



RACQUET

MEDIA KIT
2025



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RACQUET

the intersection of **TENNIS & CULTURE**

Racquet is a pioneering media and lifestyle company that celebrates the art, ideas, style, and culture of tennis.

From immersive storytelling to must-attend events to sold out product collaborations, Racquet's cultural influence makes it the leading global media and lifestyle tennis brand, **redefining the sport** for the next generations.

An editorial engine, creative agency and e-commerce hub, **Racquet is the premium cultural brand in tennis.**

EDITORIAL ENGINE

CREATIVE AGENCY

E-COMMERCE HUB

CULTURAL BRAND



RACQUET



why **TENNIS,** why **NOW**

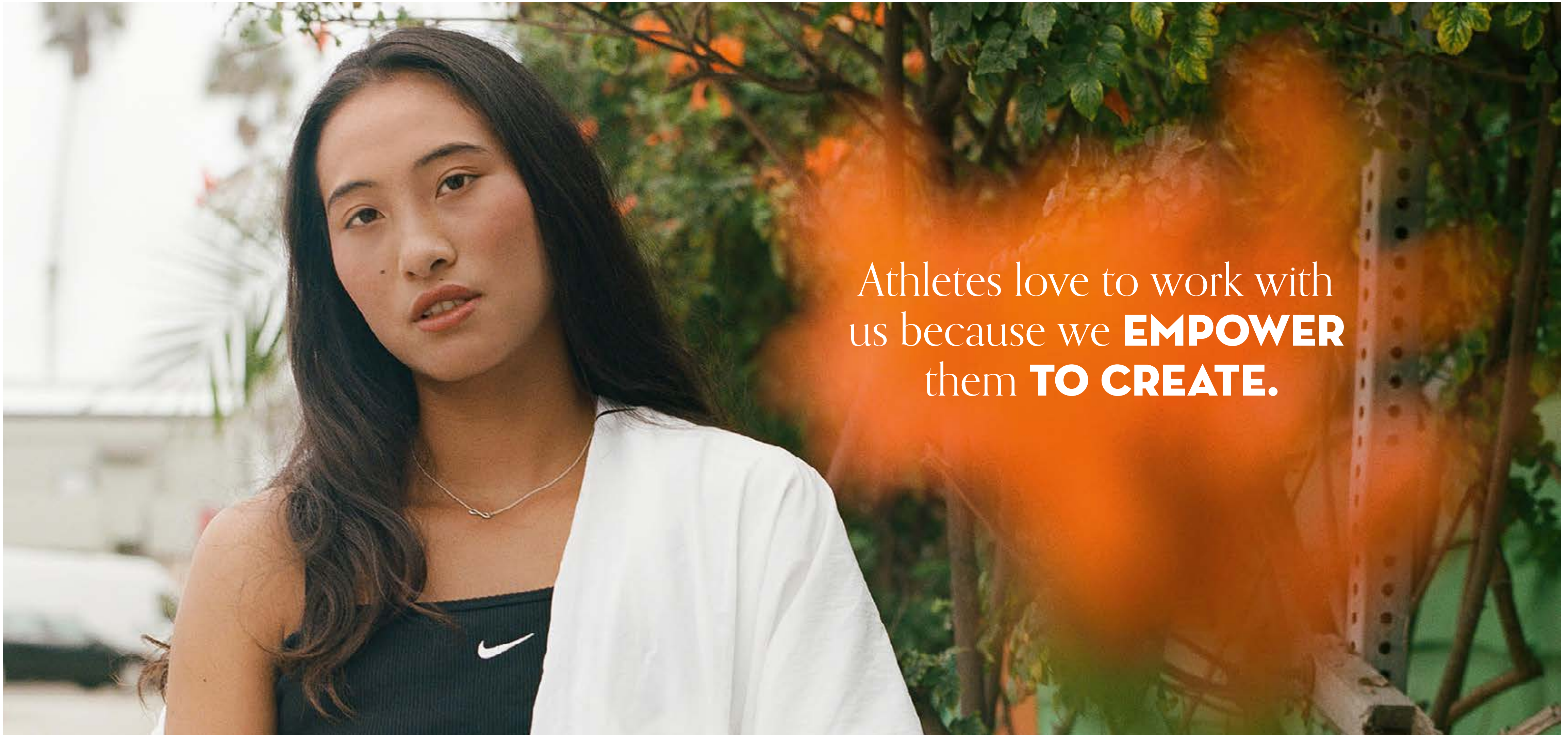
Tennis has exploded at the recreational & pro levels - at a time where there is a gaping hole at the center of the sport.

The appetite for storytelling, experiential and e-commerce on behalf of brands and audiences is growing at a staggering pace.

The offerings for fans, and participants haven't kept up with demand. The experiential, e-commerce & IP opportunities are limitless.

Searches in the US for adult tennis lessons jumped **240%** following the release of the Zendaya film, *Challengers*.





