

RACQUET

Media Kit
2025



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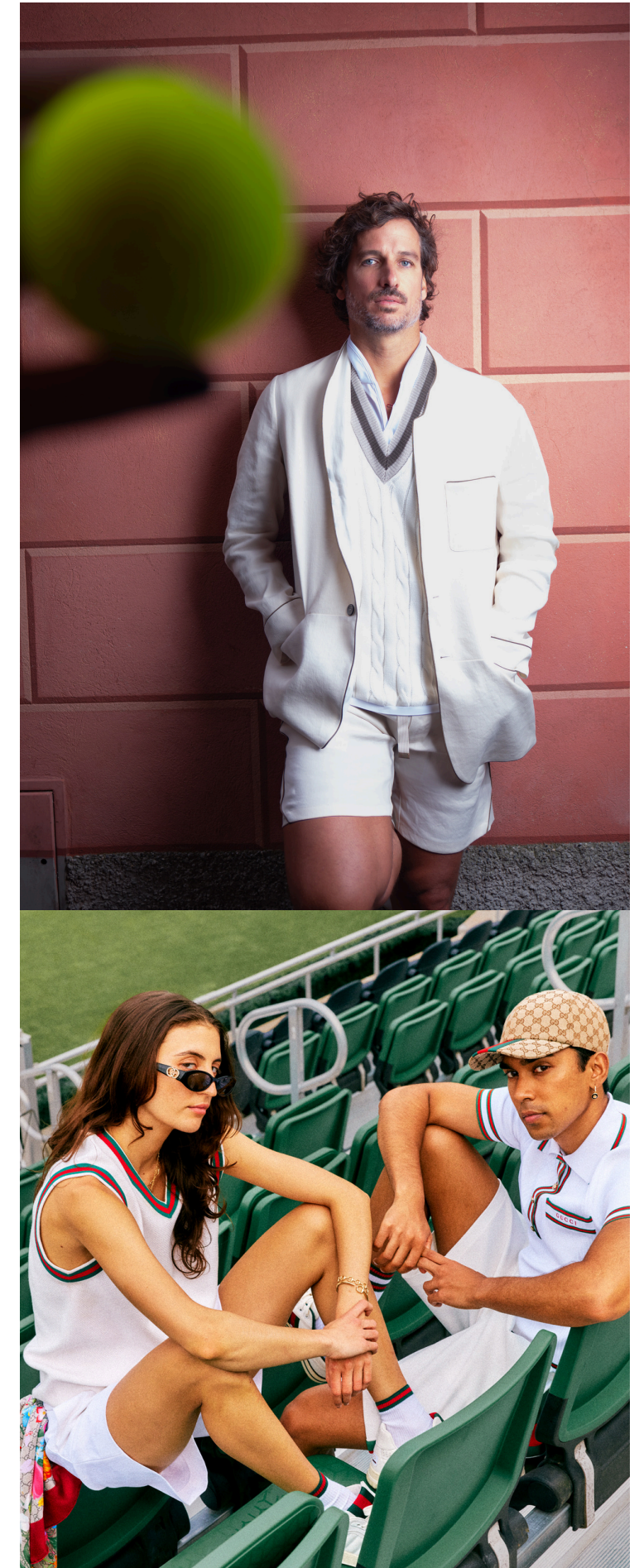


the intersection of **TENNIS** & **CULTURE**

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.**





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.

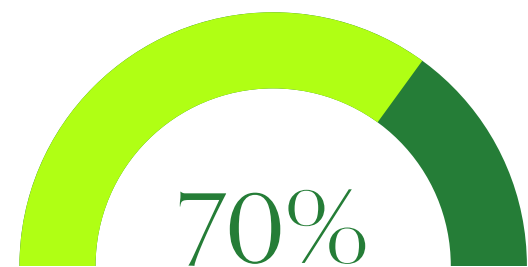
The appetite for storytelling, experiential and e-commerce on behalf of brands and audiences is growing at a staggering pace.

