis, lifestyle, gear, health, nutrition, instructional, pro-game and history.

**Inside Tennis:**
Interviews, Expert Insights & Updates

**What’s at Stake:**
Tournament, Rankings, Player News & Major Match Highlights

**Destination Tennis:**
Lifestyle & Travel

**Tennis Life:**
Health, Fitness, Nutrition, Instructional & Gear

**Stories of the Open Era:**
History & Heritage

All covered by an impressive slate of tennis writers, journalists and personalities from former Grand Slam Champions such as Chris Evert, Martina Navratilova, Tracy Austin, Jim Courier and Lindsay Davenport, top notch sports journalists Mary Carillo, Steve Flink, Peter Bod and legendary coaches Paul Annacone and Nick Bolletieri.
Season Preview
January/February
What’s at stake in the new year? Our season-preview issue answers that question in a variety of ways. With tournament maps, a round table discussion of tennis experts, unrivaled pro-game analysis and the ultimate rankings primer, this issue will help you watch the tours like never before.

closing: November 27, 2017
materials: November 29, 2017
on-sale: January 9, 2018

Open Era Anniversary
March/April
This year marks the 50th anniversary of Open tennis – a moment when amateur and professional players came together to form the game we know today. In this issue, we’ll reveal the 50 players whose actions and performances have stood the test of time.

closing: January 17, 2018
materials: January 24, 2018
on-sale: March 6, 2018

French Open Special
May/June
Is the French Open the hardest Grand Slam tournament to win? Perhaps, although Rafael Nadal’s unprecedented success in Paris suggests otherwise. Our clay-stained issue looks at both sides of the question: Rafa’s quest for his 11th Roland Garros title, along with the players eagerly awaiting the Spaniard to relent.

closing: March 7, 2018
materials: March 14, 2018
on-sale: April 24, 2018
There’s little debate as to the greatest Wimbledon match of the Open era: Rafael Nadal’s epic, five-set win over Roger Federer in 2008. In this issue, we relive the match as comprehensively has Roger and Rafa covered the court on that memorable day.

**closing:** April 25, 2018  
**materials:** May 2, 2018  
**on-sale:** June 12, 2018

There’s plenty of new in New York, where the Grand Slam calendar concludes. There’s a new Louis Armstrong Stadium, new American talents on the men’s and women’s side, and new innovations pointing the way to the game’s future.

**closing:** June 27, 2018  
**materials:** July 3, 2018  
**on-sale:** August 14, 2018

Fifty years, fifty moments. Each year of tennis’ Open era has featured heroic achievements, which we salute in our year-end issue—one hero per season. It will highlight heroes well known and unsung; heroes whose impacts were made on the court and off; heroes whose legacies are established and whose legacies are still being created. After reading our sixth annual Heroes issue, you’ll not only have a better grasp of tennis’ greatest heroes, you’ll have a better understanding of the game itself.

**closing:** September 19, 2018  
**materials:** September 26, 2018  
**on-sale:** November 6, 2018

*All editorial content subject to change*
2018 ISSUES

January/February
Ad Close: 11/27/2017
Materials Due: 11/29/2017
On-Sale Date: 1/9/2018

March/April
Ad Close: 1/17/2018
Materials Due: 1/24/2018
On-Sale Date: 3/6/2018

May/June
Ad Close: 3/7/2018
Materials Due: 3/14/2018
On-Sale Date: 4/24/2018

July/August
Ad Close: 4/25/2018
Materials Due: 5/2/2018
On-Sale Date: 6/12/2018

September/October
Ad Close: 6/27/2018
Materials Due: 7/3/2018
On-Sale Date: 8/14/2018

November/December
Ad Close: 9/19/2018
Materials Due: 9/26/2018
On-Sale Date: 11/6/2018

All editorial content subject to change.
Introducing the 2018 E-Class Coupe. A power player with plenty of power and advanced stunts, this sleeky yet stylish coupe offers groundbreaking innovations such as Evasive Steering Assist and PRE-SAFE Sound, which can help protect the ears from accident noise should an impact occur. It's a game-changer if ever there was one. MBUSA.com/E-Coupe

There’s no weakness in its game.

Mercedes-Benz
The art of ingenuity.
Discover Saddlebrook

Thirty-six years after its debut, this world-class resort continues to refine the qualities that have put it on the map.
# Tennis Magazine
## 2018/2019 Advertising Specs

### 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

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### Standard Units

<table>
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### Marketplace Units

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.

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<td>1/12 Square</td>
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</tbody>
</table>

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