

# Inside Tennis

MEDIA KIT



## A DYNAMIC ADVERTISING MEDIUM FOR A DYNAMIC MARKET

Inside Tennis

### INSIDE TENNIS IS UNIQUE!

For over 35 years Inside Tennis has delivered a market of highly affluent active consumers. Known for its probing interviews, revealing profiles and unique voice, Inside Tennis is considered by many to be the most compelling tennis magazine in America.

Recently called the **"best free sports publication in America"** by the San Francisco Chronicle, Inside Tennis has a monthly readership of over 300,000 (150,000 issues are mailed to the homes of all members of the United States Tennis Association's Northern California, Southern California, Texas, and Nevada sections and 25,000 are distributed to tennis and country clubs and fine sporting good stores.)

Revered in the tennis community and read cover to cover by many, Inside Tennis is a key marketing vehicle for a wide range of equipment manufacturers, resorts, clubs, camps and varied suppliers in and out of the tennis industry. Seven times a year in our three different regional issues, Inside Tennis delivers tennis news with a sizzle unlike any other tennis publication. No wonder the San Francisco Chronicle called Inside Tennis "the most informative tennis publication in the English-speaking world." Wayne Bryan said Inside Tennis is "number one in writing, insight, class and love for the great game."

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Inside Tennis

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# THE TALK OF THE TOWN

"You produce the **best tennis publication in the world**... *IT* always has inside information that appears in no other."

JOSEPH STAHL

"*Inside Tennis* is the best tennis publication available – nationwide. You guys nail it every time with **insight, humor, knowledge, honesty and style**. It may be the best in sports overall."

TOM WHITING

"The ad worked out great. We got calls from all over. *Inside Tennis* is just the right advertising vehicle for us."

BARBARA GELFAND  
Sportswoman

"*Inside Tennis* should get some kind of medal for their work. It's rich in player interviews, personality studies and big tournament coverage... and it's a pleasure to read."

BRUCE JENKINS  
San Francisco Chronicle

"I feel you are the conscience of the sport. You set the standard."

MATT DINGMAN

"My husband and I love it. It's so readable, so juicy. **It's gutsy and written in a way that speaks right to you**. It's a style I don't see anywhere else."

SILKA KURTZ

"It's unbelievable how much better *Inside Tennis* is than the other magazines out there. Yours is the Bible. **IT gets people talking**. The best gift you could give the tennis industry would be to have your magazine read by everyone across the nation."

STEVE BELLAMY  
former Tennis Channel CEO

"My family absolutely loves *Inside Tennis*. When a new issue comes out, **we fight over it**. We actually spend more time reading *Inside Tennis* than all our other sports magazines combined."

BOB CARPENTER

"Your magazine is a treasure to American Tennis."

BILL PATTON

"It never ceases to amaze me how eloquent, masterful and Zen-like your pieces are. Thank you and keep up the great work."

ZEKE STRAW  
Director of Tennis, Northstar at Tahoe

"*Inside Tennis* is far and away the most useful publication on tennis that I've ever read. And in 65 years I've read a lot of them. I don't care if it's printed on newsprint in a tabloid format. It's the content that's important, and yours is damn good.....keep up the good work. You're making the other slicks look sick."

WILLIAM METZ

"I have read IT for many years, as tennis has always been an integral part of my life. I feel, like many of your readers, that your magazine is par excellence, bar none. Your intuitiveness shines through and the depth in which you delve into emotions while bringing your subjects feelings and personalities is quite perceptive, thought provoking and, usually, inspiring."

LARRY BELINSKY  
Founder, San Diego Tennis Hall of Fame

"What makes *Inside Tennis* so special is that it intertwines tennis with so many facets of life."

PETER BURWASH  
CEO Peter Burwash International

"Your embracing of the many participants in this sport reaches into our spirits and souls. Kudos."

JIM JETTON

"*Inside Tennis* is thoroughly informative, factual, imaginative and feel that in many ways it out performs others. Your writers are among the tops in their field. To have a periodical that embraces the international, national, and the sectional scene as well is extraordinary."

BUD COLLINS

"In terms of **creativity** no editorial staff I deal with comes close to yours. You magazine is vastly superior...It's interesting that a regional magazine is better than a national."

PAUL FEIN

"***Inside Tennis* gives me faith that tennis is not dead yet, not by a long shot....** Thanks for bringing it all together."

CAROL POTO

"Over the last few years, *Inside Tennis* has quietly become the most interesting and readable tennis publication around, due in large part to its **characteristic, bemused intelligence**."

JOHN YANDELL

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## THE TENNIS READER

### A COMPOSITE PROFILE

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|                          |           |
|--------------------------|-----------|
| Average Age              | 39.7      |
| Median Income            | \$121,000 |
| Professional/ Managerial | 79.6%     |
| Attended College         | 83%       |
| Vacation Trip Last Year  | 88%       |
| Play Tennis On Vacation  | 71%       |
| Own Home                 | 78%       |
| Own Stock, Bonds, etc.   | 76%       |
| Own Two or More Cars     | 81%       |

“People are increasingly likely to play tennis as income levels increase.”  
- U.S. Department of Interior Study on Recreation

Of twenty sports surveyed, tennis players were best educated and most affluent, according to a national survey conducted by the National Sporting Goods Association.

“Tennis players are first-rate consumers... the average tennis club member is there because he is a professional -- a doctor, an attorney or a successful businessman. He has a family which is living it up to the hilt and they are socially involved in tennis.”

- Henry Hank of Tennis Talk