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

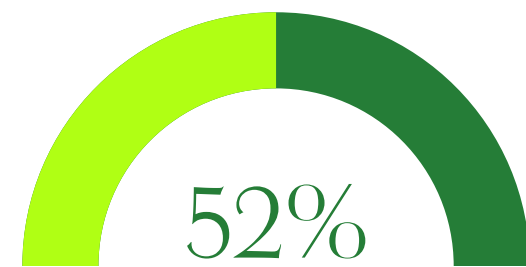
Searches in the US for adult tennis lessons jumped 240% following the release of the Zendaya film, Challengers.

the AUDIENCE

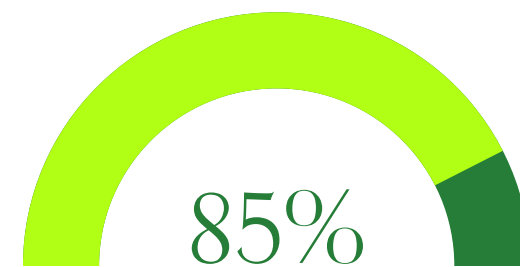
In metro areas worldwide, Racquet attracts **forward-thinking professionals, athletes of every stripe, and influential tastemakers**. Discerning and design-conscious, they invest in property, art, cars, timepieces, fashion and interiors.



Age 25 - 44



Female / 48% Male



HHI \$100k+

50M+ CROSS-PLATFORM REACH



Top Markets

New York, Los Angeles, London & Milan

We Outperform

Even though our **core audience** skews slightly male, thanks to our lifestyle heavy content, our **reach** skews female.

We over-index with both.



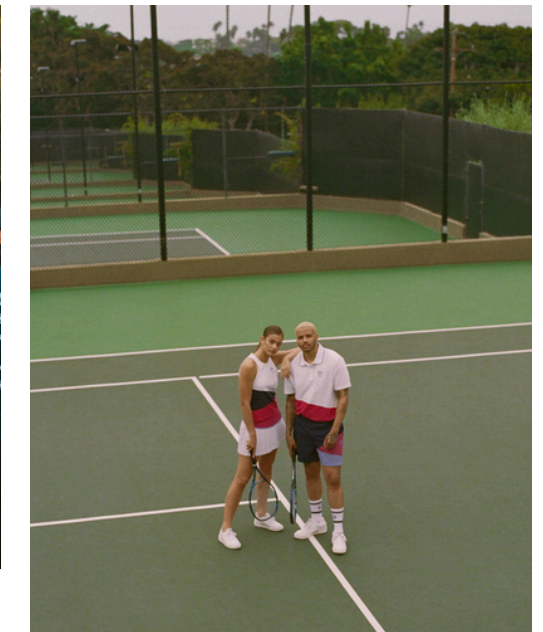
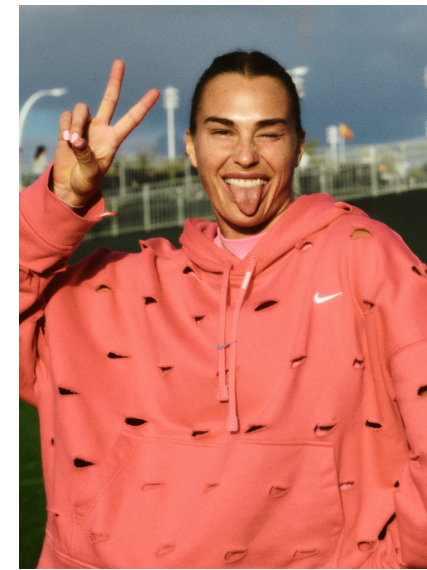
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CREATIVE AGENCY

Our editorial team executes brand, athlete and stakeholder **partnerships** with unparalleled storytelling - from content to experiences, all powered by creators on our authentic o/o channels.

Partnership Opportunities

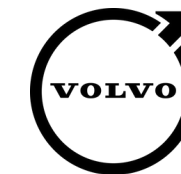
- Events
- Campaigns
- Travel Guides
- Content
- Merch / Collabs
- Experiences



