



## Media Kit 2024

Inside Tennis is now in its 43rd year goes out to over 300,000 readers in Southern California/Nevada, Texas and Northern California four times a year. Inside Tennis is known for its creative, cutting-edge content and superb photography. The San Francisco Chronicle called Inside Tennis **“the most informative tennis publication in the English-speaking world,”** and tennis commentator Wayne Bryan said the magazine is **No. 1 in writing, insight, class, heart and love for the great game.”**

## Reader Testimonials

*“It’s really impressive how Inside Tennis continues to breathe life into our sport like no other media outlet.” – Joel Drucker, tennis writer*



*“Inside Tennis writes in much the same way that Roger Federer plays tennis. This is the best writing about an athlete’s game I’ve ever read,” – Peter Johnsen, reader*

*“May I compliment you on Inside Tennis and say how lucky your section is to have such a first-rate periodical. My own section has nothing that’s comparable. Inside Tennis is thoroughly informative, factual, imaginative and outperforms the others. To have a periodical that embraces the international, national, and the sectional scene as well is extraordinary.” – Bud Collins, Hall of Fame Commentator*

*“Inside Tennis is bedside reading. A must-read.” – Christopher Clarey, New York Times*

*“Inside Tennis gives me faith that tennis is not dead yet, not by a long shot. Thanks for bringing it all together in such a professional and entertaining way.” – Carol Poto, reader*

6846 Wilton Drive • Oakland, CA 94611 • 510-665-9600



## 2024 EDITORIAL CALENDAR\*

<b>JANUARY/FEBRUARY</b> <b>ANNUAL YEARBOOK</b> Annual Yearbook Directory • Australian Open Preview	Space & Ad Deadline: December 4 Distribution: January 12
<b>MARCH/APRIL</b> Indian Wells Preview • Australian Open Coverage Camps and Academies Directory • Bonus Circulation	Space & Ad Deadline: February 9 Distribution: March 1
<b>MAY/JUNE</b> Spring Special • Wimbledon Preview • Racket Review	Space & Ad Deadline: April 19 Distribution: May 13
<b>SEPTEMBER/OCTOBER</b> U.S. Open Preview • Bonus Circulation	Space & Ad Deadline: July 22 Distribution: August 18

\*Dates Subject to Change

# Inside Tennis

## ADVERTISING SPECIFICATIONS 2024

Preferred formats are properly press-optimized PDF or JPEG files. All photographs/images must be high resolution (at least 300 dpi).

**PRINTING SPECIFICATIONS** *Inside Tennis* is printed offset, saddle-bound (2 stitches) to a trim size of 8 3/8" x 10 7/8".

**FOR TWO-PAGE ADS** Trim size 16.75 inches by 10.875 inches. Live area 16.24 inches by 10.875 inches. Allow a minimum of 1/4 inch for bleeds. Keep copy away from read-across on center of page.

**Submit ads and inquiries to  
Production Manager Frances  
Aubrey Art@insidetennis.com**

### DIMENSIONS

- Full page (bleed) 8 7/8" x 11 3/8"
- Full page (non-bleed) 7 1/4" x 9 3/4"
- Two-thirds (vertical) 4 3/4" x 9 3/4"
- Half (horizontal) 7 1/4" x 4 3/4"
- Half (vertical) 3 1/2" x 9 3/4"
- One-third (square) 4 3/4" x 4 3/4"
- One-third (vertical) 2 1/4" x 9 3/4"
- One-third (horizontal) 7 1/4" x 3 3/8"
- One-quarter 3 1/2" x 4 3/4"
- One-sixth (vertical) 2 1/4" x 4 3/4"
- One-sixth (horizontal) 4 3/4" x 2 1/4"
- One-twelfth 2 1/4" x 2 1/4"

FULL (bleed)

8 7/8" x 11 3/8"

FULL (non-bleed)

7 1/4" x 9 3/4"

2/3 V

4 3/4"  
x  
9 3/4"

1/3 V

2 1/4"  
x  
9 3/4"

1/2 V

3 1/2"  
x  
9 3/4"

1/4 V  
3 1/2"  
x  
4 3/4"

1/3 H

7 1/4" x 3 3/8"

1/2 H

7 1/4" x 4 3/4"

1/12

2 1/4" x 2 1/4"

1/6 H

2 1/4" x 4 3/4"

1/6 V  
2 1/4"  
x  
4 3/4"

1/3 Sq

4 3/4" x 4 3/4"