

RACQUET

2026 MEDIA KIT



“A truly stylish tennis magazine and media company.”

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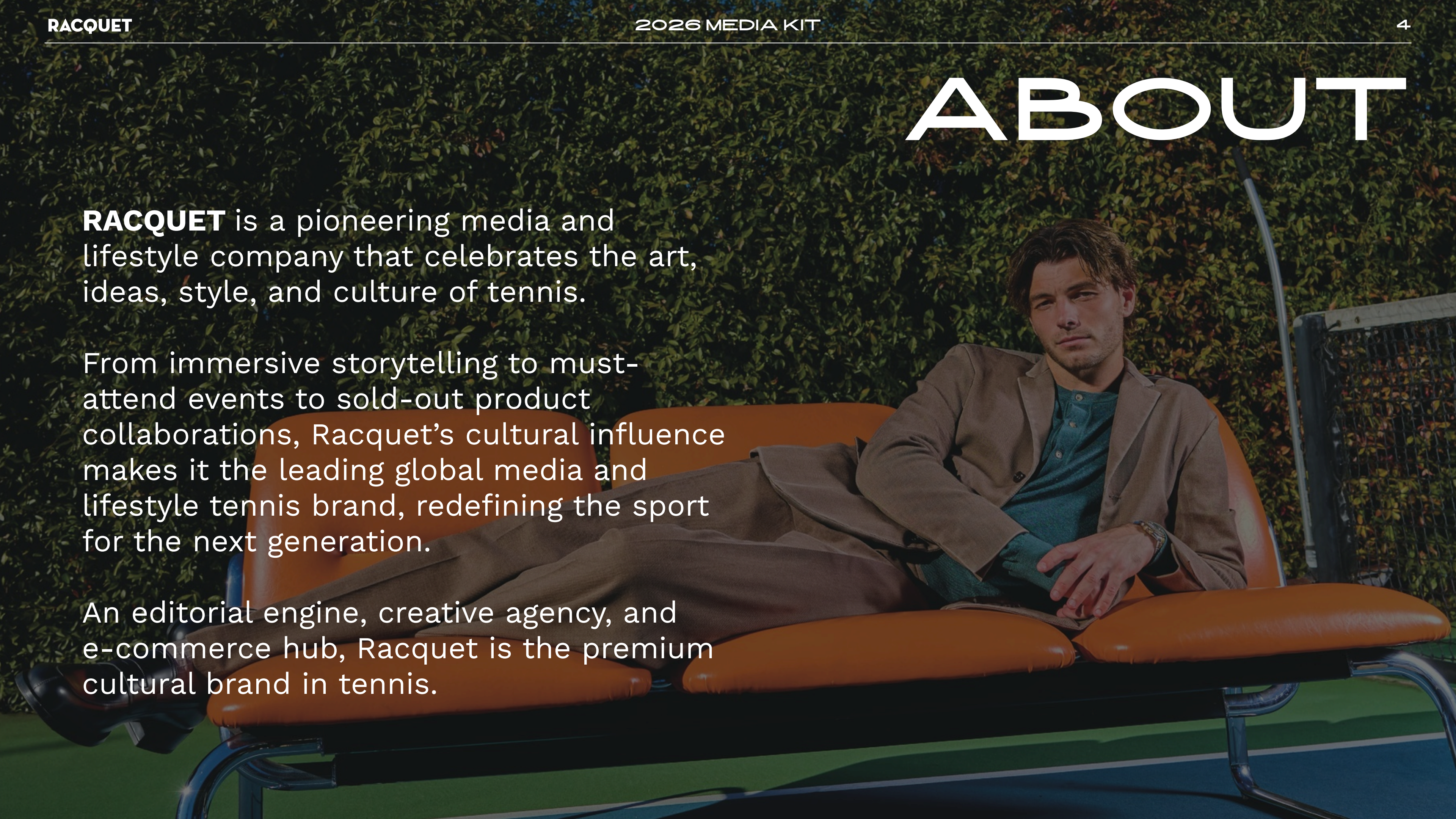


ABOUT

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 generation.