Athletes love to work with us because we **EMPOWER** them **TO CREATE.**

RACQUET



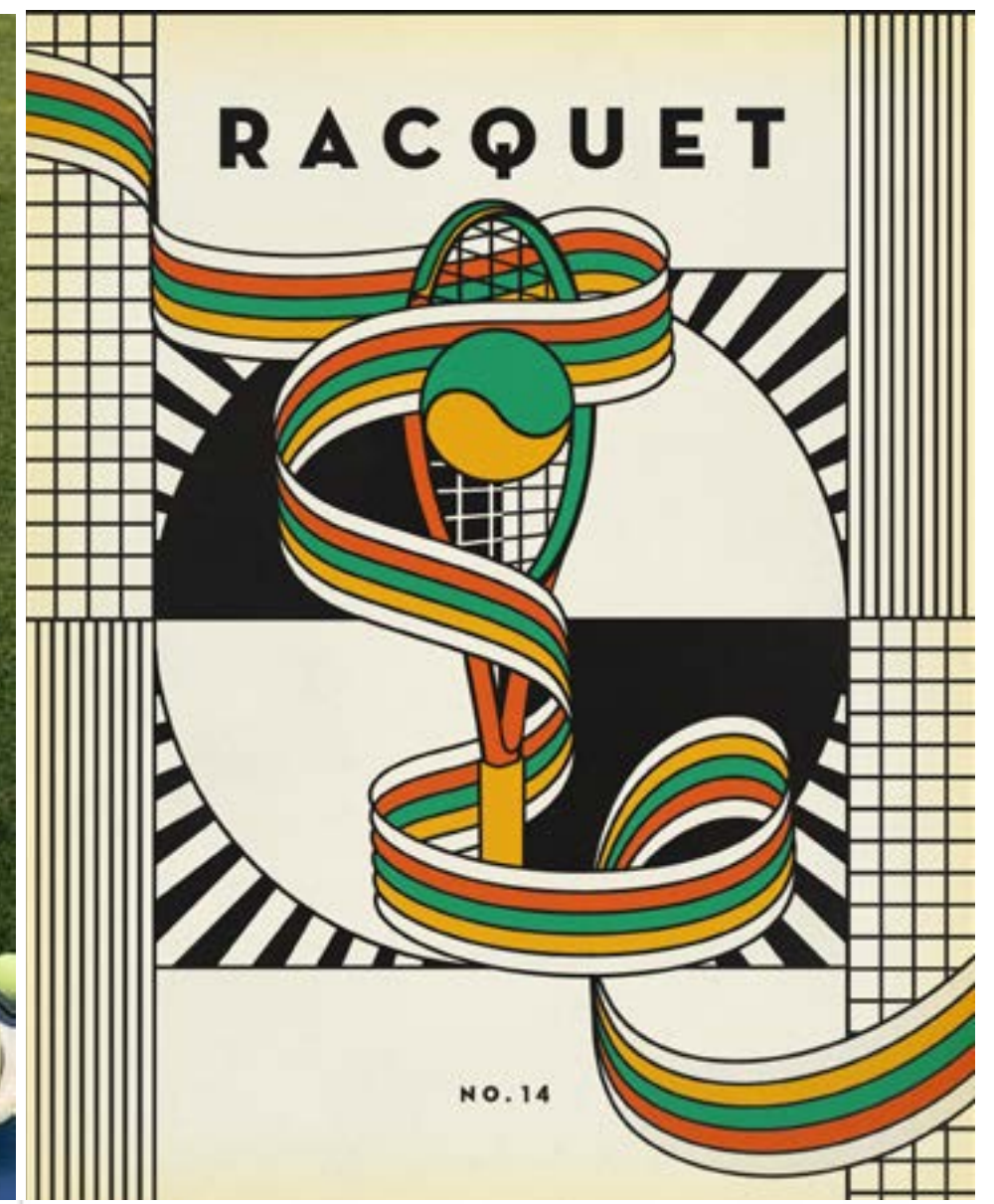
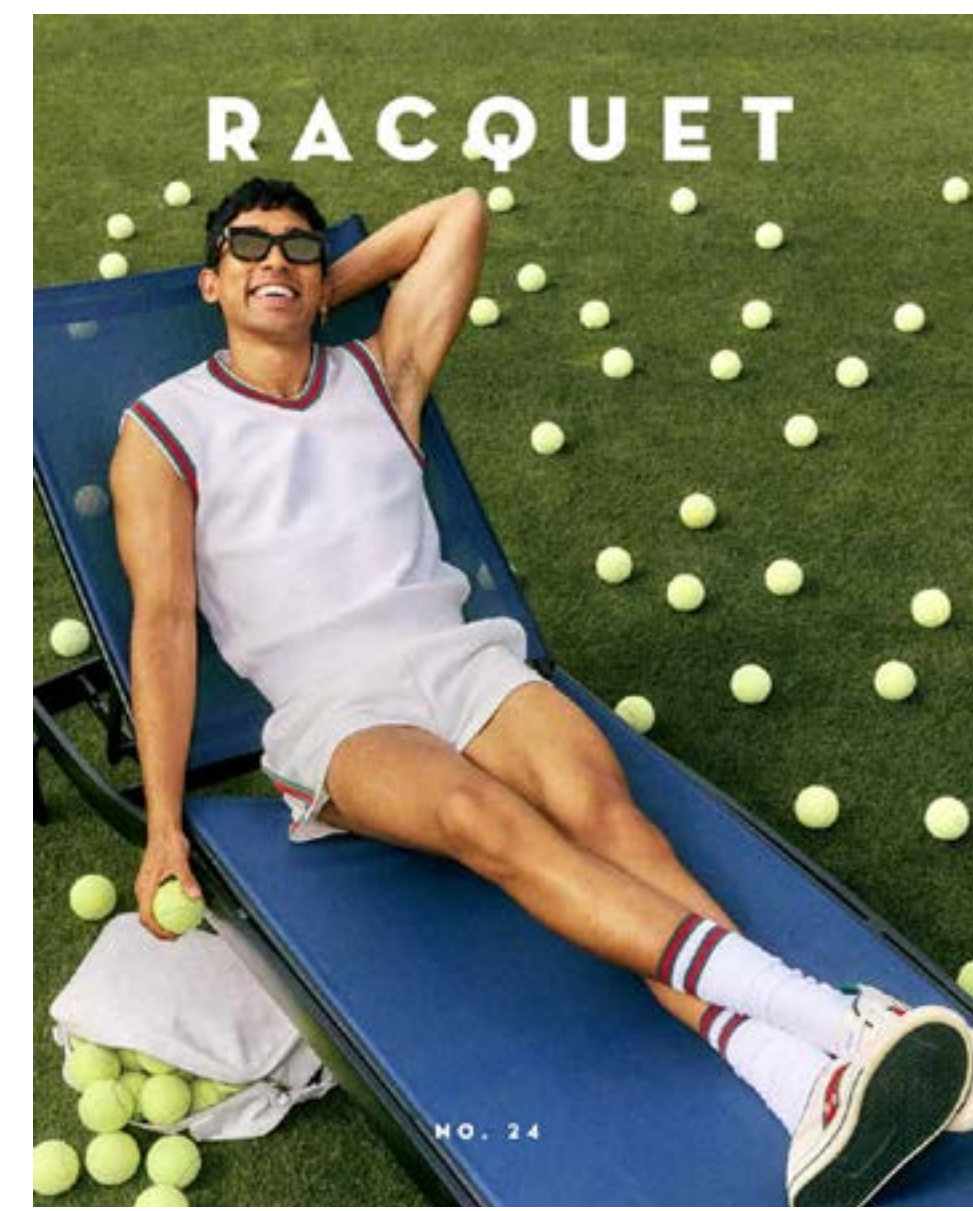
the **MAGAZINE**