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BRAND PARTNERS

We're in business with
the best of the best



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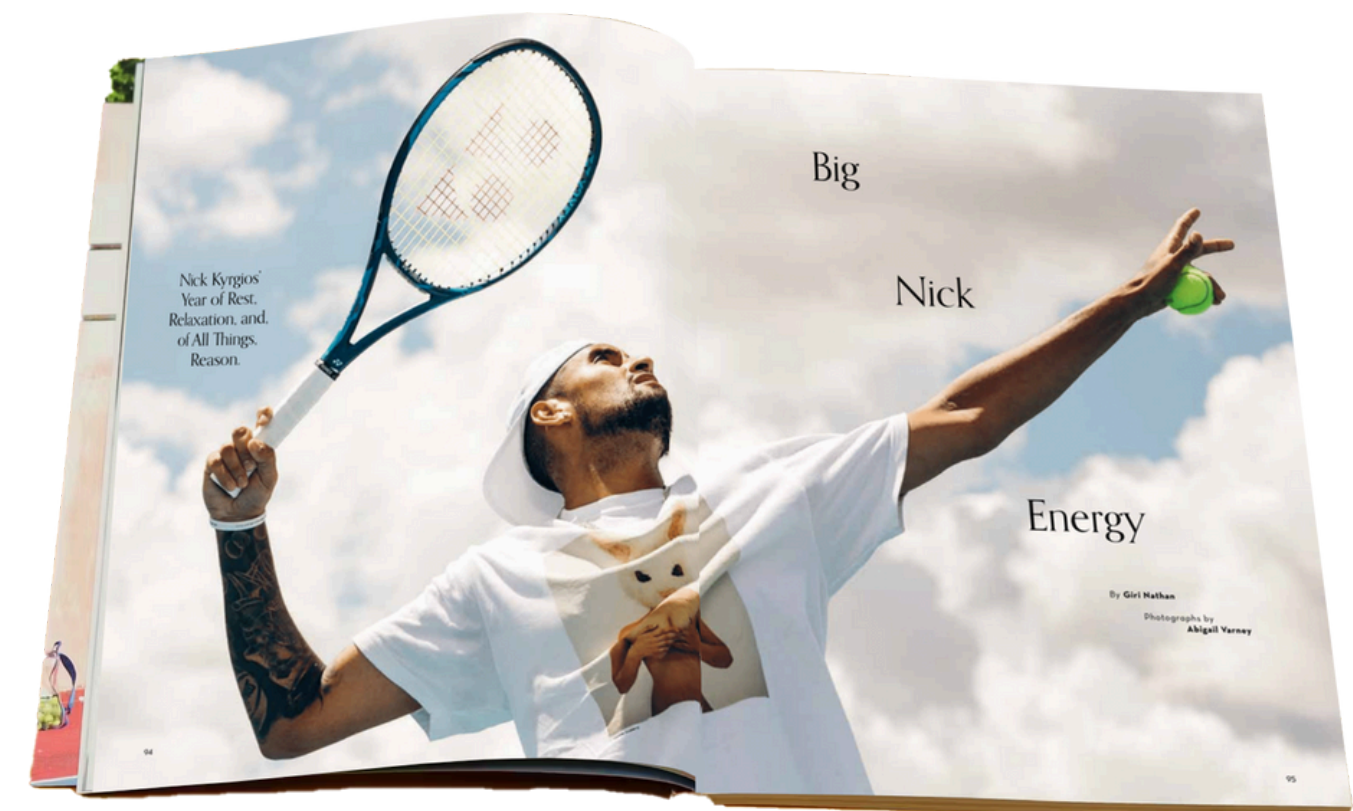
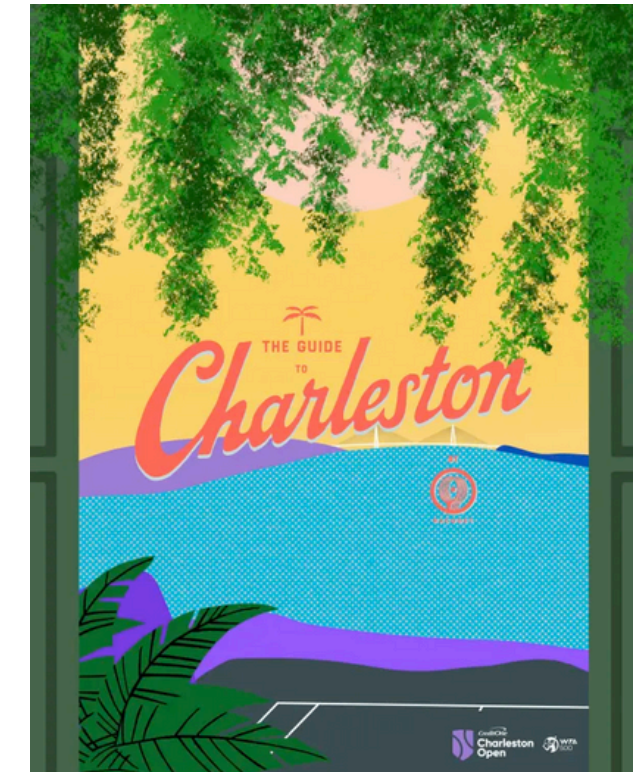
the **PRINT**

