

# RACQUET

Media Kit  
2025



# table of **CONTENTS**

- tennis & culture
- the audience
- creative agency
- the print
- digital cover
- the guides
- digital content
- press & influence



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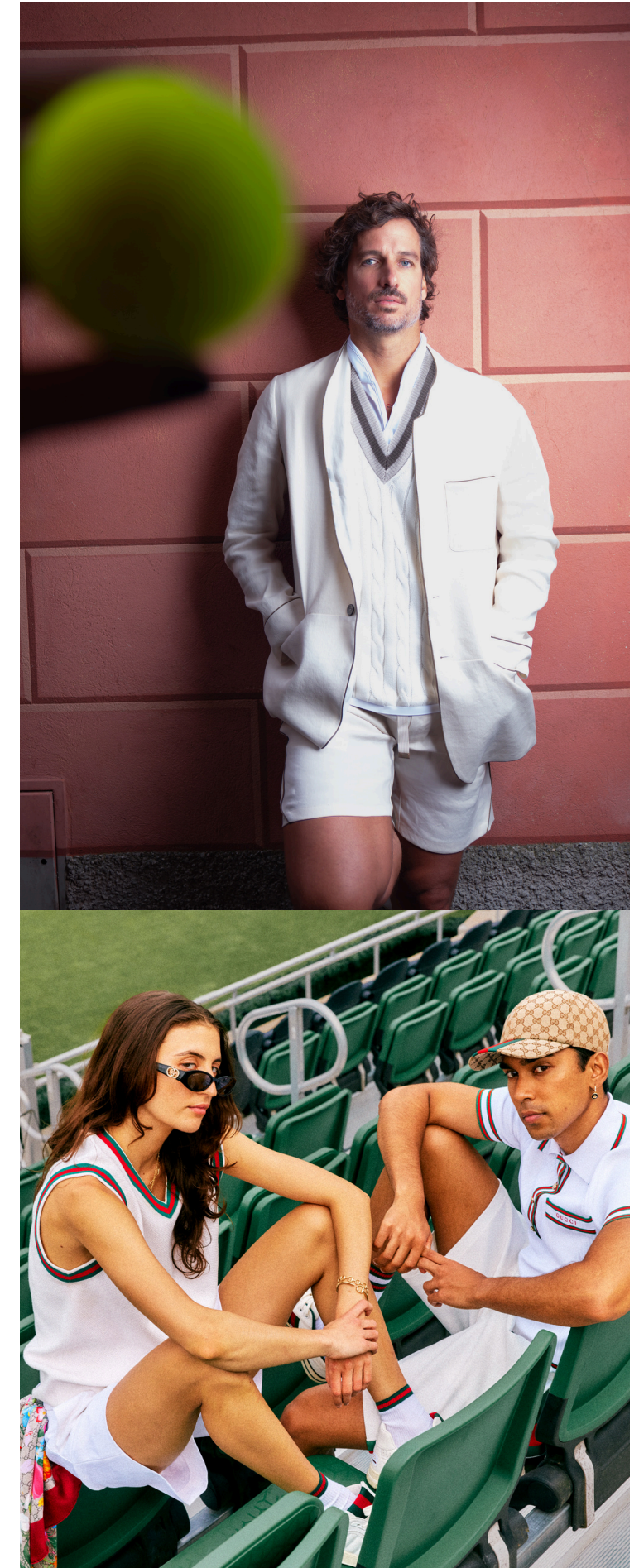
# the intersection of **TENNIS** & **CULTURE**

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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.**





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

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

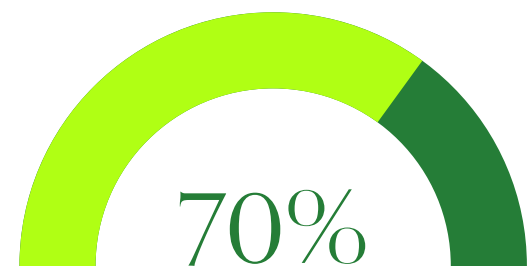
The appetite for storytelling, experiential and e-commerce on behalf of brands and audiences is growing at a staggering pace.