Racquet works with some of the **best storytellers** - those experienced in the tennis conversation, and those who've never covered the sport - as well as celebrated **artists and photographers** to explore the modern tennis landscape in a highly coveted coffee-table print publication.

400,000 MAGAZINES IN CIRCULATION

Partnership Opportunities

- Editorial Partnerships
- Bespoke Issue Placement
- Branded Content



[Faded text from magazine spread, including article snippets and a photo of a tennis player in action.]

...ie of a new stadium and at least \$4.4 million for the tournament's singles champion. This represented the largest amount ever promised a player in women's tennis—or men's. Total prize money in Shenzhen would be in the neighborhood of \$14 million, almost double the prize money distributed to men at the 2019 ATP Finals in London. China was betting on women's tennis. Someday soon, perhaps Wang Qiang or some other Chinese player in the women's game would be among the top-ranked eight who get to compete in the WTA Finals. (Two pairs of Chinese doubles players were among the eight doubles teams to qualify for the finals in Shenzhen last year.) And the WTA, like the racquet and sneaker and tennis-kit manufacturers, was betting on China. It was where the money was, the big money.

Contracts are contracts, and there should though there is talk of them, including a boycott of the 2022 Beijing Winter Olympics being pressed by human-rights groups and entertained by the British government, though there is talk of them, including a boycott of the 2022 Beijing Winter Olympics being pressed by human-rights groups and entertained by the British government, among others. Players on the women's tour and its sponsors will have to have their "consciousness" raised. Look what happened

...erale stakes in China (finance, technology), not likely to be economically resilient. It is time for the WTA to begin weaning itself from China.

To be replaced by what? My first thought is to simply shorten the season a little. By the time the inaugural Shenzhen WTA Finals Shenzhen rolled around in late October of last year, Naomi Osaka, ranked third in the world at the time, had withdrawn with a shoulder injury; later, during the tournament, both Kiki Bertens and Belinda Bencic retired from matches. The women would do well to play less. If staging fewer tournaments is thought not to be an option, however, perhaps there could be indoor fall events, with night matches, in major cities like London, Paris, New York, Los Angeles—or Prague, which also made a bid to host the WTA Finals. Or maybe something like the Laver Cup, but with ranking points offered, or a tournament that experiments with new format ideas, or shines a spotlight on the youngest talent on the women's side. Such tournaments might attract new fans, or anyway fans, which the tournaments in China have never attracted in meaningful numbers. Fans, and coverage, too, from outlets with a sustained and extensive commitment to the sport, outlets like The New York Times—whose website, in both English and Chinese, is blocked by Beijing.

Sports since the 1970s have seldom just stuck to sports—that's simply a formulation that gets used from time to time to defend the status quo. Women's sports at the intercollegiate and professional levels wouldn't exist as they do today if sports had stuck

