

# tennishead

## MEDIA INFORMATION



## About tennishead

Launched in 2007, our vision was to gather a team of both experienced and young content producers to deliver a vibrant tennis magazine that celebrates all that is great in the sport, focusing mainly on the international tour, but with reference to British tennis. Andy Murray has confirmed his place as one of the outstanding players of our time. (He was the 2012 US Open Champion, 2013 and 2016 Wimbledon Champion, 2012 and 2016 Olympic gold medalist and stand out player in Great Britain's' 2015 Davis Cup triumph). Jamie Murray has been the World No.1 ranked doubles player while Johanna Konta is ranked in the world's Top 10. Along with Heather Watson and Kyle Edmund, British tennis players are enjoying a great deal of success.

With players of this calibre tennis is much more than just a summer sport. The year kicks off with the Australian Open in January and continues through until the season ending ATP World Tour Finals in November in London. Tennishead follows all of the ATP and WTA Tour events, the four Grand Slams and team events like Davis and Fed Cup and the Olympics, producing original content. Interest in the UK peaks with the grasscourt season in June and Wimbledon has a unique place in Britain's sporting calendar.

### TENNISHEAD CONTENT

*Tennishead is the UK's premium multi-channel tennis media brand*

Our content is produced by top names within the sport, both journalists and photographers. The print magazine is savoured by its readers with its high production values. Both print and digital magazines feature exclusive player interviews and entertaining content. World-class coaches are also part of our team. We have unbiased and informative product reviews - tennishead racket reviews have become a 'must read' for anyone wanting to buy a new racket. We regularly feature shoes, apparel and the latest technology that is changing the way players, both at the top and at a recreational level, interact with the sport.

### COMMERCIAL PARTNERSHIPS

*The quality of our content means that we have a close relationship with our readers, which benefits our commercial partners.*

We can tailor packages across all of the tennishead estate, as well as producing bespoke content for brands. We pride ourselves on our ability to deliver creative packages with time and cost efficiency.

Call **07939 106213** // e-mail: **tfarthing@tennishead.net**

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**The UK's premium tennis  
multi platform media brand**

## team



### **Mike Frey**

CO-FOUNDER & OWNER

Member of International Tennis  
Photographer's Association



### **Tim Farthing**

CO-OWNER AND COMMERCIAL DIRECTOR

15 years of sports publishing expertise

## contributors



### **Paul Newman**

CONSULTANT EDITOR

Tennis Correspondent of  
The Independent



### **Patrick Mouratoglou**

CONTRIBUTOR

Coach of Serena Williams and founder  
of Mouratoglou Academy



### **Nick Bollettieri**

CONTRIBUTOR

Coach and founder of IMG Academy



### **Craig O'Shannessy**

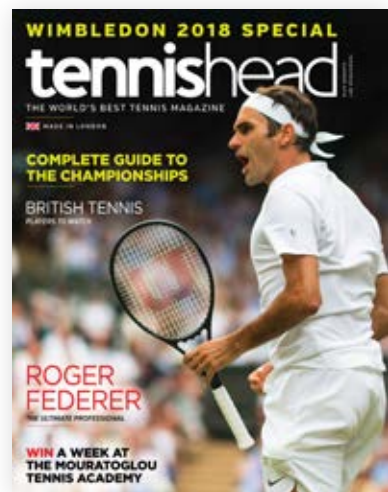
Coach and strategy analyst for ATP and WTA

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### Internationally respected content



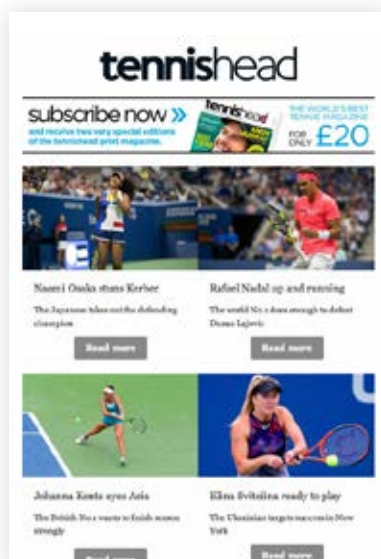
#### MAGAZINE

- Published quarterly
- High quality paper
- Sold at supermarkets and newsagents
- Available by subscription
- Circulation c20,000  
*[publishers statement]*



#### TENNISHEAD.NET

- Website promoting the magazine
- Unique content and features
- Exclusive competitions
- 30,000 unique users a month



#### NEWSLETTER

- Produced daily for key events
- News, pictures and competitions
- Advertorial opportunities

#### SOCIAL MEDIA

- 10,500 twitter followers
- 100,000 facebook likes
- Instagram launched 2017
- Judicious use for commercial partners

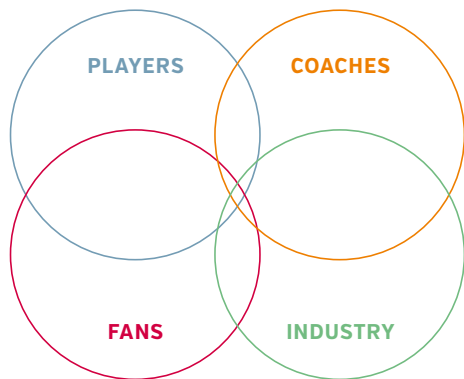
#### COMPLIMENTARY MAILING LIST

Tennis has a broad base of influential and wealthy people. Players turned pundits, world-class coaches, entrepreneurs and business people who love the sport. Our complimentary mailing list contains some influential people and current players.