Racquet works with the **best storytellers**—from storied writers, longform journalists, celebrated **artists, designers** and **photographers** to explore the modern tennis landscape, all bound in a highly coveted, **award-winning** coffee-table print publication. We also work with partners to create collectible **posters, prints** and **zines**.

400,000+ BRANDED PRINT PUBLICATIONS DISTRIBUTED

Partnership Opportunities

- Editorial
- Bespoke Issue Placement
- Creative Campaigns



DIGITAL CONTENT

Newsletter

Reach: 20,000+

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

Podcast

Downloads: 1M+ per Year

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.



Original Video Series

- **The Players' Lounge**
Our interview series with brilliant tennis minds
- **Ambush Tennis**
Coaches take the courts (and players) by surprise
- **Home Court**
We take players (and audiences) back to where it started
- **Road Trip**
Our tennis travel series, featuring local recs and stories



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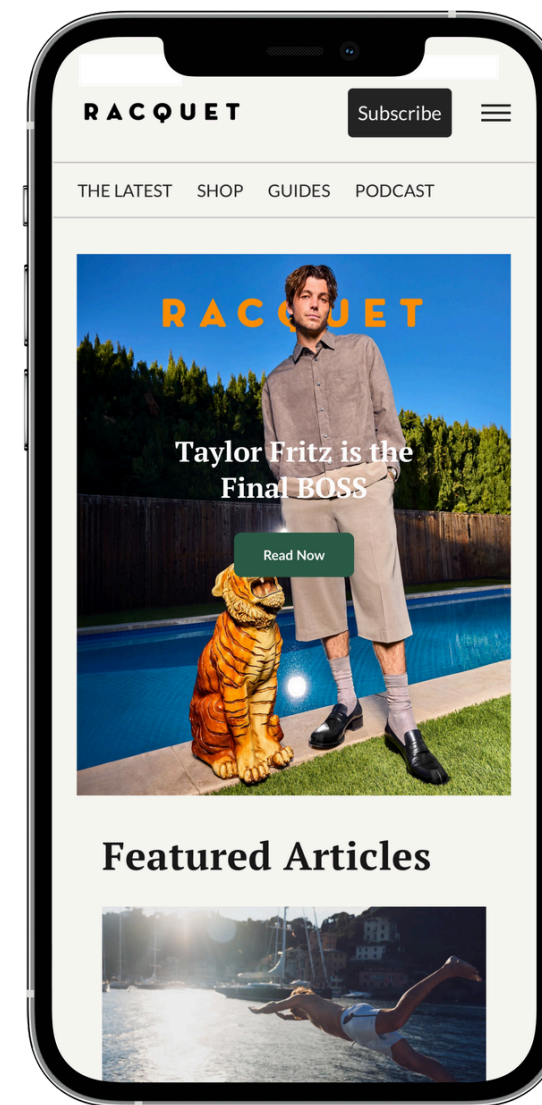
DIGITAL COVER

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

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

Partnership Opportunities

- Editorial
- Bespoke Issue Placement



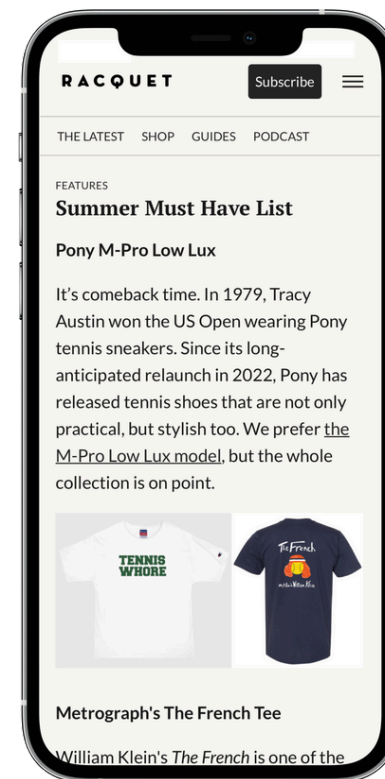
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the GUIDES