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





THE BEST GAME IN TOWN

750 million annual impressions

1.25 million podcast listens

25,000+ subscriptions

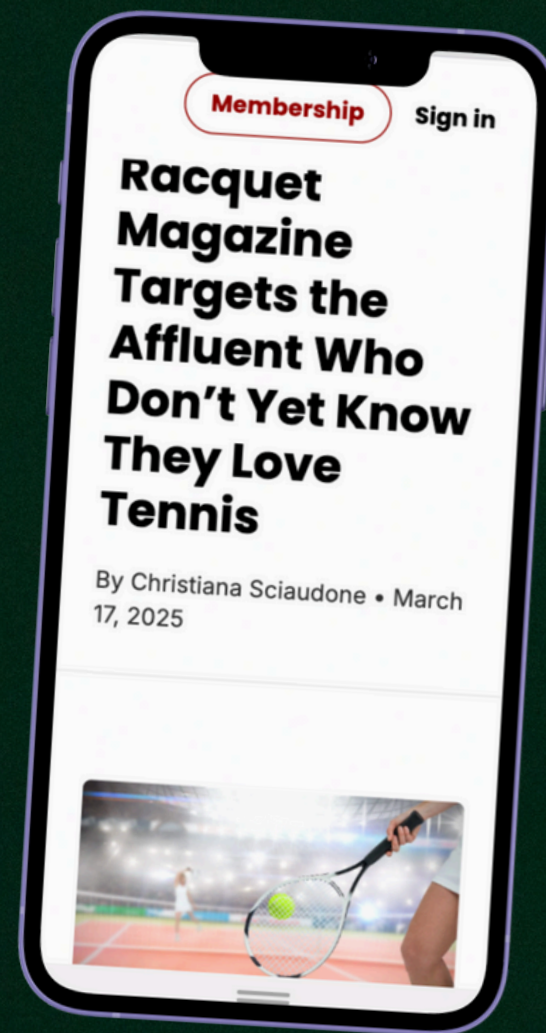
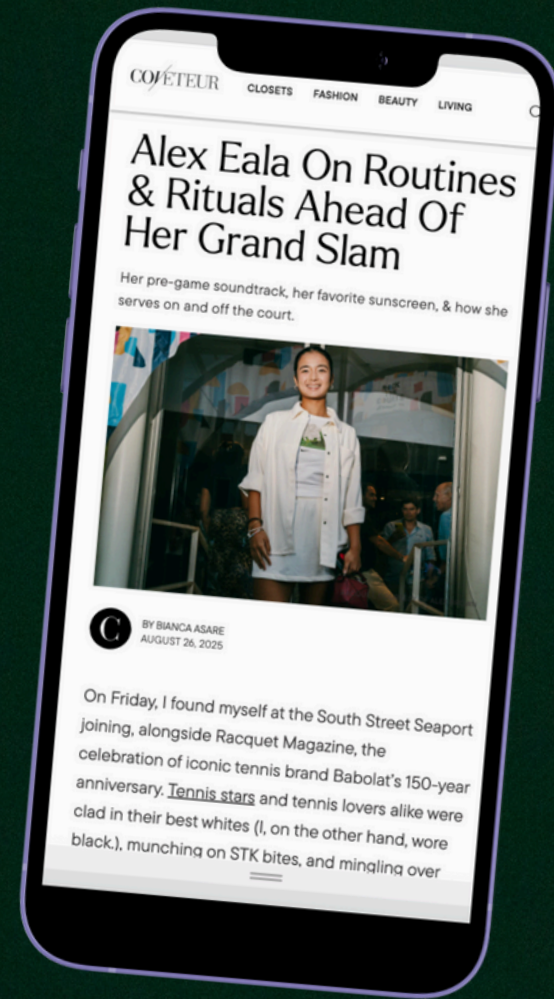
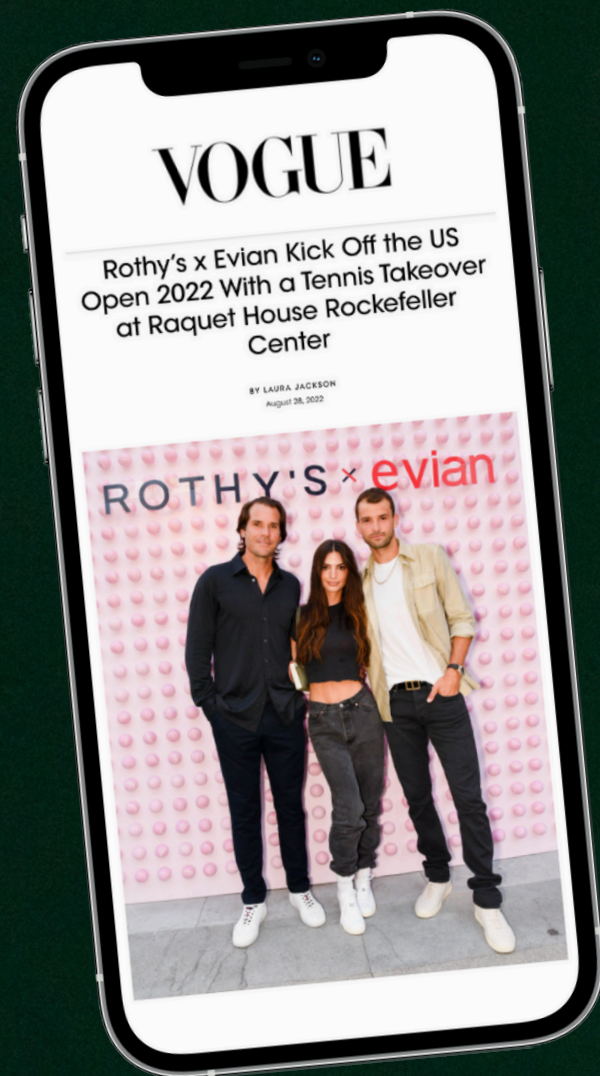
75% age 25-44 years

46% women / **54%** men

Over 50% HHI > **\$175,000**

AUDIENCE

PRESS & INFLUENCE



“A truly stylish tennis magazine and media company.”

– Air Mail

“A smash hit.”

– Stack

“Game, set, match of literary bonafides.”

– NY Times

BRAND PARTNERSHIPS

We're in business with the best of the best.



Magazine

(Original Editorial)

Custom Publishing

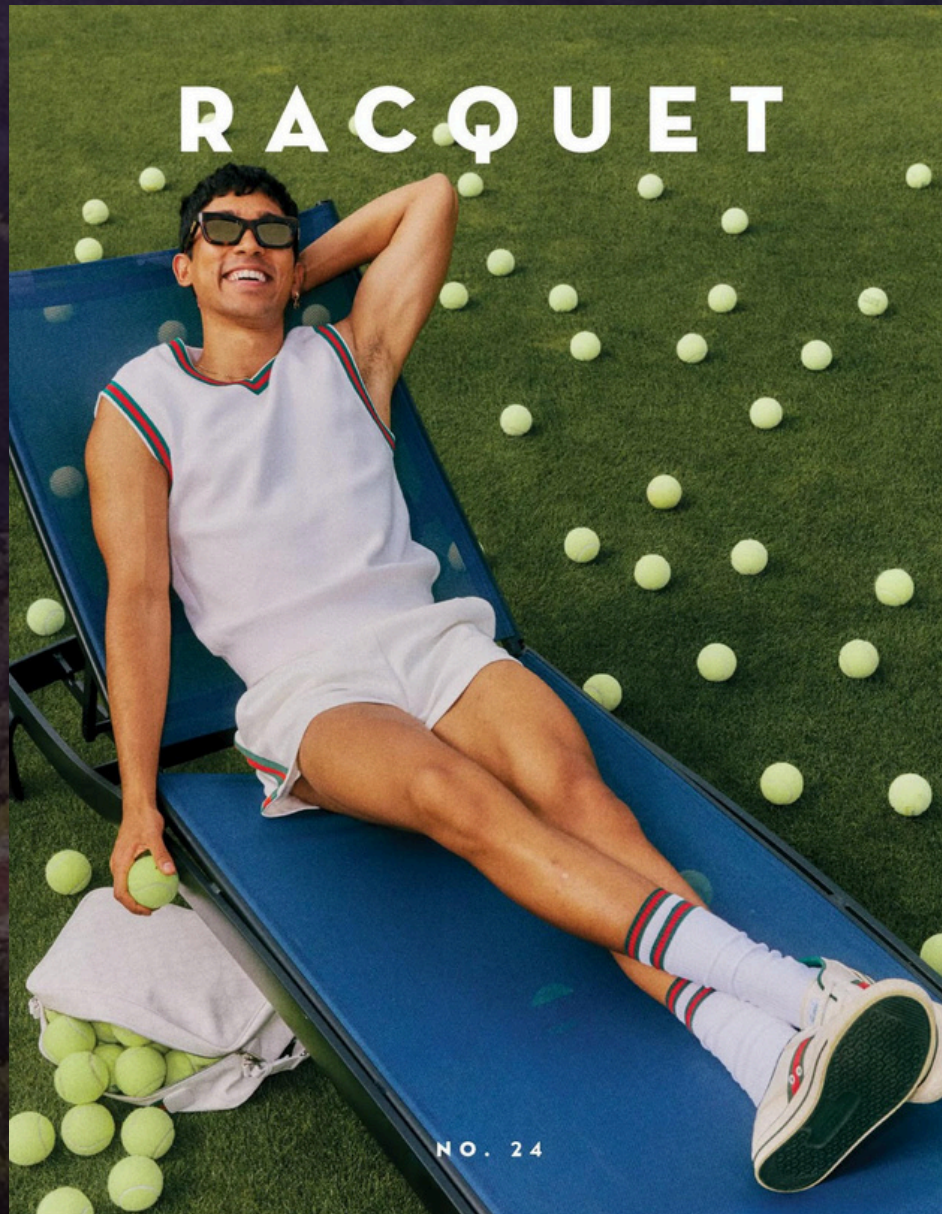
(Branded Editorial)

