

Inside Tennis

Media Kit 2025

Inside Tennis is now in its **45th year and goes out to over 200,000 readers** in Southern California/Nevada 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



2025 EDITORIAL CALENDAR*

JANUARY/FEBRUARY ANNUAL YEARBOOK Annual Yearbook Directory • Australian Open Preview	Space & Ad Deadline: December 4 Distribution: January 13
MARCH/APRIL Indian Wells Preview • Australian Open Coverage Camps and Academies Directory • Bonus Circulation	Space & Ad Deadline: February 7 Distribution: March 3
MAY/JUNE Spring Special • Wimbledon Preview • Racket Review	Space & Ad Deadline: April 18 Distribution: May 13
SEPTEMBER/OCTOBER U.S. Open Preview • Bonus Circulation	Space & Ad Deadline: July 22 Distribution: August 18

*Dates Subject to Change

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ADVERTISING SPECIFICATIONS 2025

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

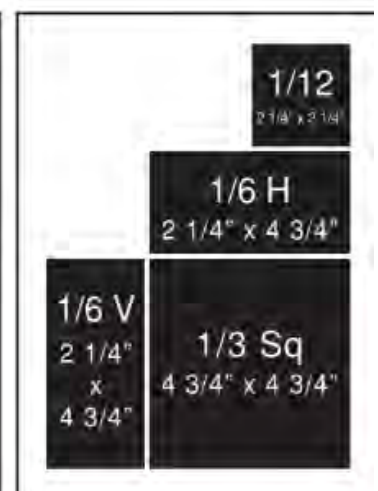
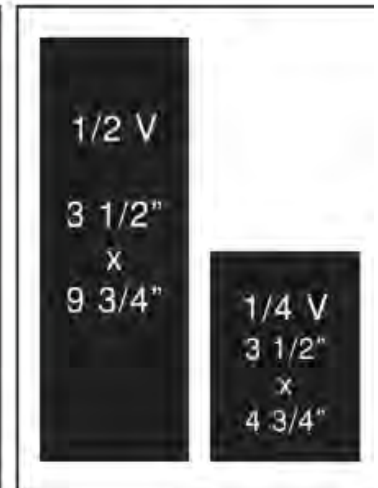
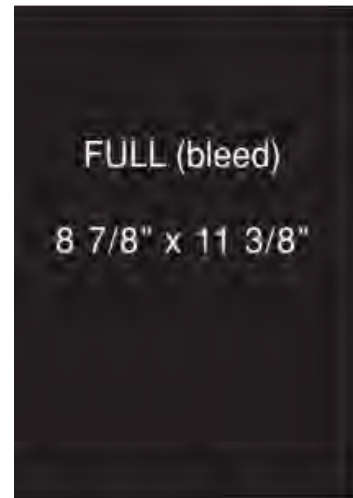
PRINTING SPECIFICATIONS *Inside Tennis* is printed offset, saddle-bound (2 stitches) to a trim size of 8 3/8" x 10 7/8".

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"





Inside Tennis General Rate Card

	One Time	3 Times	6 Times	10 Times
One page	\$5600	5150	4700	4200
2/3	3700	3400	3150	3050
1/2	2900	2700	2500	2200
1/3	1850	1750	1600	1400
1/4	1400	1350	1250	1050
1/6	950	875	820	750

READERS' COMMENTS ON INSIDE TENNIS

"I enjoy your magazine tremendously. **It's the prime reason I maintain my USTA membership.**" – Miguel Cuevas

"Receiving my issue of Inside Tennis is the **highlight of my month.**" – John Sharpe

"**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

"Everyone in the county picks up Inside Tennis to see if his or her name is in there." – Arlene Kundsén

"**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

"Love being on this email list (blast)." – Charlie Hoeveler

"I had to tear the Yearbook away from my son, who was reading it under the covers at 11:00 at night." – John Casals

"Inside Tennis is killing the entire tennis industry. It's unbelievable how much better you are than the other magazine out there. I fall asleep when I read most other magazines but yours just rocks. Yours has so much substance: **yours is the Bible.** IT gets people talking." – Frank Benson

"There is a **fight in the Bryan household** over who gets to read it first." – Wayne Bryan

"**I can't help thinking: You sure do turn out a huge amount of copy, very, very fast. You should give yourself a raise.**" – Bruce Agnew

"**All my people – the parents, the league players, the juniors – don't miss a thing in Inside Tennis.** They read everything. People are so excited when their name or picture is in it. **There is a total difference**

between an actual print magazine and a website. Everyone looks forward to it." – Phil Cello, former President, USTA NorCal

"Whenever my daughters and I see Inside Tennis, we want to do just one thing – pick up our rackets. It's such an inspiration." – Carol Pfannkache

"It's really impressive how you continue to breathe life into our sport and make Inside Tennis like no other media outlet." – Joel Drucker

"It's unbelievable how Inside Tennis is much better than any other magazine 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, founder of Tennis Channel

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

"You are the only person covering tennis that tells the real truths about the game." – Michael Baz

"Inside Tennis is one of the only publications that I read cover-to-cover." – Rodney Earle

"Inside Tennis is the first thing I look for when I get the mail. I read it cover to cover and again and again. My wife keeps asking me why I keep reading it again and again and I tell her there's so much in there. It's awesome." – Ralph Goehring

"As soon as I see my Inside Tennis, I just want to play. The more people read the more they get enthused and want to play. Inside Tennis has the best writing in tennis by far. Plus Bill Simons is a really good guy. Team tennis needs more magazines like Inside Tennis." – Dennis Claus

"I never really loved reading, but I read Inside Tennis cover to cover."
– Bill Patton, teaching professional