

20

Pickleball

M A G A Z I N E

24 MEDIA KIT



Growing the Game
ONE PLAYER AT A TIME!



Welcome to Pickleball Magazine, dedicated to providing our readers with all the events, expert instruction, equipment, inspirational stories and highlights of the fastest-growing sport in the country.

Seven years ago, we launched Pickleball Magazine in cooperation with USA Pickleball. More than 2.5 million pickleball enthusiasts receive our bi-monthly digital or print edition. And our numbers are growing daily.

If your business is pickleball, or if you want to connect with the passionate audience of the hottest sport in the U.S., there's no better way than through Pickleball Magazine.

I am always available to work with you to determine a sponsorship package that will fulfill your needs. My contact information is below.

Wayne Dollard, Publisher

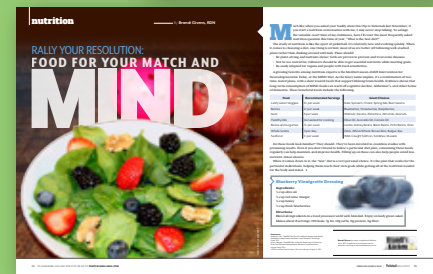


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 pickleballmagazine.com

Launched in 2016, Pickleball Magazine is the official publication of USA Pickleball, the national governing body for the sport of pickleball in the U.S., offering tournament coverage, expert instruction, rules, profiles of top pros, latest equipment and more!



Recognized by USA Pickleball as the "Official Magazine" of Pickleball



Every issue of Pickleball Magazine delivers dynamic articles on all aspects of pickleball and its players.



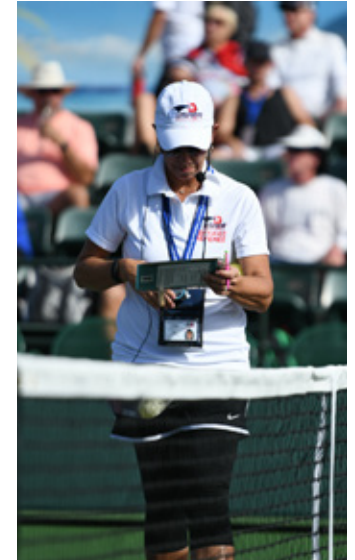
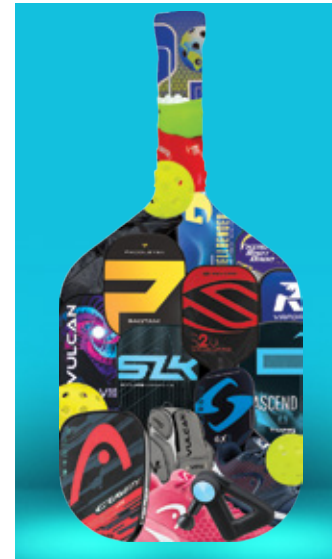
INSTRUCTION

LEAGUES & CLUBS



TOURNAMENT RESULTS & SCHEDULES

EQUIPMENT & ACCESSORIES



RULES & REGULATIONS

PICKLEBALL MAGAZINE: 2024 EDITORIAL CALENDAR & DEADLINES



SIX BI-MONTHLY ISSUES

+

TWO SPECIAL PRODUCT ISSUES

Spring Paddle Guide, Fall Gear Guide

JANUARY/FEBRUARY

Ad Deadline January 5
Distribution Late January

MARCH/APRIL

Ad Deadline February 23
Distribution Late March



SPECIAL EDITION: PADDLE GUIDE

Ad Deadline March 29
Distribution Late April

MAY/JUNE

2024 US OPEN
(April 14-20)

Ad Deadline April 12
Distribution Late May

JULY/AUGUST

Ad Deadline June 14
Distribution Late July

SEPTEMBER/OCTOBER

Ad Deadline August 9
Distribution Mid-Sept



SPECIAL EDITION: GEAR GUIDE

Ad Deadline September 23
Distribution Late October

NOVEMBER/DECEMBER
2024 Nationals Issue
(TBA)

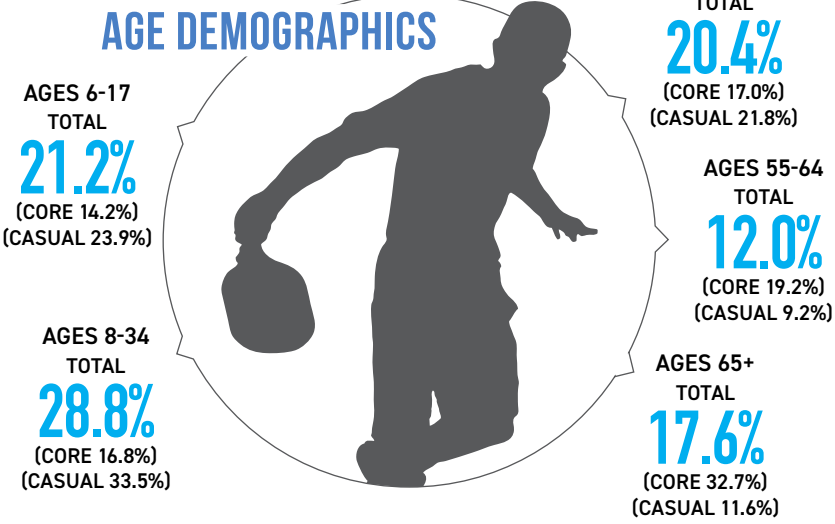
Ad Deadline November 1
Distribution Mid-Dec