PRINT

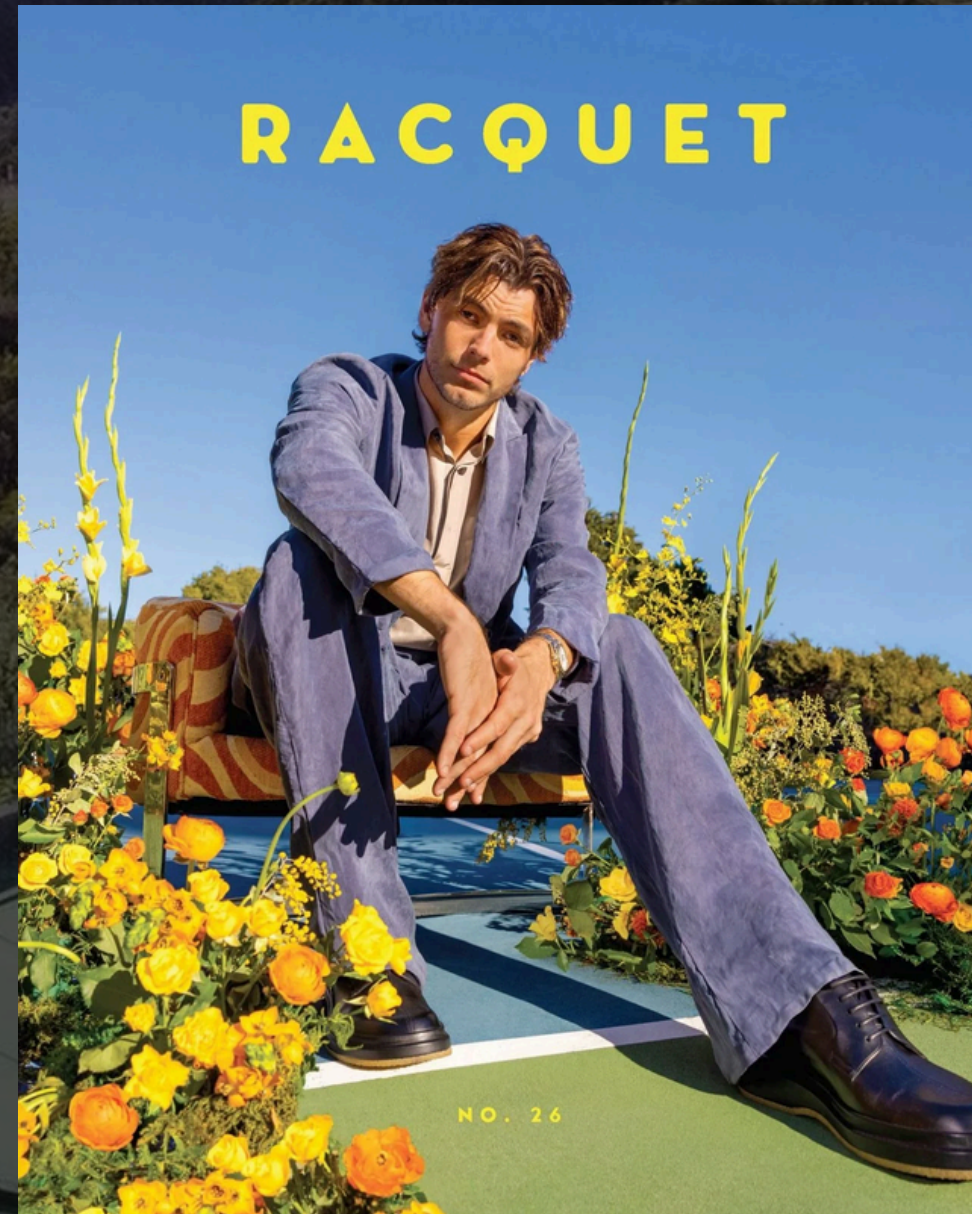


MAGAZINE

Original Editorial



Racquet Issue No. 24



Racquet Issue No. 26



Racquet Issue No. 27

CUSTOM PUBLISHING

Branded Editorial



FILA Newsletter



Souvenir Zine



Pàdel by Racquet x PPL



Play by Racquet x Mejuri

Digital Covers

Newsletter

Podcast

Social

Guides

Microsites

Video

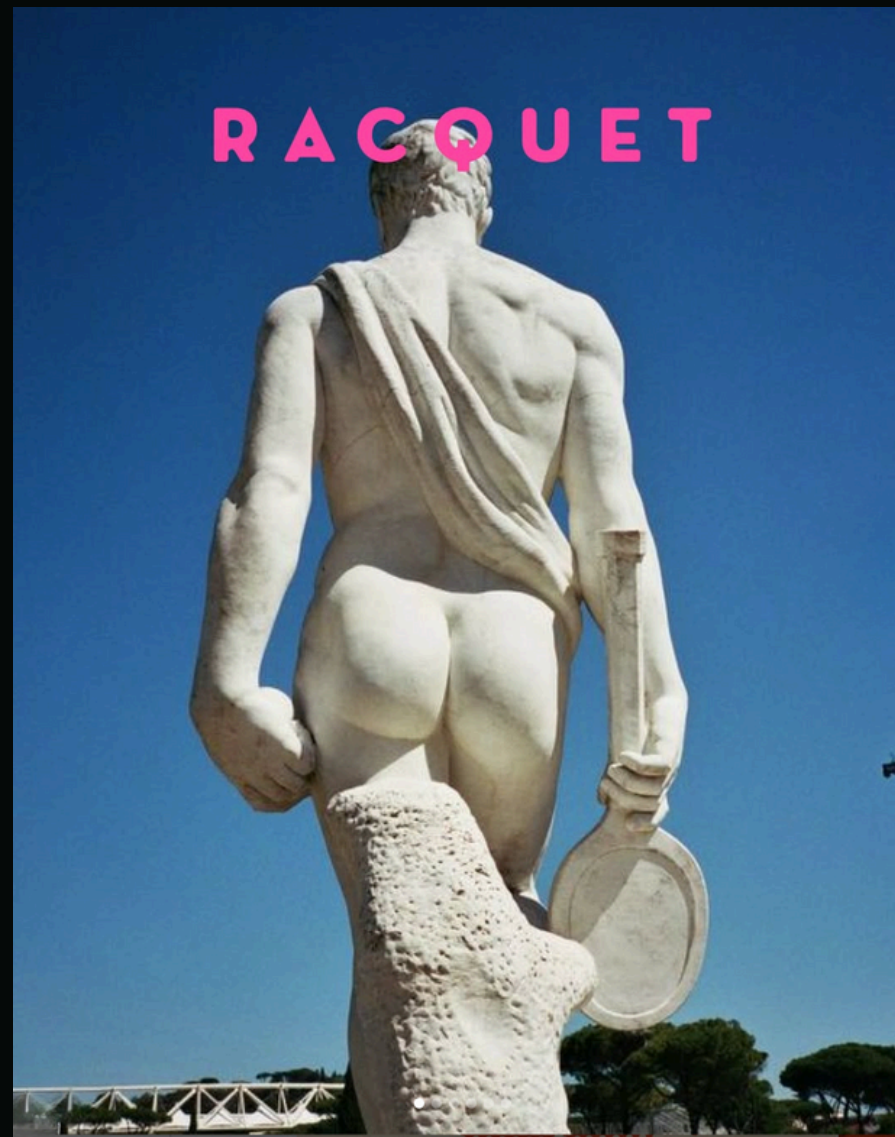