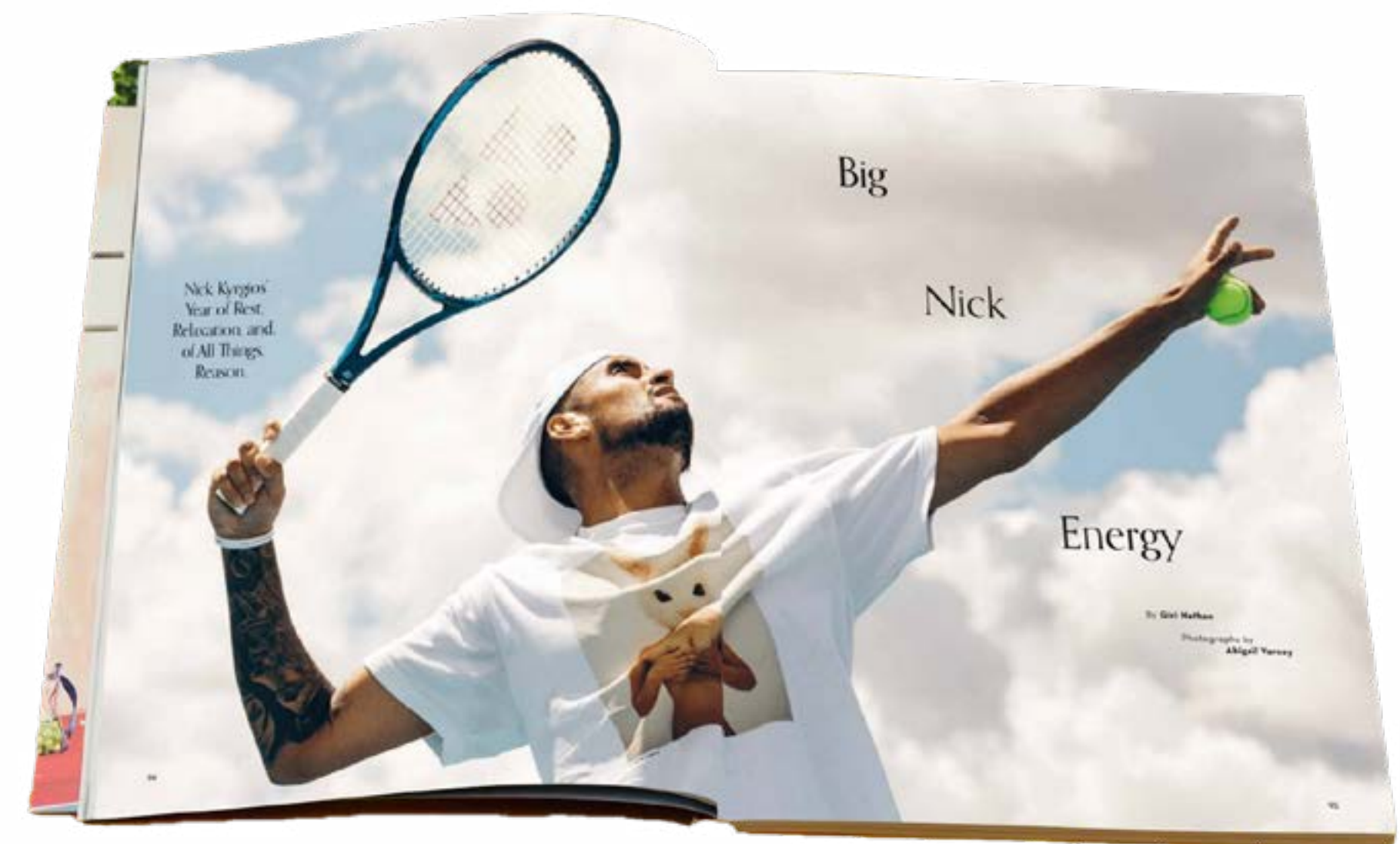
DIGITAL COVER

Through Racquet's unique blend of **narrative storytelling** and **immersive media contextualization**, we will craft a magazine feature story with you. We will commission a best-in-class feature writer and create original photography and videography, led by our creative director, to create a **suite of digital content** ready to launch.

This story—which will appear as our **hype cover** on racquetmag.com, in our newsletter, on social channels, as well as the print issue of Racquet mag—will be a **hero moment** for 2025. It will also be co-owned and available for both as well as brand ambassador use in all o/o channels.