PICKLEBALL MAGAZINE: CIRCULATION & DEMOGRAPHICS

PICKLEBALL DEMOGRAPHICS

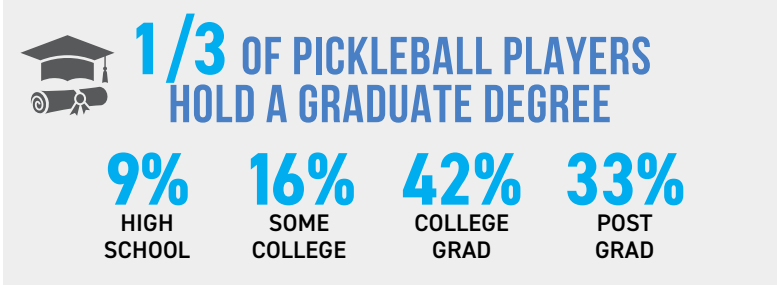
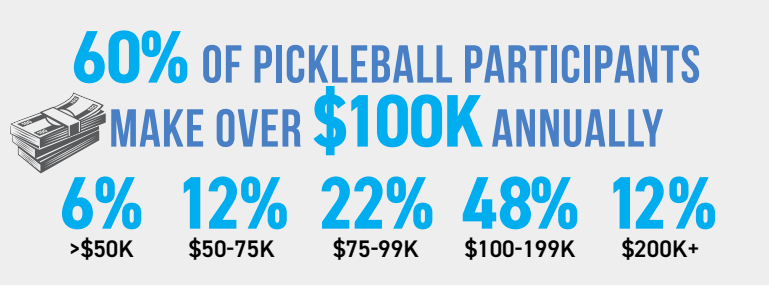
- There are **9 million PLAYERS**
Resulting in **+39% Two-year growth rate**
- **57% MALE** and **43% FEMALE**

PICKLEBALL MAGAZINE'S
300,000
BI-MONTHLY CIRCULATION



Mailed to all new USA Pickleball members and thousands of subscribers

Emailed to more than 300,000 avid readers



* USA Pickleball estimates that 130 pickleball courts are added each month in the U.S., either by adding lines to existing courts or building new ones.

PICKLEBALL MAGAZINE: NATIONAL AD RATES 2024

2.5 MILLION DISTRIBUTION

300,000+ PER ISSUE (20,000 PRINT AND 300,000 EMAILED)

FULL-PAGE AD RATES (8.375"w x 10.875"h)*

	1-3 Time	4-7 Time	8 Time
Inside Front Cover	\$4,240	\$3,740	\$3,490
Page 1	\$4,040	\$3,540	\$3,290
Page 2	\$3,840	\$3,340	\$3,090
Page 3	\$3,640	\$3,140	\$2,890
Page 4	\$3,340	\$2,840	\$2,590
Page 5, 7 or 9 (3 Spots)	\$3,040	\$2,540	\$2,290
Page 11, 13 or 15 (3 Spots)	\$2,840	\$2,340	\$2,090
Centerfold	\$5,000	\$4,500	\$4,000
Inside Back Cover	\$4,040	\$3,540	\$3,290
Back Cover (8.375"w x 9.375"h)*	\$4,340	\$3,840	\$3,600
Full Page	\$2,240	\$1,840	\$1,690

Business Spotlight \$2,490 (1 page) \$3,500 (2 page)

* Subtract 0.25" for live copy area and add 0.25" for bleed.

HALF-PAGE AD RATES (7.5"w x 4.875"h)

	1-3 Time	4-7 Time	8 Time
Half Page	\$1,290	\$1,090	\$990

175,000 DISTRIBUTION E-BLASTS

	1-3 Time	4-7 Time	8 Time
Sent with Pickleball Magazine Up to four banner ads. (Size: 1,200w x 410h pixels)	\$4,000	\$3,000	\$2,500
Sent with Instructional Video Exclusive (One Sponsor)	\$4,000	\$3,000	\$2,500

FULL PAGE

HALF PAGE



TWO-PAGE SPREAD



RATES START AT

\$1,690

PER FULL PAGE