DIGITAL

DIGITAL COVERS

A Racquet cover launch is a major moment each month.



Campaign Inclusion

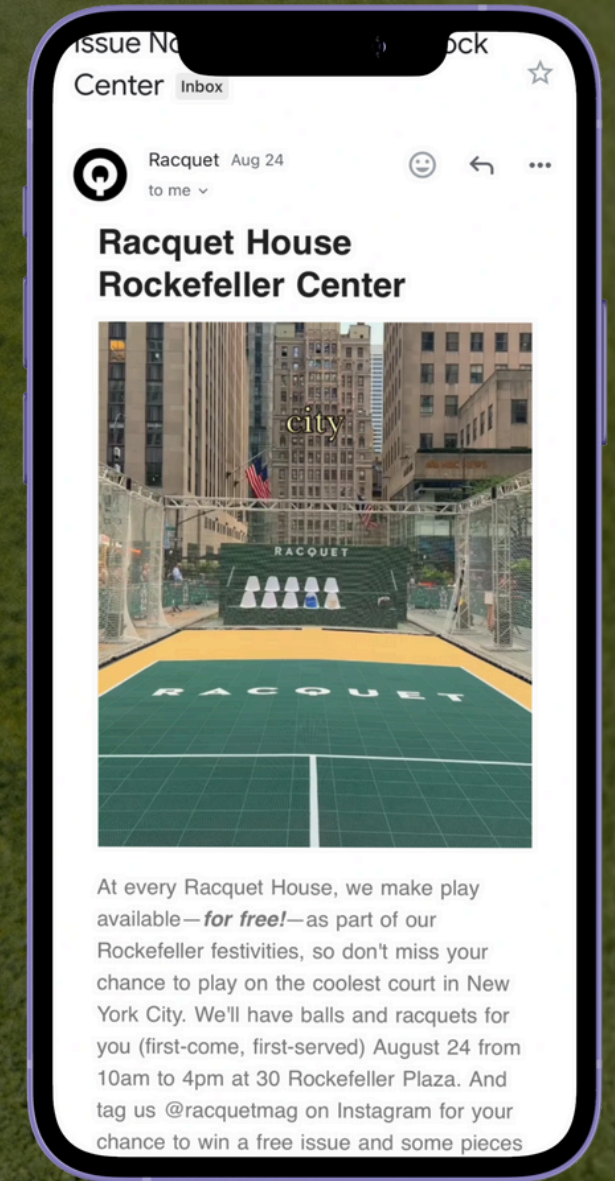
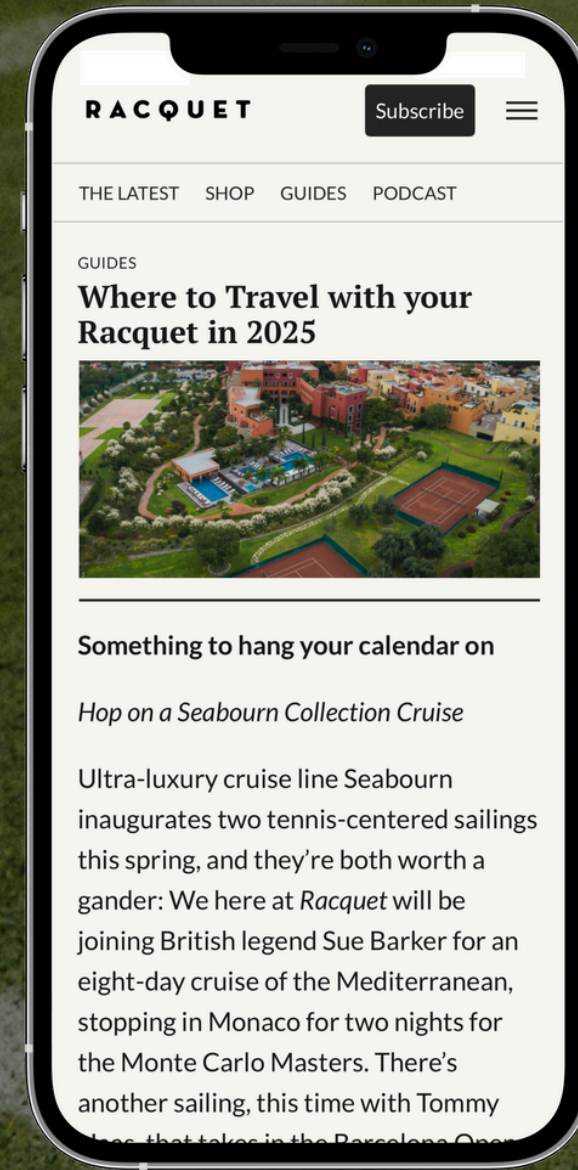


Partnerships



Branded Editorial

NEWSLETTER



Weekly features, exclusive merch drops, event invites, and native brand integrations

PODCAST

1.25 million annual listens, highly engaged global listeners.