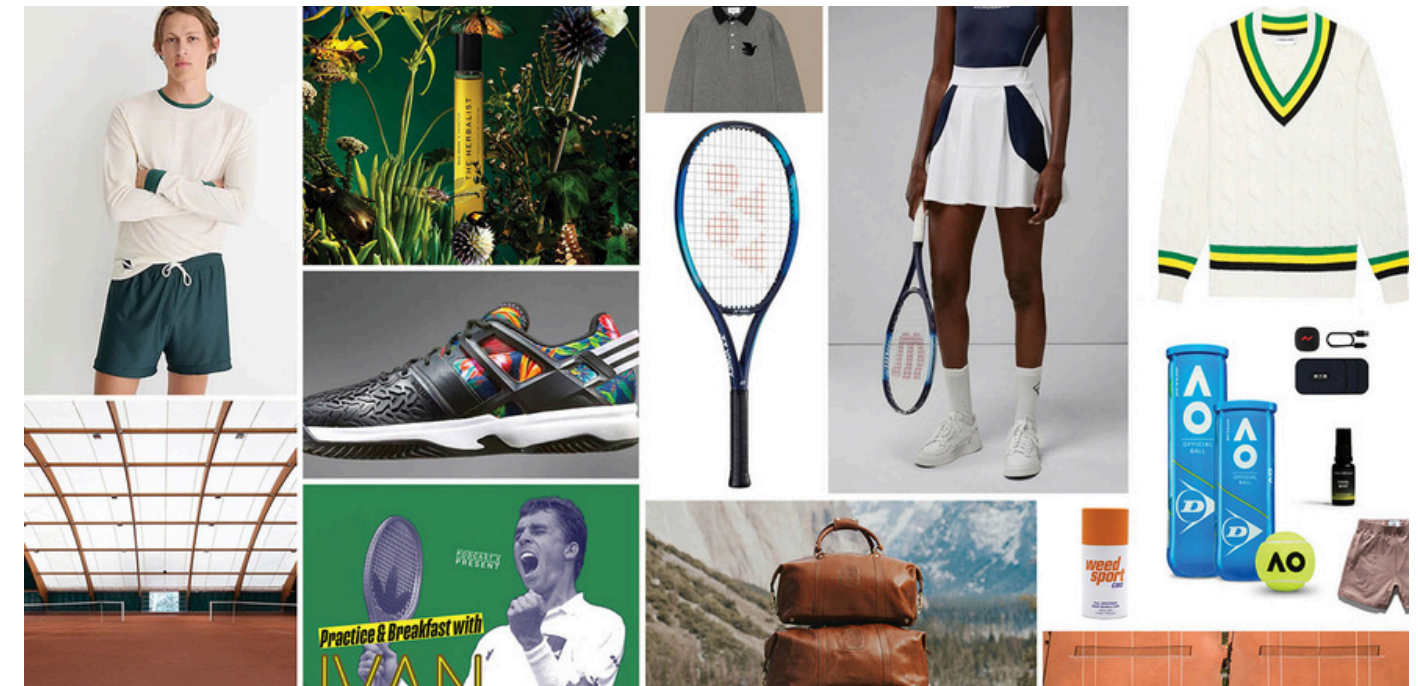
Our audience is selective, likes to make a statement and **travels with racquets**—and we bet yours does too! Our comprehensive approach to service journalism, from our annual **Gift, Travel and Must-Have Guides** to an emphasis on destinations that feature the wellness, culture, history and of course, play.

These guides are **digital tentpoles**, **print features** and even **standalone collectible/giveaways** 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