Partnership Opportunities

- Editorial Partnerships
- Bespoke Issue Placement

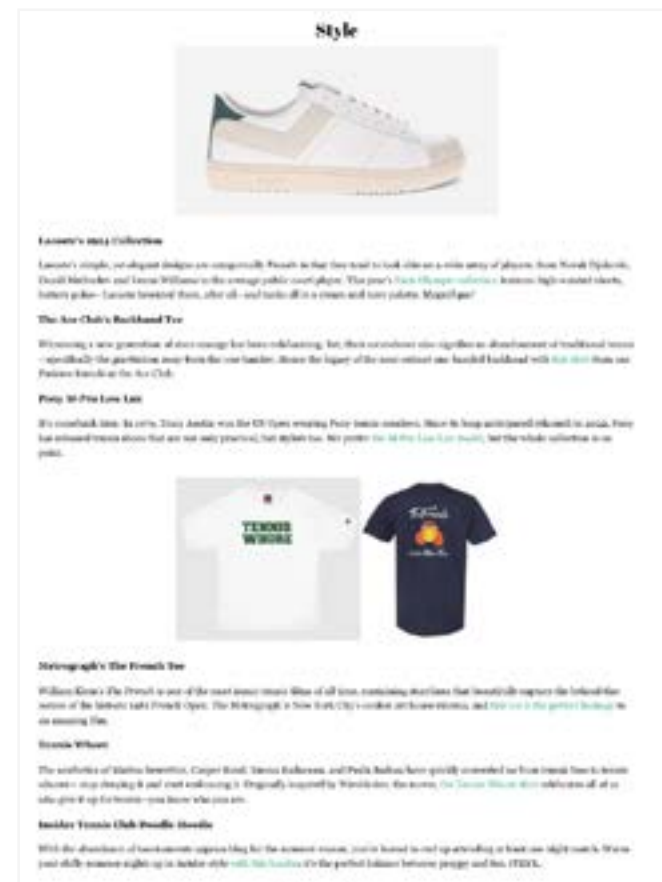




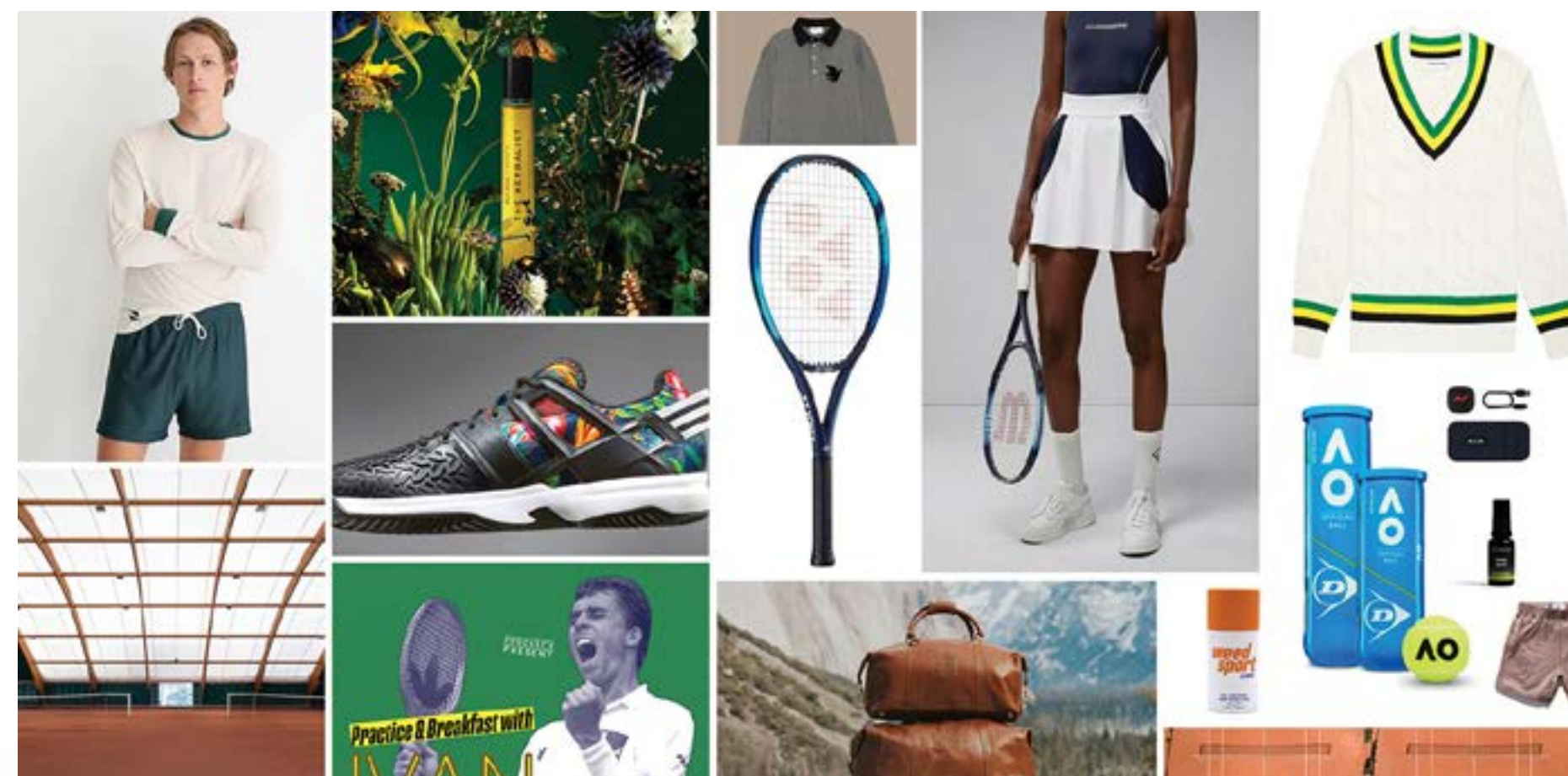
RACQUET GUIDE

Our audience is selective and discerning, likes to make a statement and travels with racquets—and we bet yours does too! Our comprehensive approach to **service content**, from our annual gift, travel and must-have guides to an emphasis on destinations that feature the wellness, culture, history and of course, play. These guides are **digital tentpoles, print features** and even **standalone collectible/giveways** in the form of posters and pullouts. Racquet is the **trusted front-door** to all of the tennis curious to the seekers asking for authentic recommendations.