Onsite content studios



Live recordings

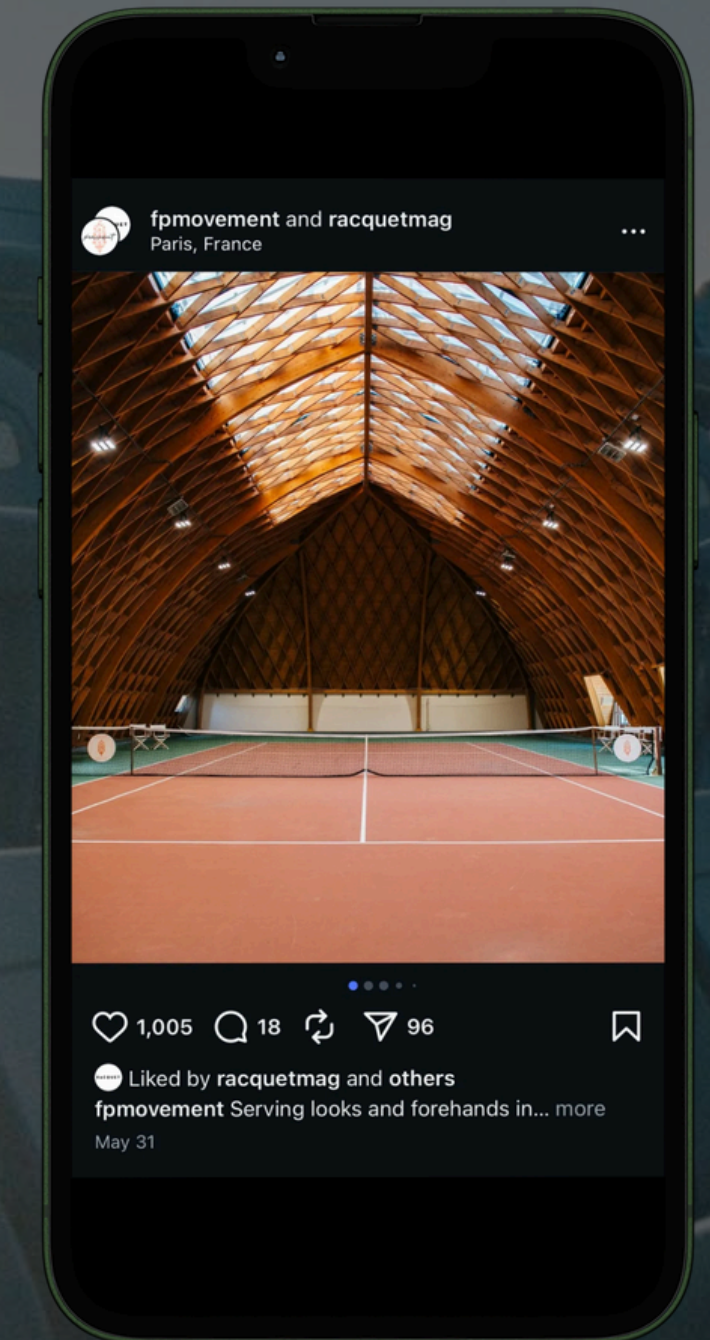
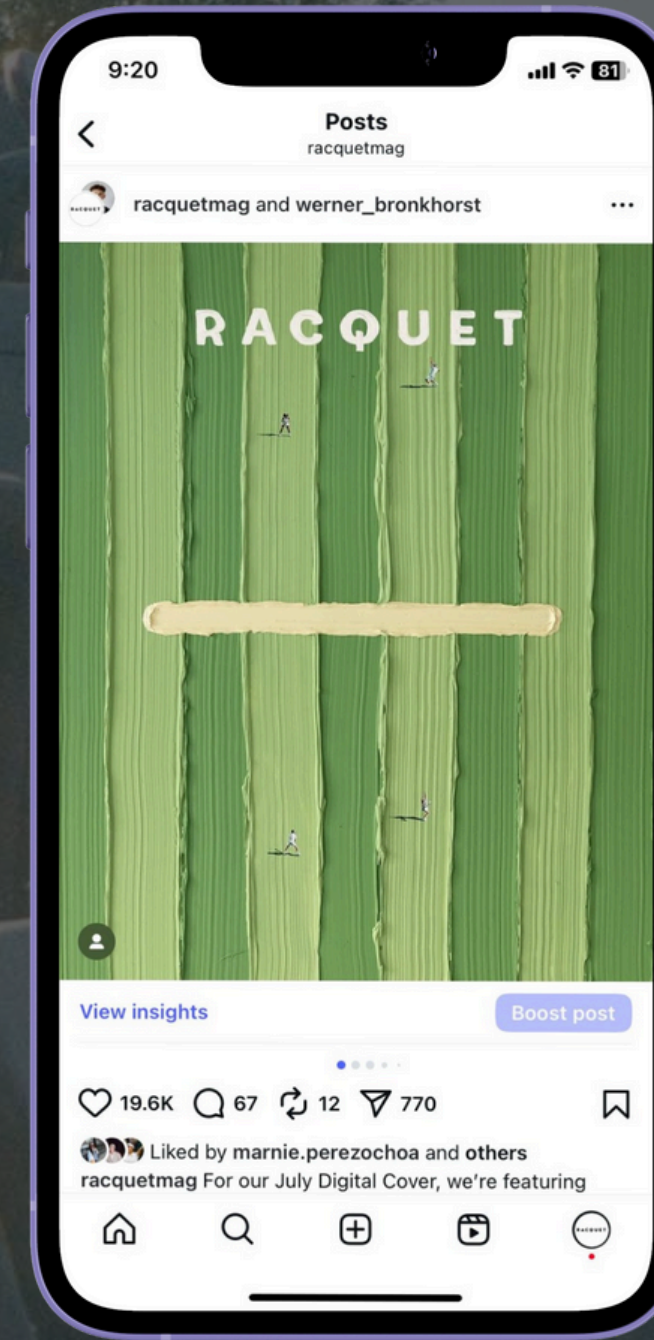
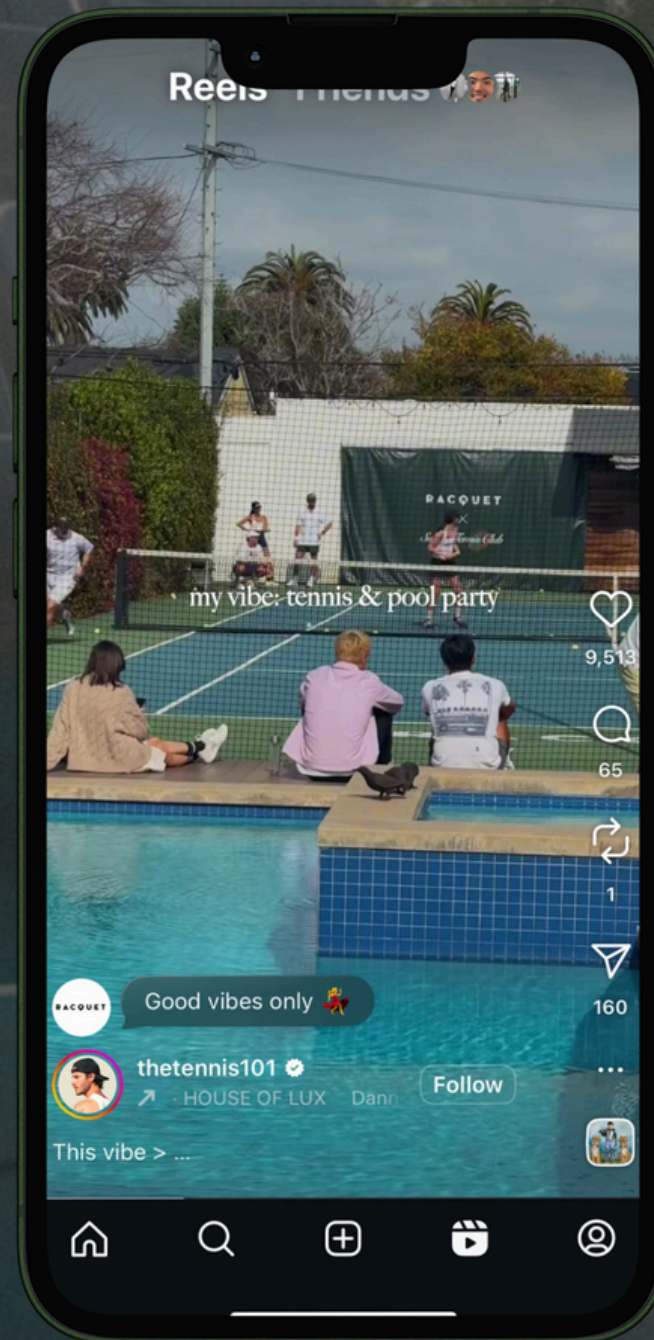