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

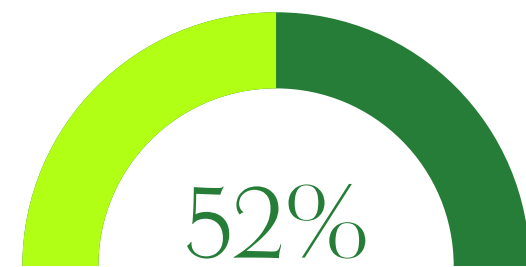
Searches in the US for adult tennis lessons jumped 240% following the release of the Zendaya film, Challengers.

# the AUDIENCE

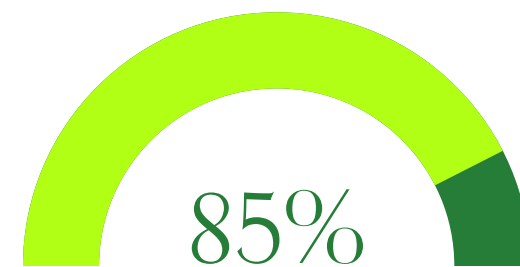
In metro areas worldwide, Racquet attracts **forward-thinking professionals, athletes of every stripe, and influential tastemakers**. Discerning and design-conscious, they invest in property, art, cars, timepieces, fashion and interiors.



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.



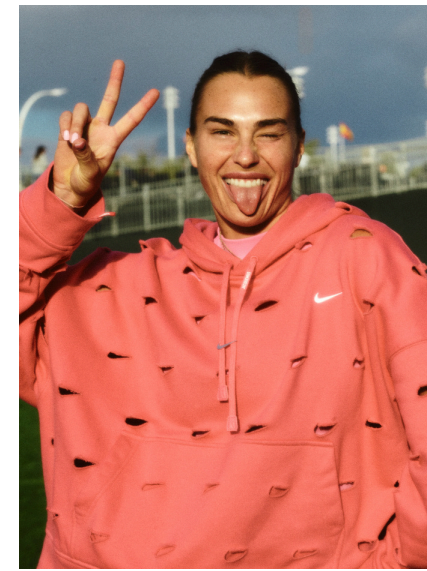
RACQUET

# 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

J.P.Morgan



BOSS



BELMOND

Wilson



for movement



AH  
NU

The New York Times

J.CREW



KELLY  
WEARSTLER



alo

S E A S E



Clare V.