Racquet's Must-Have Guide



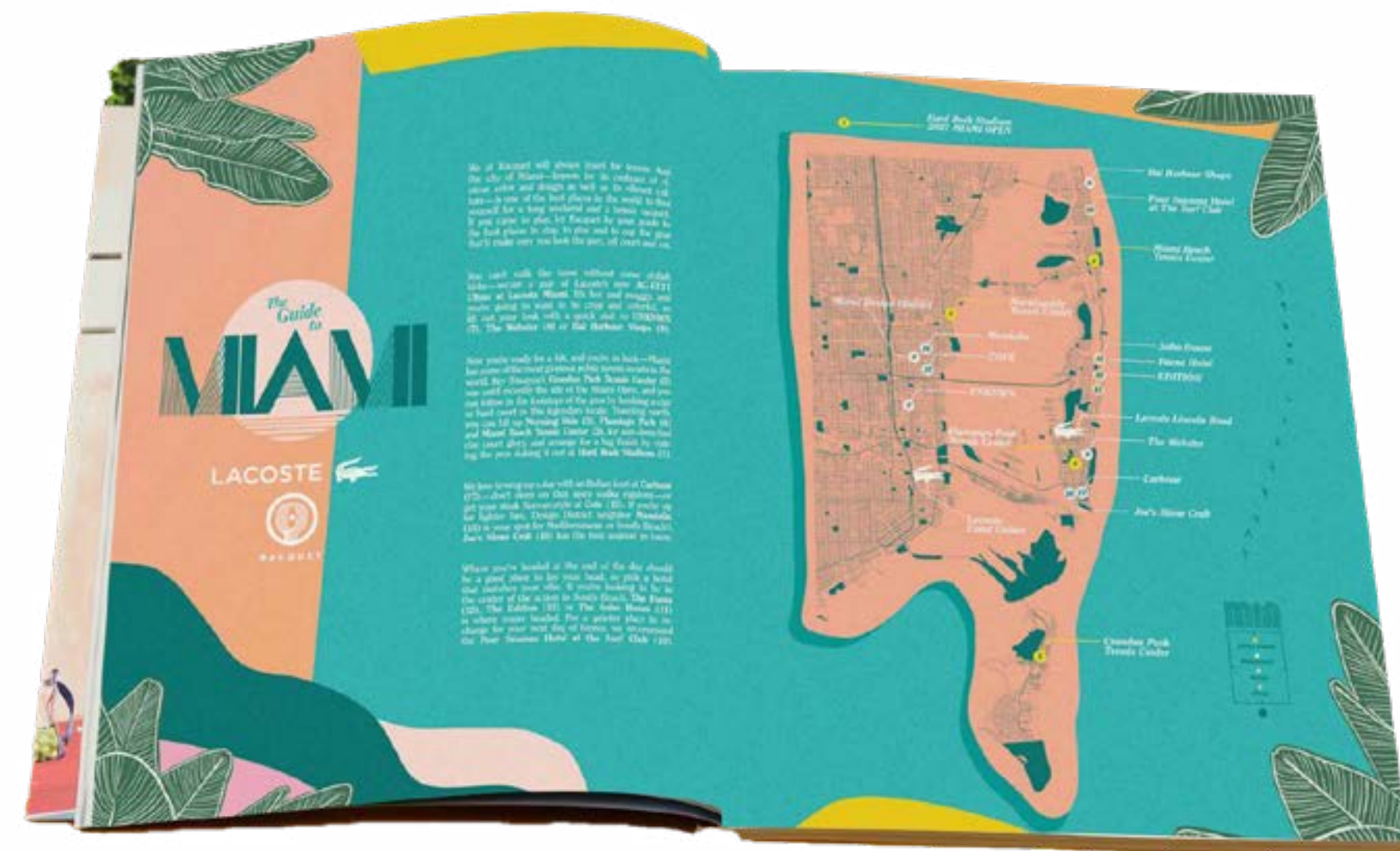
Racquet's Holiday Gift Guide



Racquet's Where to Travel



Racquet's Travel Guide (Editorial)



DIGITAL CONTENT

- Newsletter

Every Friday Racquet's newsletter goes out to subscribers featuring news, hype releases, sneak peaks, upcoming events, and more.

- Podcast

Frequently rated the world's top tennis podcast, Racquet's **Rennae Stubbs Tennis Podcast** sits alongside the Main Draw and special series in partnerships with brands such as BNP Paribas, Evian and Volvo.



- Video Series

- World Team Tennis (A24)
- The Players' Lounge
- Ambush Tennis

feat. Serena Williams' coach, Six-time Grand Slam champion, ESPN commentator, former pro player and podcast host **Rennae Stubbs**

- Home Court
- Road Trip



“Deliciously smart... a game-set-match of literary bona fides.”