Branded episodes

SOCIAL

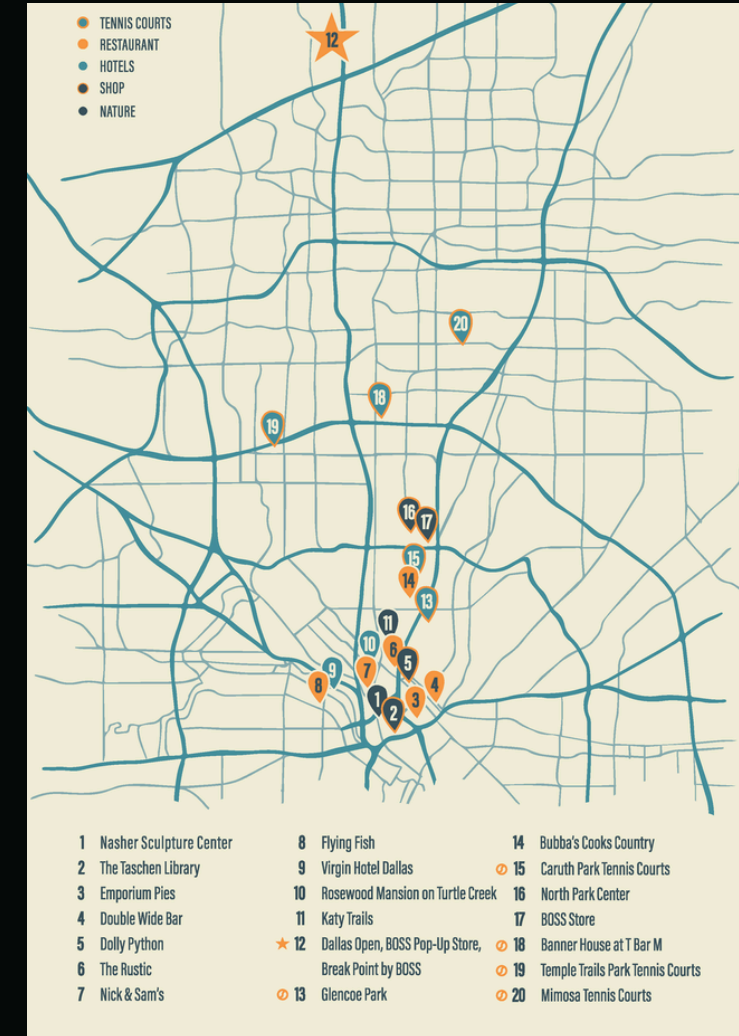
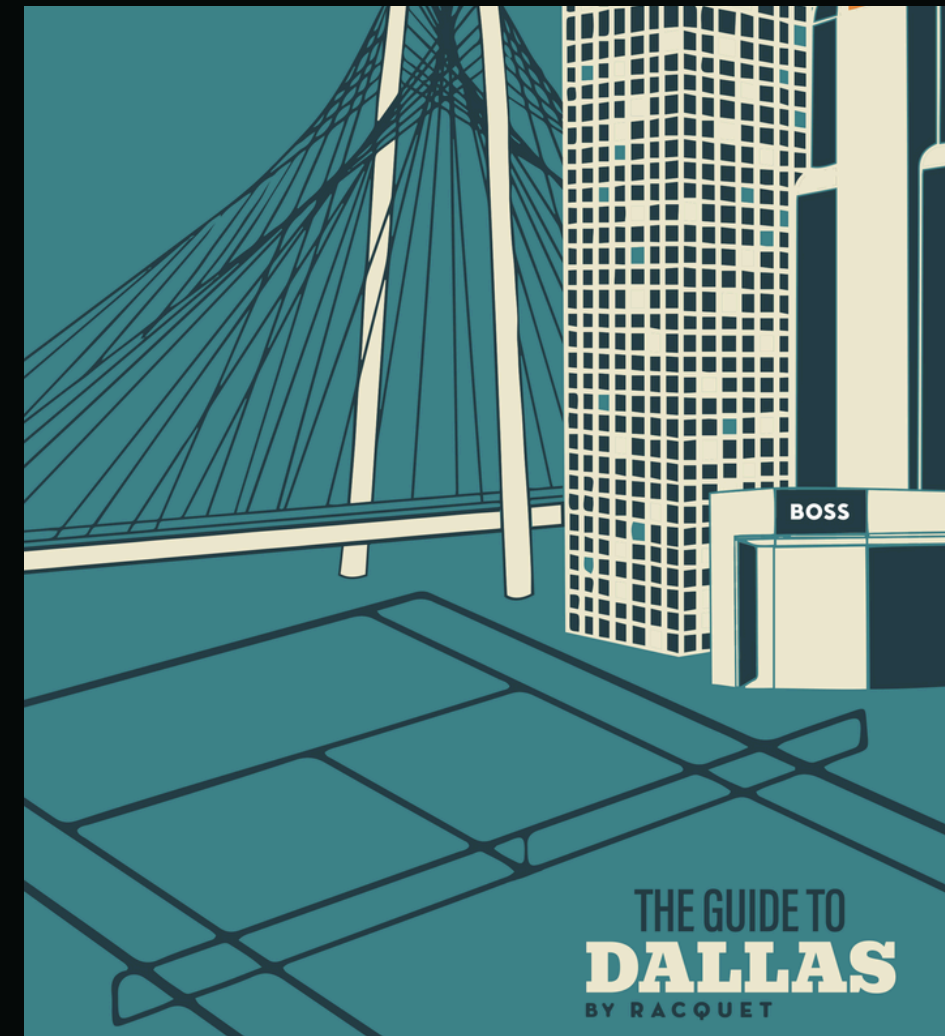
Our stories, narratives, and visuals live across channels and reach a highly engaged audience.