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### **MULTI STAKEHOLDER READERSHIP**

We produce content with a broad vision of a reader in mind; it could be a 15-year-old academy player, a 25-year-old coach at a private members' club, a 35-year-old mum who plays while her kids go to summer camp, a Marketing Manager of a tennis manufacturer, a 45-year-old former national player who now plays vets tennis, a member of the All England Club, a member of Fitzwilliam Club in Ireland, a tennis fan who doesn't play but loves Rafael Nadal, or it could be Rafael Nadal!

### **GLOBAL**

There are an estimated 95 million people engaged worldwide with the sport. Some of the biggest global sponsorship deals are with tennis players. Roger Federer was fourth in the Forbes list of highest paid athletes in 2017 with earnings of \$64 million. Emirates airline committed to the biggest deal in the ATP's history, with a five-year agreement beginning in 2016, worth an estimated \$10 million annually.

### **UK**

- 384,000 people play tennis at least once a week
- Gender split - 47% female, 53% male
- **13%** under 25, **23%** 25-39, **36%** 40-59, **29%** 60+

### **THE WIMBLEDON EFFECT**

The increase in visibility the sport gets around the time of the Championships can be of benefit to many UK based brands. The UK is fortunate to stage one of the best sporting events in the world.

- BBC remains the host broadcaster in the UK. Free to air agreement until 2024
- 13.3 million watched the men's singles final between Andy Murray and Milos Raonic in 2016 on the BBC
- With a record 7.4 million viewers, Johanna Konta's 2017 quarter final match became the most watched Wimbledon Ladies' match ever on BBC
- In 2017 the BBC served 24.1 million stream requests during Wimbledon via BBC Sport and BBC iPlayer
- 473,372 people visited the 2017 Championships

### **KEY DATES 2018**

#### **GRAND SLAMS**

Australian Open	15-28 January
Roland Garros	21 May - 10 June
Wimbledon	2-15 July
US Open	27 August - 9 September

#### **TOUR LEVEL EVENTS HELD IN GREAT BRITAIN**

Nature Valley Open (Nottingham)	9-17 June
Nature Valley Classic (Edgbaston)	16-24 June
Fever-Tree Championships (Queen's Club)	18-24 June
Nature Valley International (Eastbourne)	22-30 June
Nitto ATP World Tour Finals	11-18 November

#### **ITF UK EVENTS (BRITISH TROPHY SERIES)**

Surbiton Trophy	2-10 June
Manchester Trophy	10-17 June
Ilkley Trophy	16-24 June
Southsea Trophy	26-29 June



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## RATE CARD

### PRINT MAGAZINE

#### DISPLAY

Double page spread.....	£5,000
Full page.....	£3,000
Half page.....	£1,875
Quarter page.....	£950
Eighth page.....	£520
Outside back / Inside front / Inside back cover.....	£4,000
Guaranteed positions.....	+ 10%

#### CLASSIFIEDS

Per column per centimetre [SCC].....	£50
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#### INSERTS

from £150 per '000. [Samples required as cost is dependent on size and weight].

#### 10% AGENCY DISCOUNT

For PPA recognised agencies

#### MECHANICAL SPEC

*(dimensions are listed width x depth in mm)*

Full page.....	210 x 270
Full page with bleed.....	216 x 276
Full page – type area.....	190 x 250
1/2 page horizontal.....	190 x 121
1/2 page vertical.....	91 x 250
1/4 page.....	91 x 121

DPS PAGE: Please supply DPS as two single pages following the guidelines above. No type should appear within 5mm either side of gutter on a spread.

#### CLASSIFIED

1 column 43mm, 2 columns 90mm  
3 columns 137mm, 4 columns 185mm

#### INSERTS

Max finished size.....	190 x 270
Min finished size.....	160 x 105

**Please supply artwork as 300 dpi, CMYK**

**Adobe PDF files with 3mm bleed and crop marks.**



### KEY DATES 2018

MAGAZINE DATE	ON SALE	ADVERTISING COPY REQUIRED
March 2018	February 28	February 16
June 2018	May 31	May 18
September 2018	August 16	August 3
December 2018	November 29	November 16

### DAILY GRAND SLAM NEWSLETTERS

NEWSLETTER FOCUS	DATES SENT	COMMERCIAL CONTENT AGREED BY
Australian Open	15-28 January	5 January
Roland Garros	21 May - 10 June	11 May
Wimbledon	2-15 July	22 June
US Open	27 August - 9 September	17 August

\*Other newsletters may be scheduled during the year

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