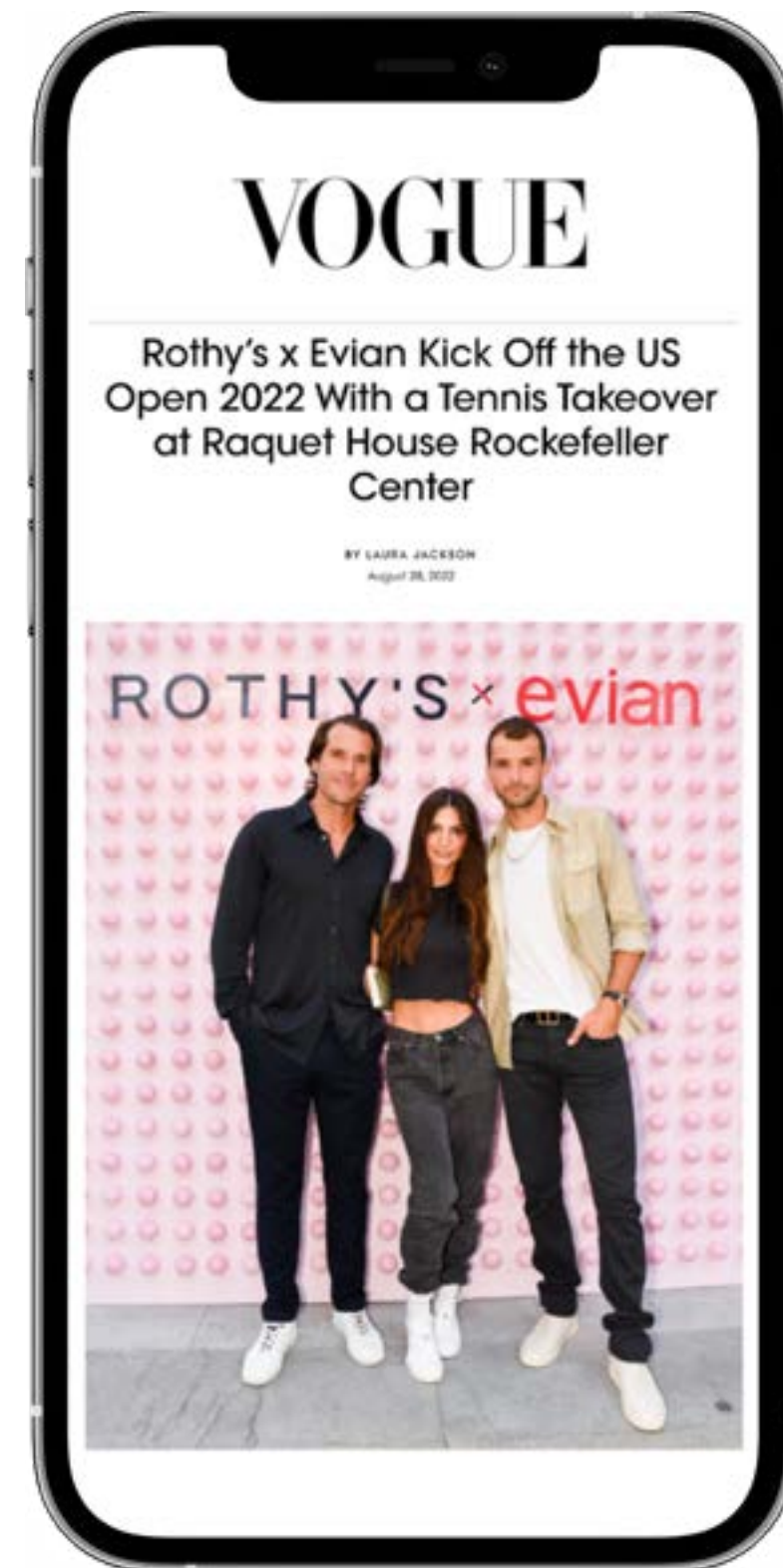
– The New York Times Magazine

“A rare tennis magazine with taste.”

– i-D Magazine

“A smash hit.”

– The Stack, Monocle 24



RACQUET ISSUE NO 17, feat. Naomi Osaka

Naomi Osaka served as Issue No. 17's Guest Editor and we've published essays, photography and original reportage created by active pro athletes.



Dream In Color

There's a Wariness That Comes With Explaining Whatever Part of Yourself Seems Exotic to Other People.

By **Thessaly Le Forc**
Illustration by **Johanna Goodman**

Every so often, you witness in sports— with about the same frequency as circuses emerging from the ground—an event that signals the changing of the guard. I'm thinking 2008, the final women's match at the US Open. It was at Arthur Ashe Stadium, on a swaggy September evening, the blue acrylic hard court resembling a pool of water in the middle of the arena. Serena Williams, the greatest of all time—just back from her maternity leave—was expected to beat Naomi Osaka, who was 16 years her junior and playing her first Grand Slam. Yet the match wasn't going Williams' way even before her coach, Patrick Mouratoglou, was spotted a little too flagrantly sending her signals from the stands, and the umpire, Carlos Ramos, dinged her for the violation. Williams bristled at the implication that she had broken the rules, rather than her coach. "I don't cheat to win," she said to Ramos, her voice dripping with contempt. "I'd rather lose."