Original series, branded partnerships, and native integrations available.

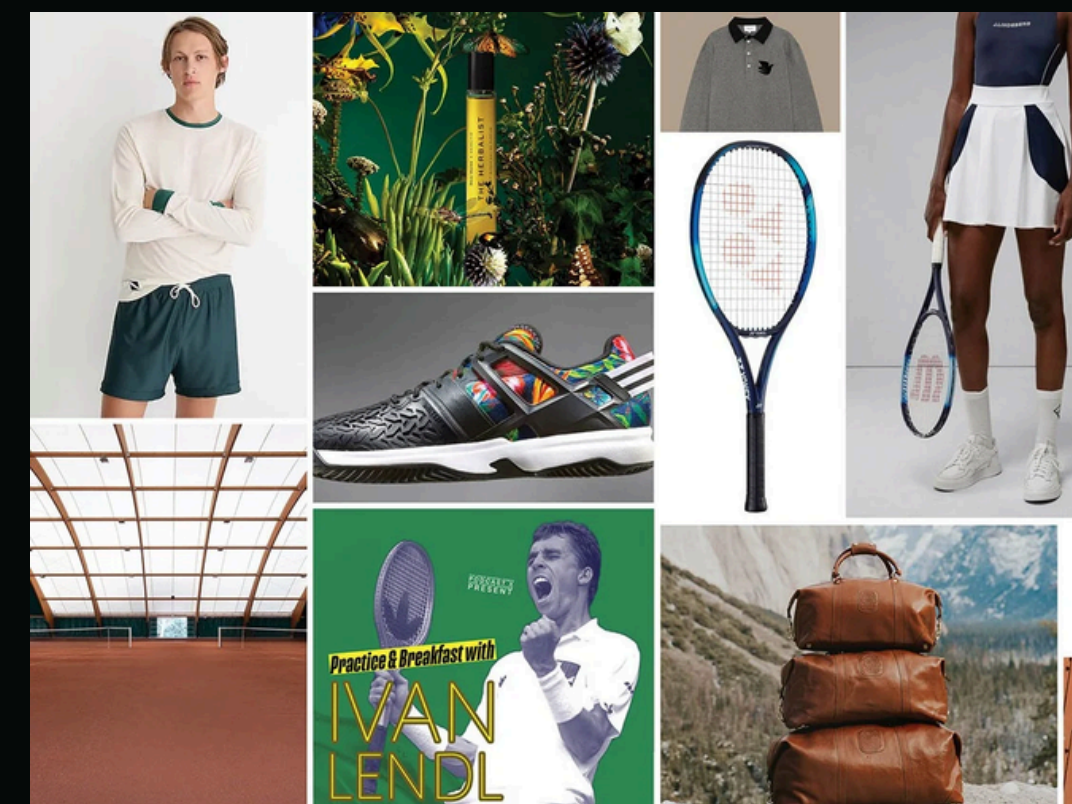
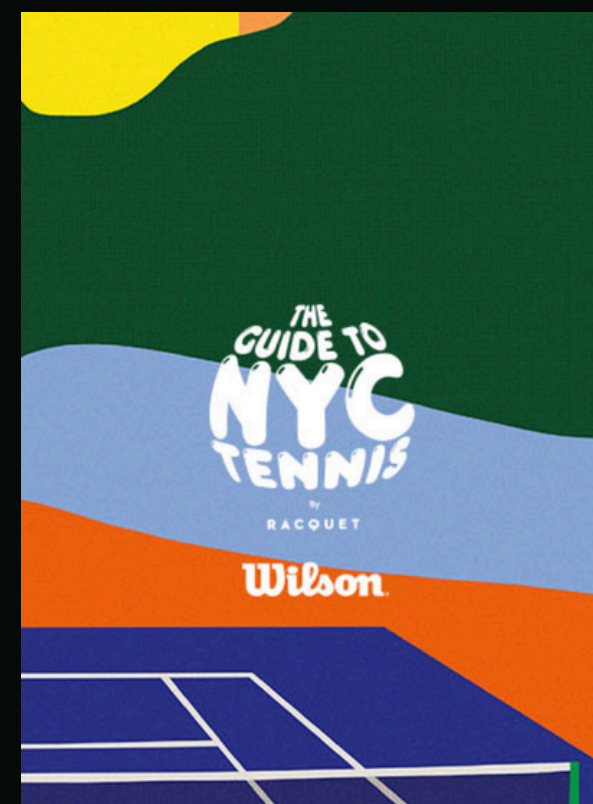


GUIDES

Our guides—from Gifting to Gear Guides to Where to Travel—are digital tentpoles, print features, and even standalone collectible/giveaways in the form of posters and pullouts. Racquet is the trusted front door from all of the tennis curious to the seekers asking for authentic recommendations.



- 1 Nasher Sculpture Center
- 2 The Taschen Library
- 3 Emporium Pies
- 4 Double Wide Bar
- 5 Dolly Python
- 6 The Rustic
- 7 Nick & Sam's
- 8 Flying Fish
- 9 Virgin Hotel Dallas
- 10 Rosewood Mansion on Turtle Creek
- 11 Katy Trails
- ★ 12 Dallas Open, BOSS Pop-Up Store, Break Point by BOSS
- 13 Glencoe Park
- 14 Bubba's Cooks Country
- 15 Caruth Park Tennis Courts
- 16 North Park Center
- 17 BOSS Store
- 18 Banner House at T Bar M
- 19 Temple Trails Park Tennis Courts
- 20 Mimosa Tennis Courts



MICROSITES

Fully integrated brand partnerships live in a brand safe, always-on environment.



Branded Campaigns



CRM Management & Amplification



Sweepstakes and Giveaways

VIDEO

Original series,
brand partnerships,
live events.



