

20
22
MEDIA KIT

Pickleball

M A G A Z I N E

GROWING
THE GAME
ONE PLAYER
AT A TIME!






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!

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.

Six years ago, we launched Pickleball Magazine in cooperation with USA Pickleball. More than 110,000 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.

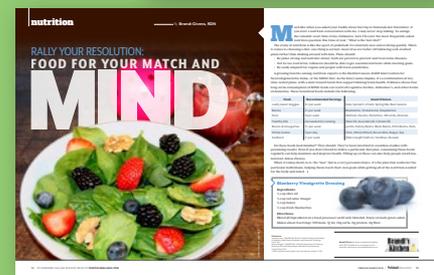
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Recognized by USA Pickleball as the "Official Magazine" of Pickleball



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



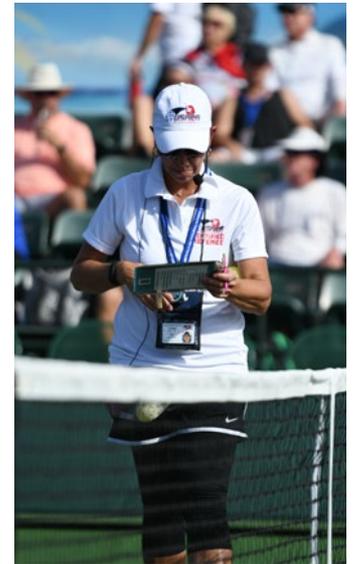
INSTRUCTION

LEAGUES & CLUBS



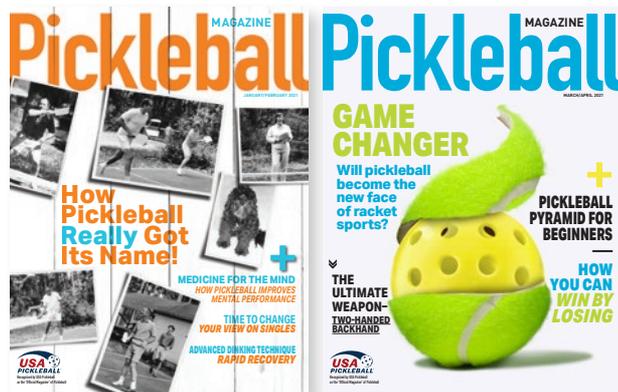
TOURNAMENT RESULTS & SCHEDULES

EQUIPMENT & ACCESSORIES



RULES & REGULATIONS

PICKLEBALL MAGAZINE: 2022 EDITORIAL CALENDAR & DEADLINES



JANUARY/FEBRUARY

Margaritaville USA
Pickleball National
Championships

Ad Deadline January 7
Distribution January

MARCH/APRIL

Instructional Guide

Ad Deadline February 25
Distribution March

MAY/JUNE

US OPEN Pickleball
Championships

Ad Deadline April 16
Distribution May

JULY/AUGUST

Spotlight on Seniors

Ad Deadline June 18
Distribution July



SEPTEMBER/OCTOBER

Gen Z Takes Pickleball
By Storm

Ad Deadline August 12
Distribution September

SPECIAL EDITION: PRODUCT GUIDE FALL 2022

Ad Deadline September 24
Distribution October



NOVEMBER/DECEMBER

Margaritaville USA
Pickleball National
Championships

Ad Deadline November 11
Distribution December

PICKLEBALL DEMOGRAPHICS

- According to the Sports & Fitness Industry Association (SFIA) 2019 Pickleball Participant Report, there are **4.2 MILLION PLAYERS** in the United States.
- **2.8 MILLION** are “Casual” participants and **1.4 MILLION** are “Core” participants.
- **61% MALE** and **39% FEMALE**
- **Average age** for all players: **38.1 YEARS OLD.**

AGE DEMOGRAPHICS

AGES 6-17
CASUAL
23.4%
(CORE 13.3%)

AGES 18-34
CASUAL
33.9%
(CORE 15.4%)



AGES 35-54
CASUAL
22.8%
(CORE 17.3%)

AGES 55-64
CASUAL
8.9%
(CORE 20.3%)

AGES 65+
CASUAL
11%
(CORE 33.7%)

PICKLEBALL MAGAZINE: CIRCULATION & DEMOGRAPHICS

PICKLEBALL MAGAZINE'S
110,000
BI-MONTHLY CIRCULATION



Mailed to all new USA Pickleball members and thousands of subscribers



Emailed to more than 110,000 avid readers

* USA Pickleball estimates that 300 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 2022

DISPLAY ADS AND SPECIAL PLACEMENTS

| | 1-3 Time Rate | 4-6 Time Rate | 7-8 Time Rate |
|---|----------------|----------------|----------------|
| Two-Page Spread (16.75" w x 10.875" h)* | \$2,290 per ad | \$2,150 per ad | \$1,990 per ad |
| Full Page (8.375" w x 10.875" h)* | \$1,490 per ad | \$1,350 per ad | \$1,190 per ad |
| Two-Thirds Page (4.875" w x 9.875" h) | \$1,090 per ad | \$990 per ad | \$890 per ad |
| Half-Page (7.5" w x 4.875" h) | \$850 per ad | \$750 per ad | \$650 per ad |
| Quarter-Page (3.625" w x 4.875" h) | \$550 per ad | \$490 per ad | \$400 per ad |

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

COVER AND PREMIER LOCATIONS (based on availability)

| | 1-3 Time Rate | 4-6 Time Rate | 7-8 Time Rate |
|--|----------------|----------------|----------------|
| Inside Front Cover (8.375" w x 10.875" h)* | \$1,890 per ad | \$1,790 per ad | \$1,590 per ad |
| Page 1 (8.375" w x 10.875" h)* | \$1,890 per ad | \$1,790 per ad | \$1,590 per ad |
| Inside Back Cover (8.375" w x 10.875" h)* | \$1,890 per ad | \$1,790 per ad | \$1,590 per ad |
| Back Cover (8.375" w x 9.375" h)* | \$2,090 per ad | \$1,990 per ad | \$1,790 per ad |
| Center Spread (16.75" w x 10.875" h)* | \$2,990 per ad | \$2,790 per ad | \$2,590 per ad |

BUSINESS SPOTLIGHTS

Written by us and approved by you only once per year, your company can purchase a one- or two-page business spotlight specifically promoting your products and services. The article can be up to 500 words + photos for a one-page spotlight, or 1,000 words + photos for a two-page spotlight.

| | |
|---------------------------|---------------------------|
| 1-Time / One-Page \$1,490 | 1-Time / Two-Page \$2,290 |
|---------------------------|---------------------------|

Due to an exclusive arrangement with LevelUp Pickleball Camps, no advertisement for camps, clinics or institutes will be allowed unless approved by the publisher.

HALF-PAGE



QUARTER-PAGE



TWO-PAGE SPREAD



TWO-PAGE SPOTLIGHT

