

Russia's must read for all tennis aficionados and pros alike

# TENNIS

WEEKEND

Media-kit  
2022







**WEEKEND**

**Monthly flow  
readers of the magazine  
no seasonality**

## The Concept

**Most popular  
Russian tennis  
magazine**

### **Good mood**

- positive topical news
- breathtaking stories to read
- colorful photos
- useful and interesting information



# Stats

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**Magazine  
circulation:**

**30 000**  
copies print run

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**Average audience  
coverage:** **540 000**

people flip through  
the magazine  
every month

**Publication frequency:**

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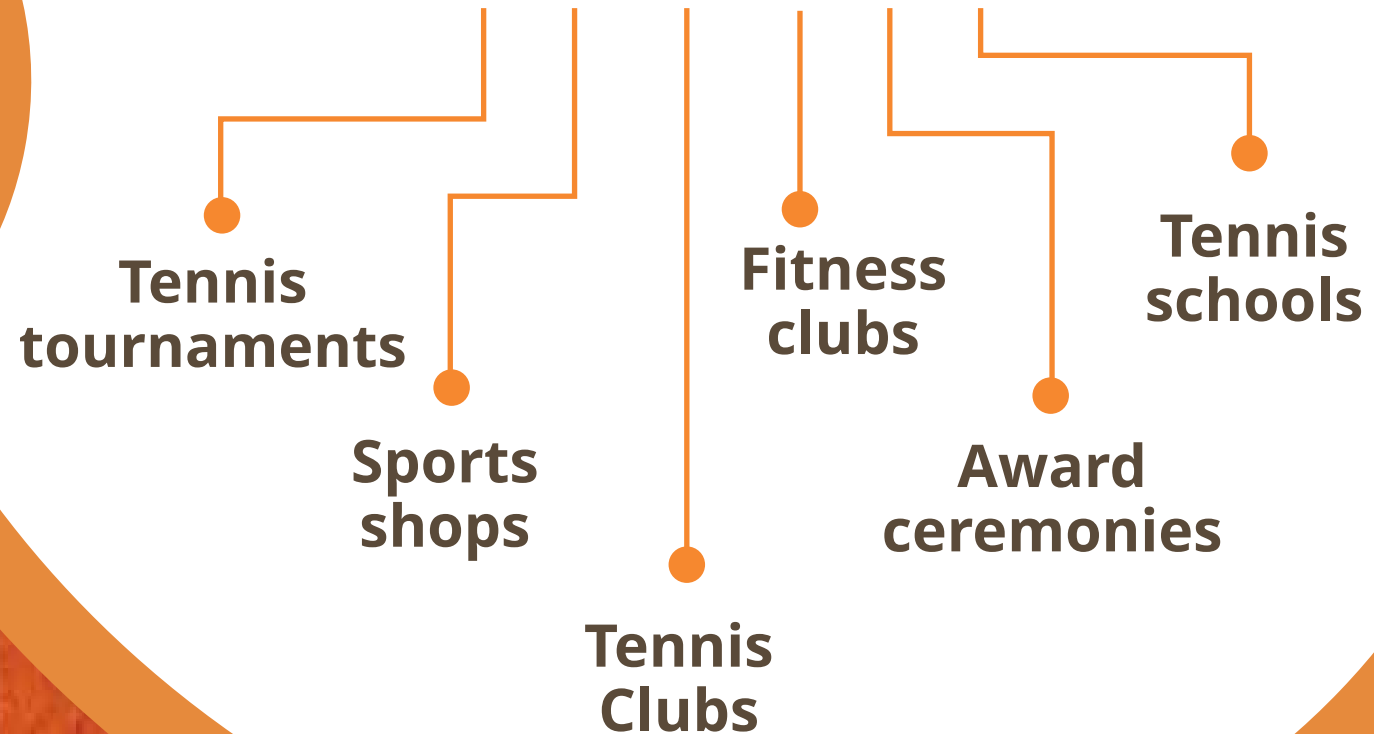
**11 issues a year**  
(including Amateur special issue)