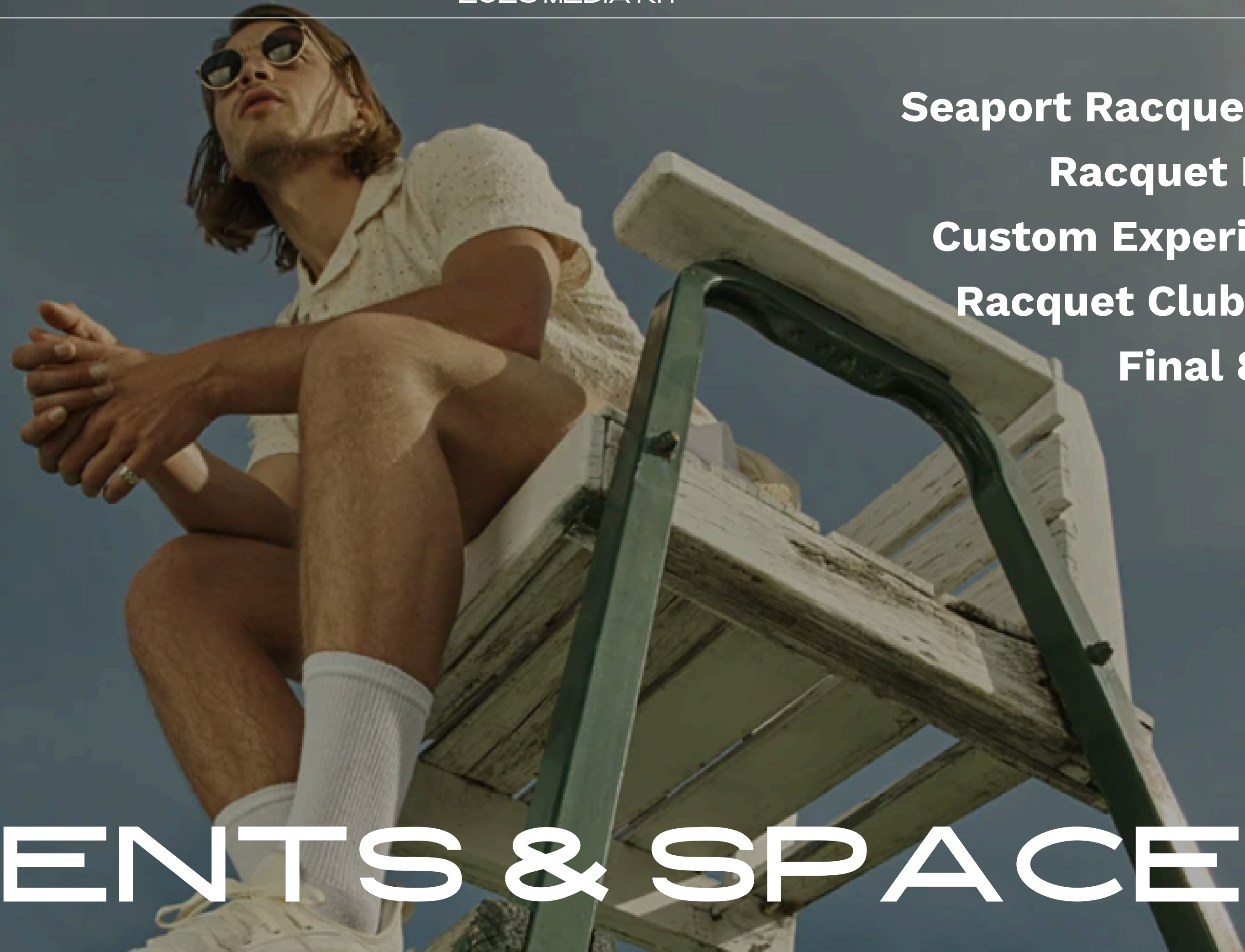


MERCH & COLLABS

MERCH & COLLABS

Capsules designed around collaborations, drops timed to hype and news cycles, as well as collectibles that sell out again and again: our merch moves, and the campaigns around it reach far and wide.





Seaport Racquet Club
Racquet House
Custom Experiences
Racquet Clubhouse
Final 8 Club

EVENTS & SPACES

SEAPORT RACQUET CLUB

25 programmed events
20 brand partners
375 million impressions
25,000+ daily visitors

Taking place during the 2025 US Open, the Seaport Racquet Club transformed New York City's iconic Seaport district into a 10-day tennis and culture hub, blending play, lifestyle, and curated retail. Anchored by its multi-story Clubhouse, the activation featured on- and off-court events with top players, from Carlos Alcaraz and Jessica Pegula to Stefanos Tsitsipas and Sloane Stephens, bringing the US Open's energy and star power downtown.

Returning in 2026



RACQUET HOUSE

An immersive, multifaceted tennis festival, our Racquet House activations have popped up everywhere from VIP private residences in mid-century and Art Deco masterpieces, and posh English gardens, to staggering cultural landmarks such as the Palais de Tokyo in Paris and New York's Rockefeller Center. A place to gather, play, celebrate, and launch everything from print issues to new collections and brand campaigns, these parties are the only tennis events that matter—our Vanity Fair Oscar Party, ComplexCon, and much more.

DJs, cocktails, canapés, and of course, a custom court sits at the center of these invite-only events, which are attended by everyone from top athletes, celebs, influencers, artists, musicians, and cultural tastemakers.



CUSTOM EXPERIENCES

Our best-in-class global IRL events production team is dialed into the most engaging venues, fabrication, style, and media integration to deliver high-impact brand campaigns. From pop-ups to large-scale activations and on-site content capture, we handle every stage of live production: ideation, build, execution, and amplification.



RACQUET CLUBHOUSE

Our first flagship retail concept is opening Fall 2025 at CityView Racquet Club in NYC —it’s a boutique destination connecting sport with lifestyle. A rotating newsstand of print publications from around the world along with pieces from the Racquet archives and exclusive apparel and merch curated from brands and partners we love.

We’ll also be hosting community meetups, live podcast tapings, experiential events, and brand pop-ups and parties at the only destination in the city offering tennis and padel alongside an elevated gym and spa.



FINAL 8 CLUB

The Final 8 Club is our answer to a private members club: a global concierge, content platform, and experiential network for the highest level of our membership circle. Application only, it caters to the most devoted (and intrepid) racquet sports fans.

Racquet's most elite tier, the Final 8 Club offers direct access to the people, places, brands and moments that shape Racquet's world. From curated and hosted retreats at rarefied destinations to on-court hits with Grand Slam champions and experiences not available elsewhere, it's where Racquet and its partners build relevance that endures.



RACQUET