DIAGEO



GUCCI



D R I F T

SENSEI

polaroid



RACQUET

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# the **PRINT**

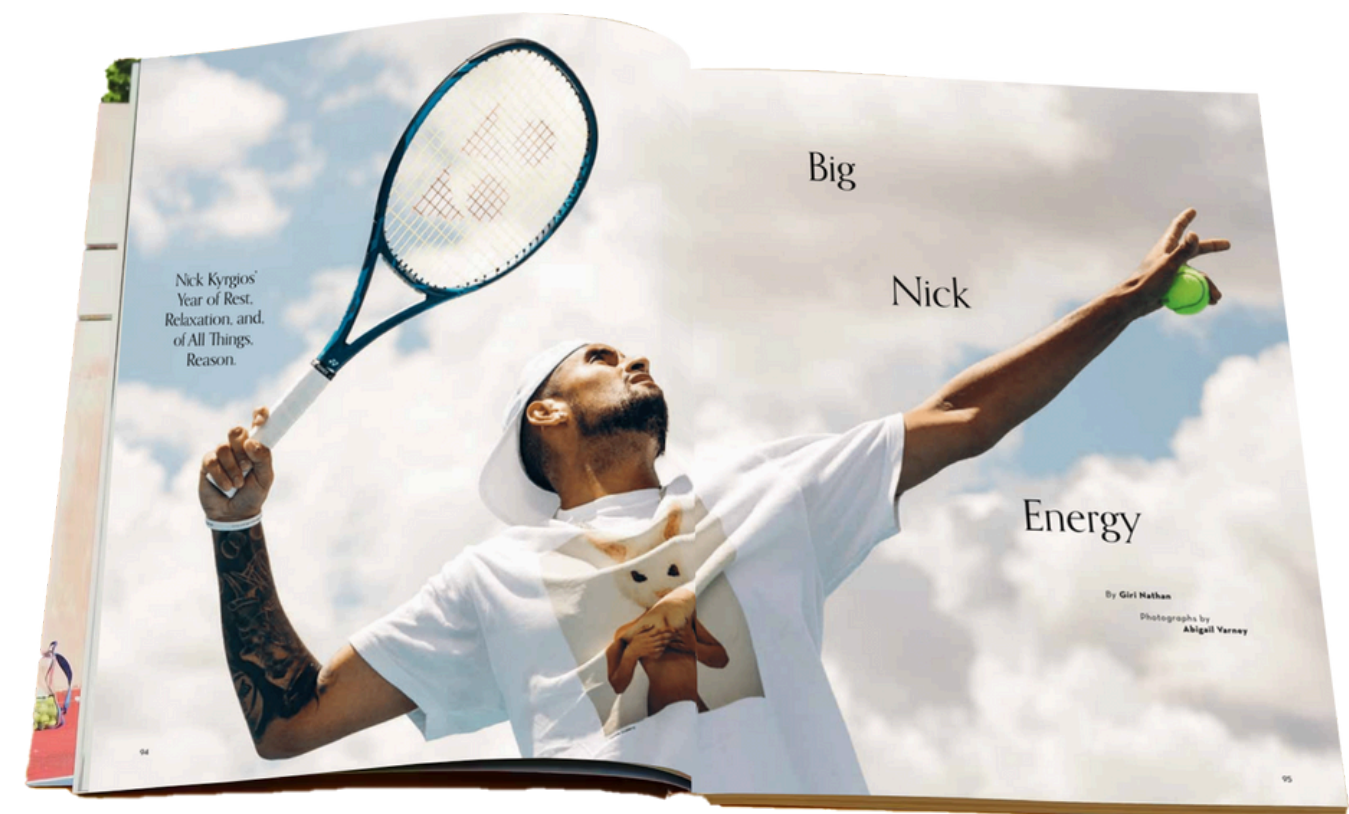
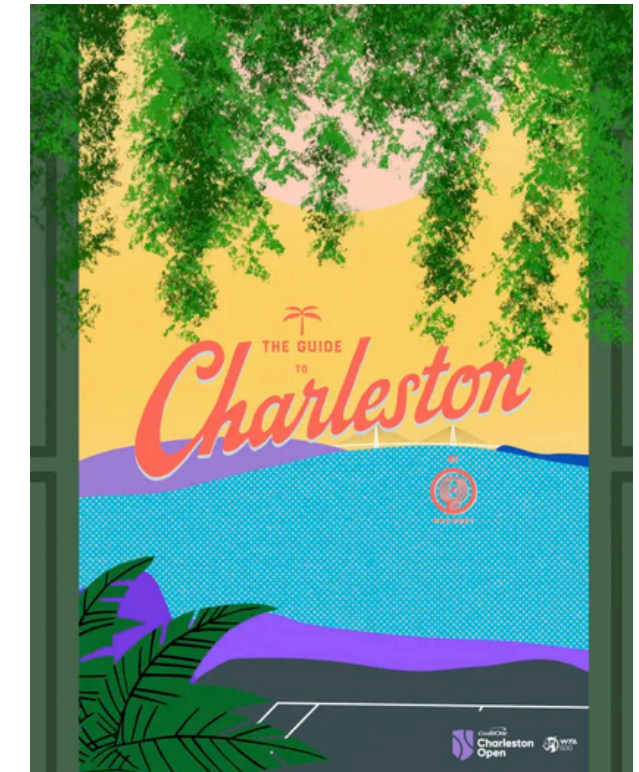
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Racquet works with the **best storytellers**—from storied writers, longform journalists, celebrated **artists, designers** and **photographers** to explore the modern tennis landscape, all bound in a highly coveted, **award-winning** coffee-table print 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