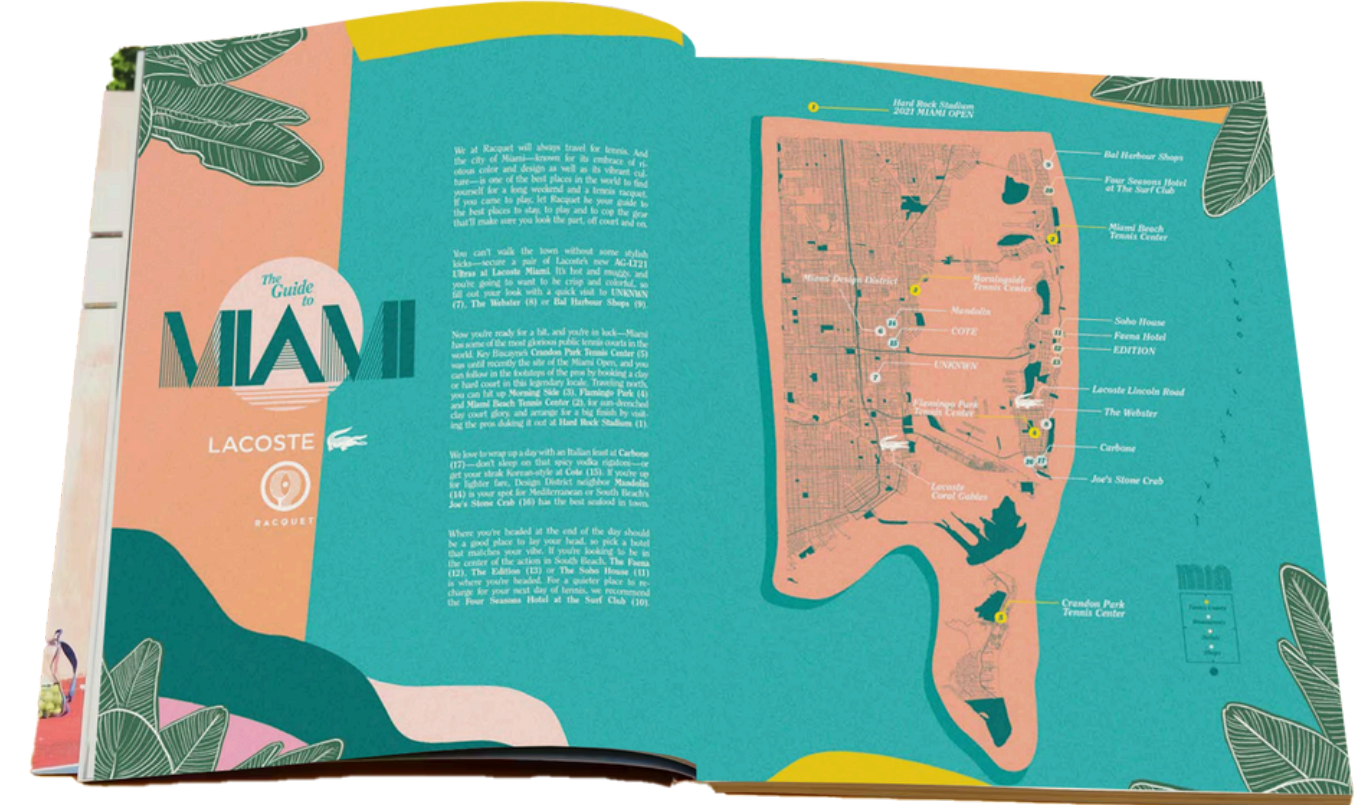
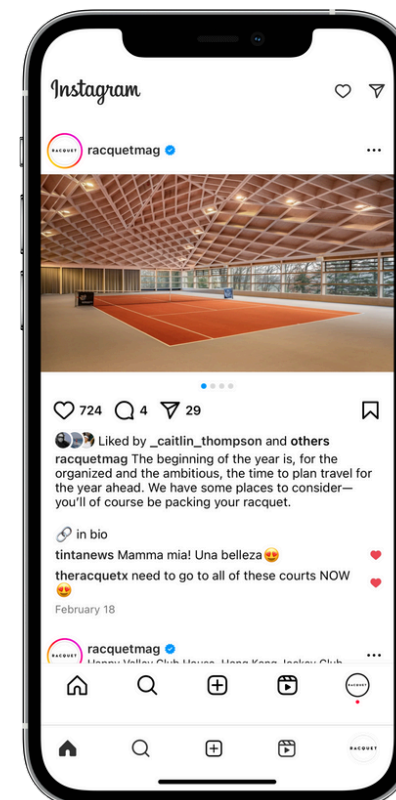


Racquet's Holiday Gift Guide



Racquet's Travel Guide (Editorial)