# Stats

## Volume

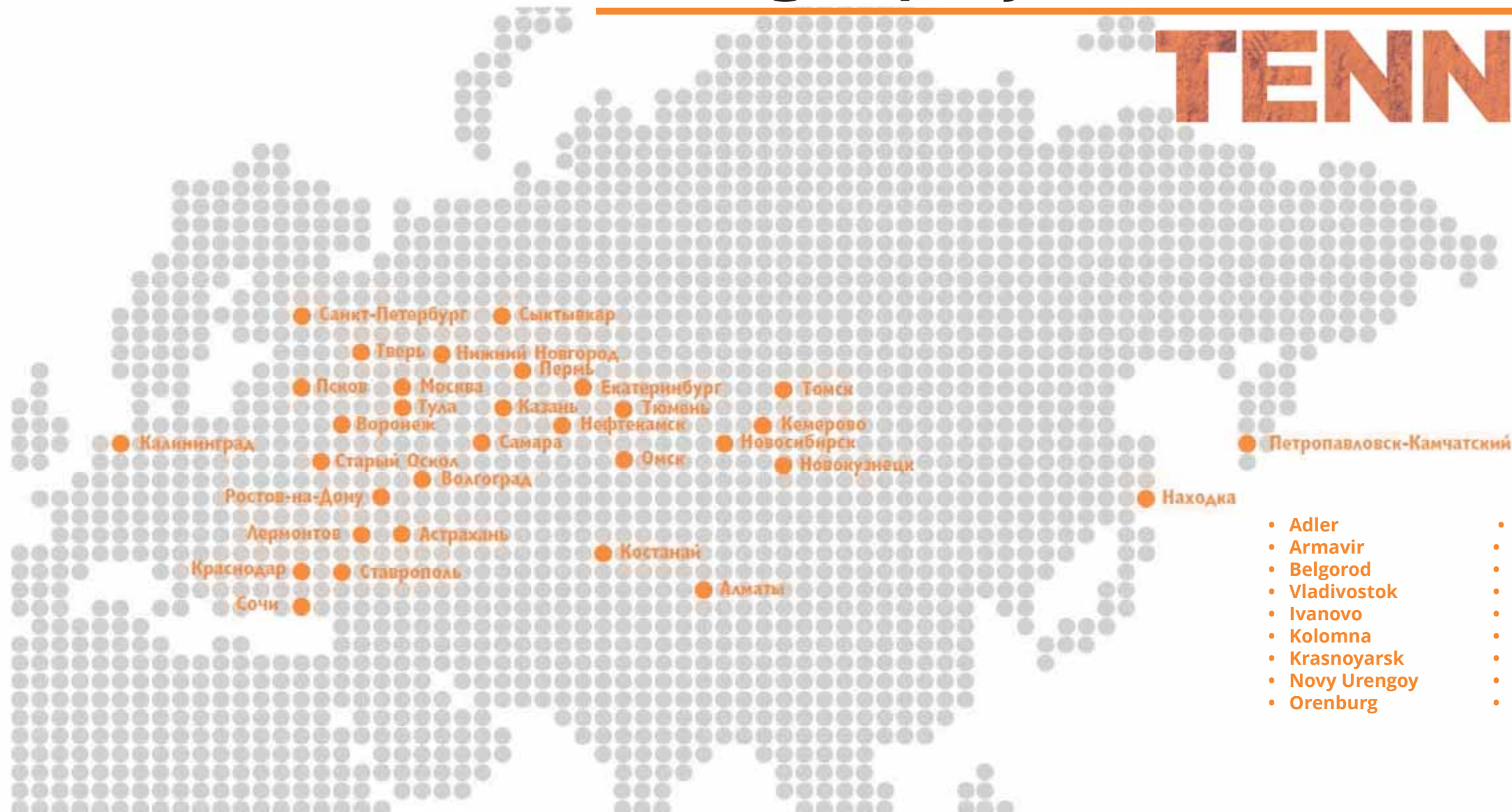
80 pages

## Distribution



# Geography of distribution

**TENNIS**  
WEEKEND



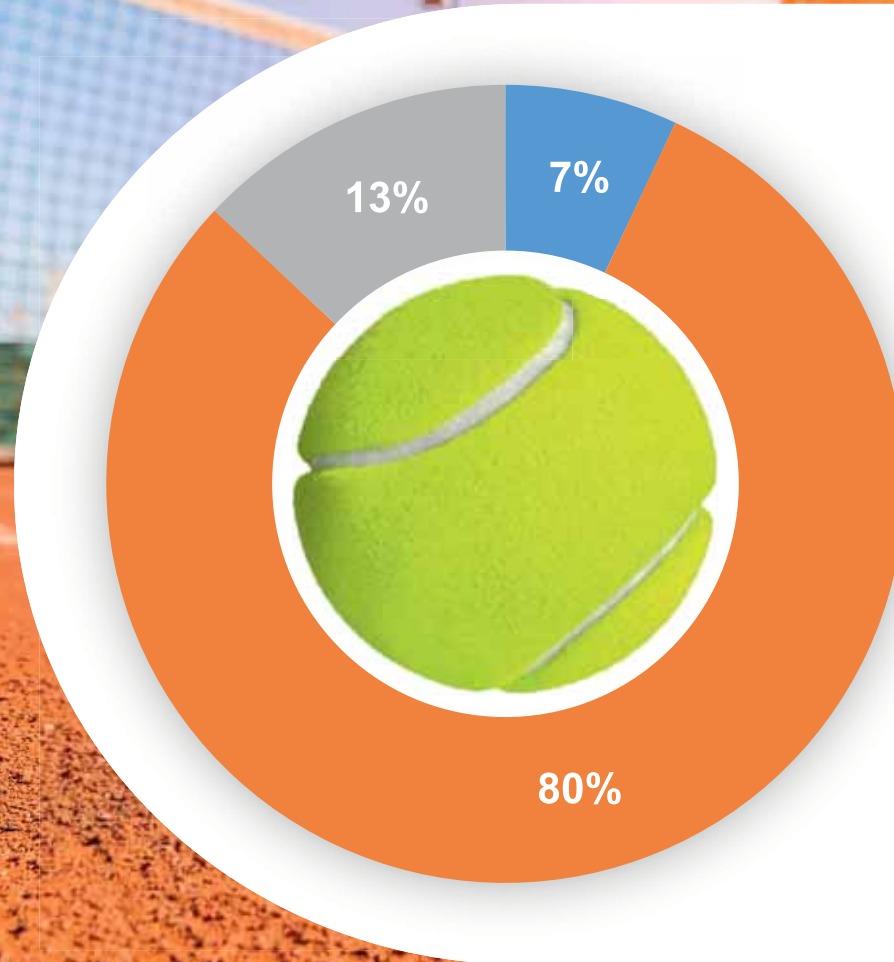
- Adler
- Armavir
- Belgorod
- Vladivostok
- Ivanovo
- Kolomna
- Krasnoyarsk
- Novy Urengoy
- Orenburg
- Ryazan
- Suzdal
- Tambov
- Ufa
- Khanty-Mansiysk
- Sochi
- Cheboksary
- Cheliabinsk
- Yaroslavl