PRESS & INFLUENCE

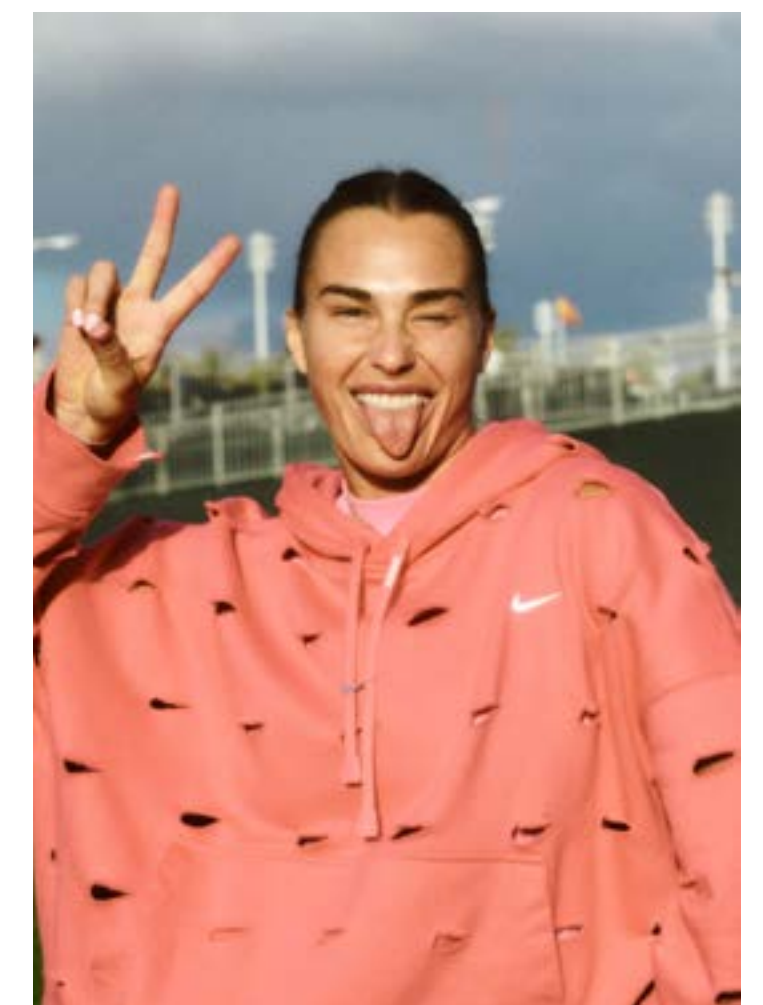
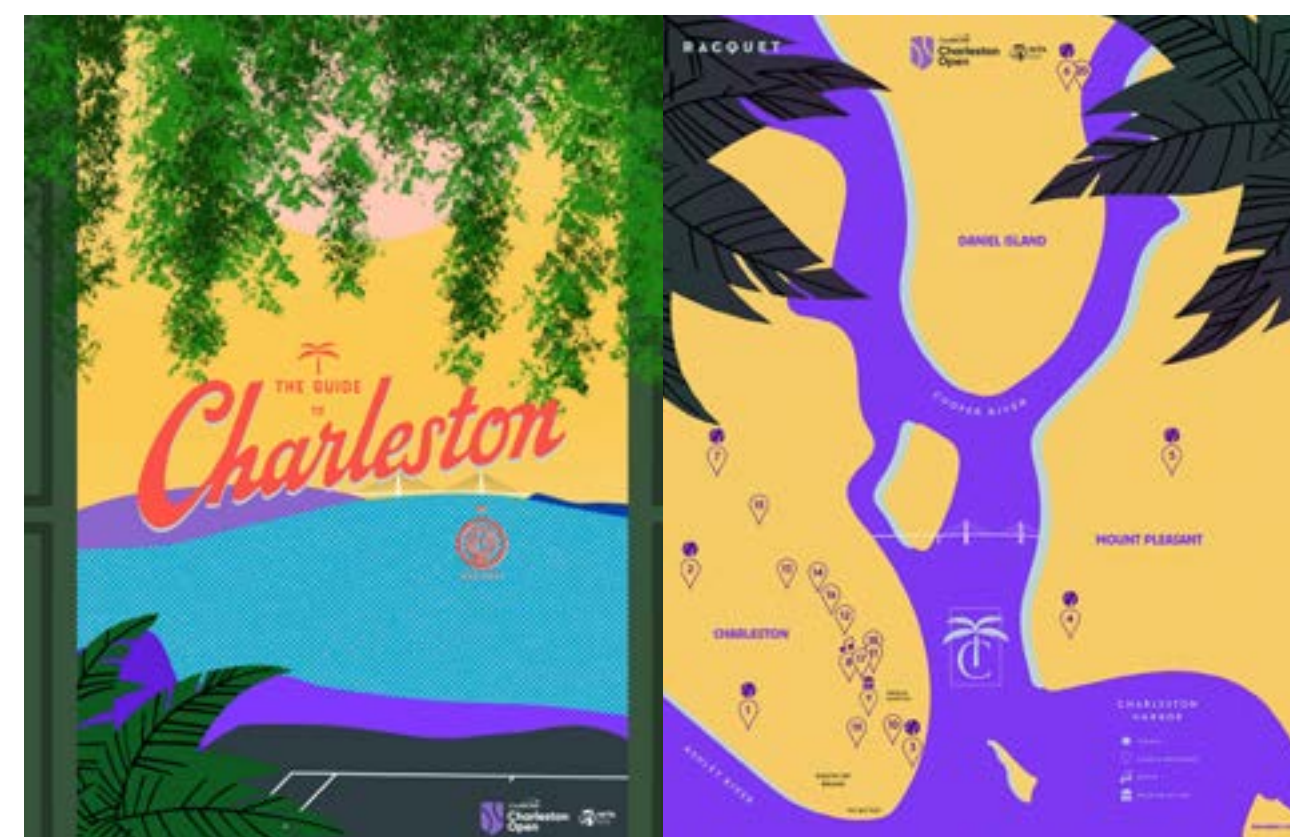


CREATIVE AGENCY

We execute brand, athlete and stakeholder **partnerships** with unparalleled storytelling - from content to experiences, all powered by our authentic o/o channels.

Partnership Opportunities

- Events
- Campaigns
- Travel Guides
- Content
- Merch / Collabs
- Experiences



RACQUET



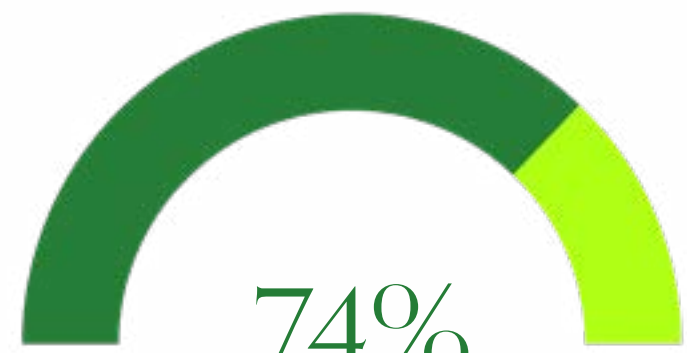
the AUDIENCE

TOP 5 MARKETS
New York, Los Angeles,
London, Toronto + Milan

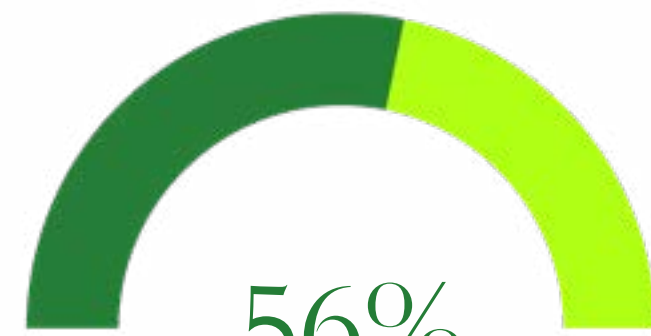
SOCIAL FOLLOWERS
83k+ cross-platform followers

In metro areas worldwide, Racquet fans are **young entrepreneurs, athletes of all levels** and **expansive creatives**. Savvy and design-conscious, they're investing in property, art, cars, timepieces, fashion and interiors.

2X MORE ENGAGEMENT
than any other tennis media & lifestyle brand



AGE 25-44



FEMALE



HHI ABOVE \$100k



hold ADVANCED DEGREES

10M+ MONTHLY SOCIAL IMPRESSIONS