Racquet's Where to Travel



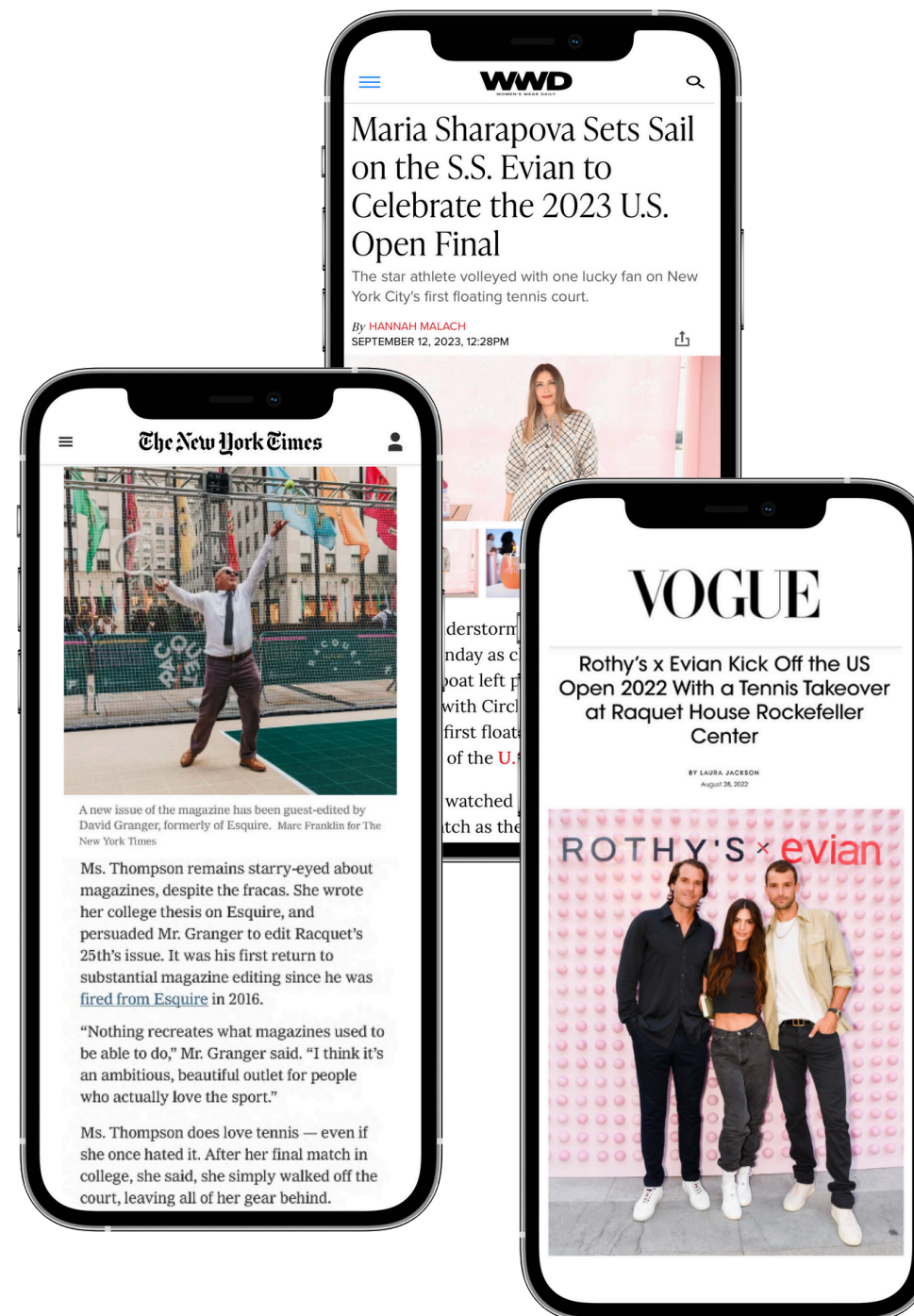
PRESS & INFLUENCE

Racquet is the pre-eminent media and lifestyle company in tennis, connecting the sport with culture through storytelling.

In addition to our **award-winning media presence**, we have unique relationships with athletes, media, and sport and cultural stakeholders as well as **talent and influencers** for unparalleled amplification.

Some of our key relationships include:

- Grand Slams & major tournaments
- ATP & WTA players and legends
- A24, Netflix, Amazon, Sony
- ABC, NBC, NYTimes, Vogue, El Pais, WWD, etc.



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