# Target audience

Women  
35%

Men  
65%



■ Tennis pros

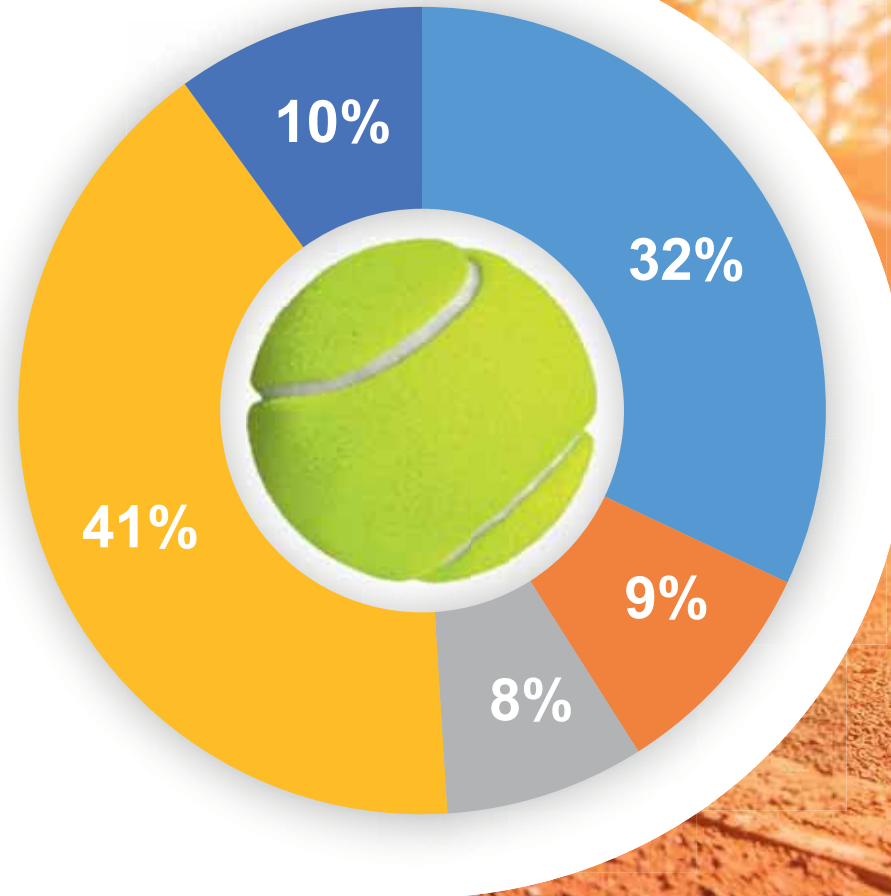
■ Tennis community at large

■ Tennis amateurs

# Audience segments – tennis amateurs

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- Top managers
- Businessmen
- Bankers
- Public employees and state functionaries
- Freelancers



Well-off and  
wealthy  
**78%**

# Facts

The audience is guaranteed to pay attention to the published materials

Wide range of advertising content to choose from starting from articles written by top professionals and onto full-page catchy posters

Mass audience reach coupled with selective approach

High-profile exposure of the advertiser's status and commercial success



## Facts

Advertising in niche publications is on the whole positively received

Long-term durable contact with the audience offers advertisers wide opportunities to show-case and promote their product

The overwhelming majority of the audience read the magazine from cover to cover

A large part of the readers finds useful and interesting the advertising items published in the magazine

# Magazine content

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## Focus

Spectacular eye-catching topical photo featuring one of the brightest episodes of the past month

## Pro Tennis

Coverage of major tournament, interviews with active tennis pros or outstanding tennis personalities

## Highlight

Hot news from the world of tennis covering both their career and private life

## Tennis kit

Professional tennis apparel used by tennis stars

## Generation NEXT

News and stories about junior stars & tournaments

## Background & Biography

Excerpts from tennis archives and players' biographies

## Catching up with...

Stories, interviews with former tennis stars in the "where are they now" format



# Magazine content

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## Dates

Birthdays and major milestones

## Fitness

Useful tips and exercises from leading fitness trainers

## Technique

Different tennis strikes and other technical elements presented by top tennis stars and analyzed by leading experts

## Rubric “Special Projects”

Occasional special editorial features focusing on big issues

# Magazine content

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## Life & Style

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### Shopping

Specific product (watches, perfumes, clothing) presented by 4-5 tennis players, brand ambassadors amongst tennis pros, popular gift ideas

### Hobby

Favorite off-court tennis pass-times of tennis players (cooking, reading, film watching etc.)