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# DIGITAL CONTENT

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## 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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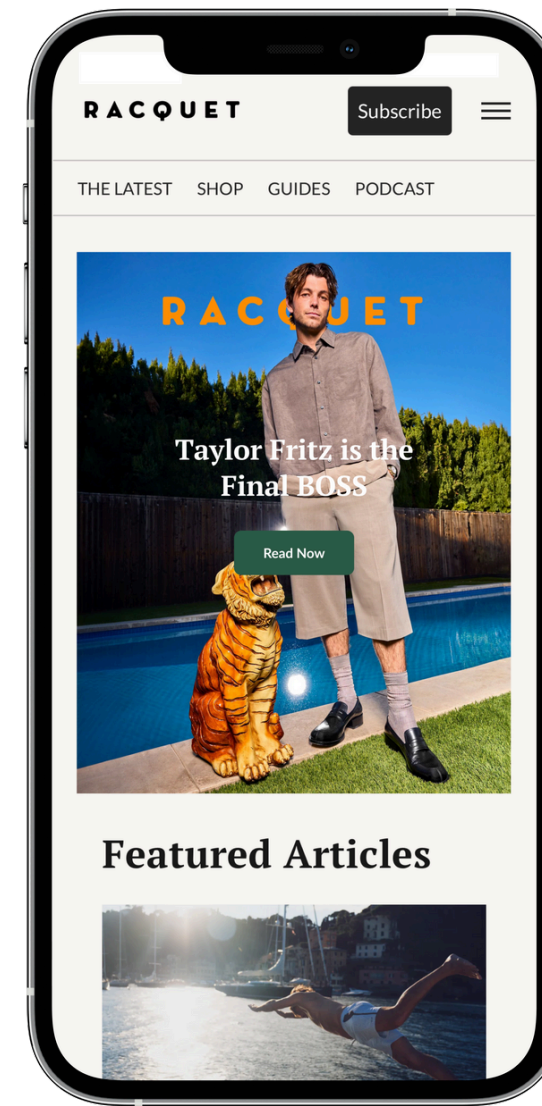
# DIGITAL COVER

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



RACQUET

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.

*The Guide to*  
**MIAMI**

LACOSTE

  
RACQUET

We at Racquet will always travel far afield, and the city of Miami—known for its vibrant, if a bit intense, color and design as well as its vibrant culture—is one of the best places in the world to find yourself for a long weekend and a tennis respite. If you come to play, let Racquet be your guide to the best places to stay, to play and to enjoy the game that'll make sure you look the part, off court and on.

You can't walk the town without some stylish kids—see a pair of Lacoste's new MC421T Ultra at Lanes Miami. Its hot and sunny, and you're going to want to be crisp and colorful, so let our guys look with a quick nod to UNANIM (7). The Webster (8) or Bal Harbour Shops (9).

Now you've made for a hit, and made in back—Miami has some of the finest private public tennis courts in the world. Key Racquet's Cranston Park Tennis Center (5) was and is surely the site of the Miami Open, and you can follow in the footsteps of the pros by looking a city or two out in the legendary locale. Traveling north, you can hit up Morningside (10), Flamingo Club (4) and Miami Beach Tennis Center (2). If you're a beach club court player, and arrange for a big finish by watching the pros shaking it out at Hard Rock Stadium (1).

We love to wrap up a day with an Italian treat at Carbone (17)—don't sleep on that spicy vodka tagliatelle—we get great shots from outside at Cote 110. If you're up for lighter fare, Design District neighbor Mandolin (14) is ever good. Mediterranean in South Beach's Joe's Stone Crab (16) has the best seafood in town.

When you're headed at the end of the day should be a good place to lay your head, so pick a hotel that matches your style. If you're looking to be in the center of the action in South Beach, The Pines (12), The Edison (13) or The Soko House (11) is where you're headed. For a quieter place to recharge for your next day of tennis, we recommend the Four Seasons Hotel at the Surf Club (3).

*Hard Rock Stadium  
2021 MIAMI OPEN*

*Bal Harbour Shops*  
*Four Seasons Hotel  
at The Surf Club*  
*Miami Beach  
Tennis Center*  
*Soko House  
Pines Hotel  
EDITION*  
*Lanette Lincoln Road*  
*The Webster*  
*Carbone*  
*Joe's Stone Crab*  
*Cranston Park  
Tennis Center*

*Miami Design District*  
*Morningside  
Tennis Center*  
*Mandolin*  
*COTE*  
*UNANIM*  
*Cranston Park  
Tennis Center*  
*Lanette Coral Gables*

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# 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.