### What's up

Popular hang-outs of tennis players, dining out options (bars, cafes&restaurants, hair-dressers, beauty parlors, karaoke)

### Travel

Favorite travel&vacation destinations of tennis pros, features&reportages by magazine writers from popular tennis academies and tennis resorts

### Amateur tennis

News&reportage covering major Russian in-bound and out-bound amateur tournaments





# Multimedia coverage

Different media careers



Year-end award ceremony  
"Golden Racket"



"Tennis Weekend"  
magazine



Amateur tournament  
by "Amateur"



Social network:  
VK, Instagram,  
Facebook

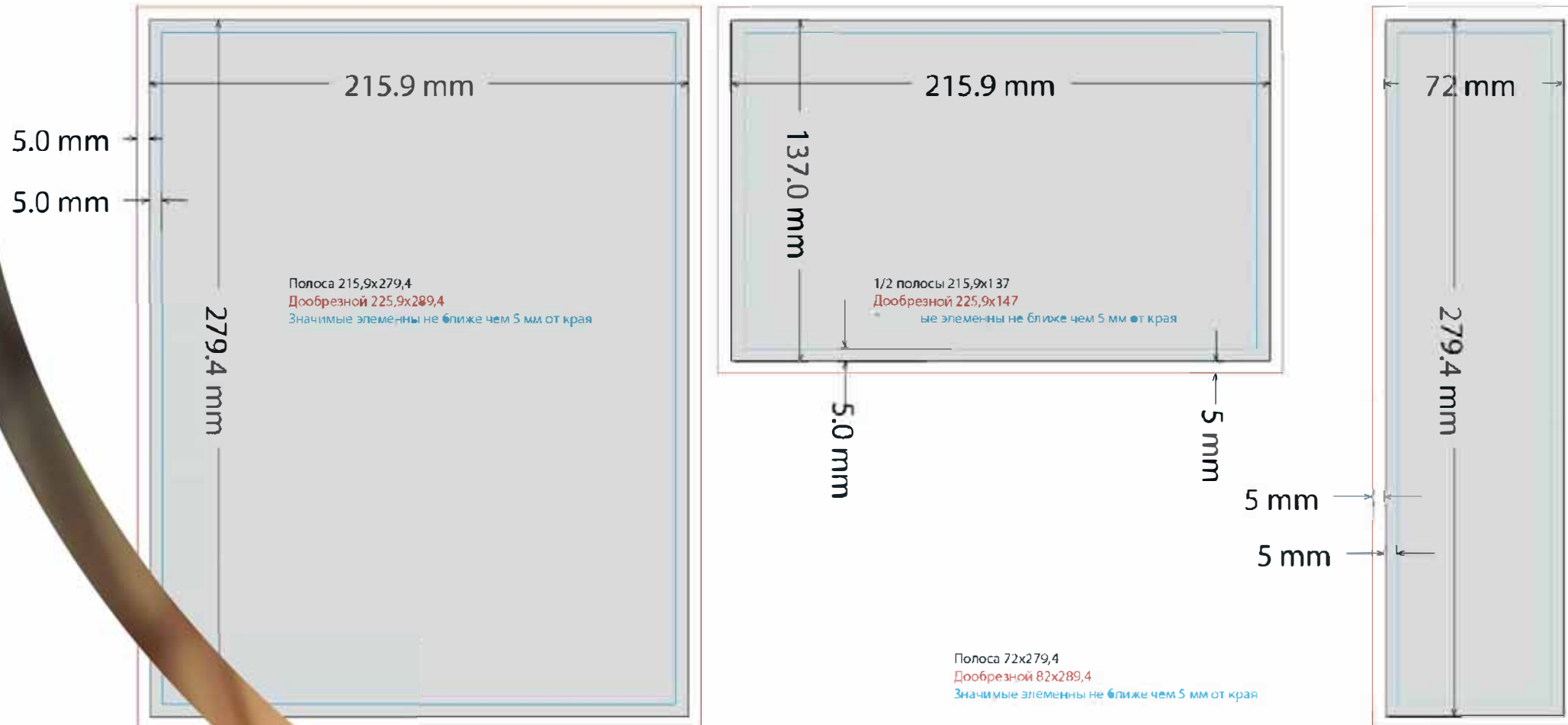


Web-sites:  
[www.tennisweekend.ru](http://www.tennisweekend.ru)  
[www.amateur.ru](http://www.amateur.ru)  
[www.tourtennis.ru](http://www.tourtennis.ru)



Out-bound amateur  
tournaments by "Amateur"  
(beyond Russia)

# Samples of ad works





# They already work with us



FRANCESCO DONNI



SEIKO

