

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

TENNIS

WEEKEND

Media-kit
2020





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

Magazine
circulation:

30 000
copies print run

Average audience
coverage: **540 000**

people flip through
the magazine
every month

Publication frequency:

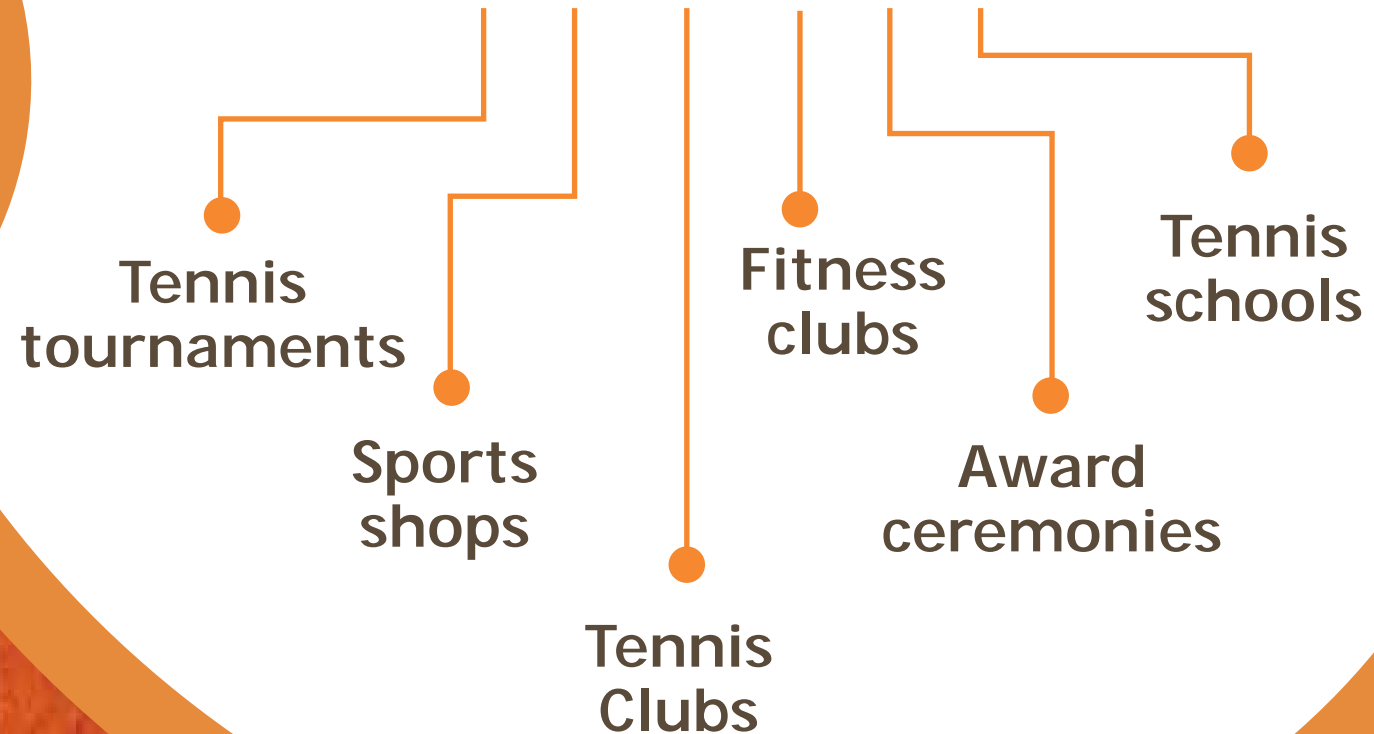
11 issues a year
(including Amateur special issue)

Stats

Volume

80 pages

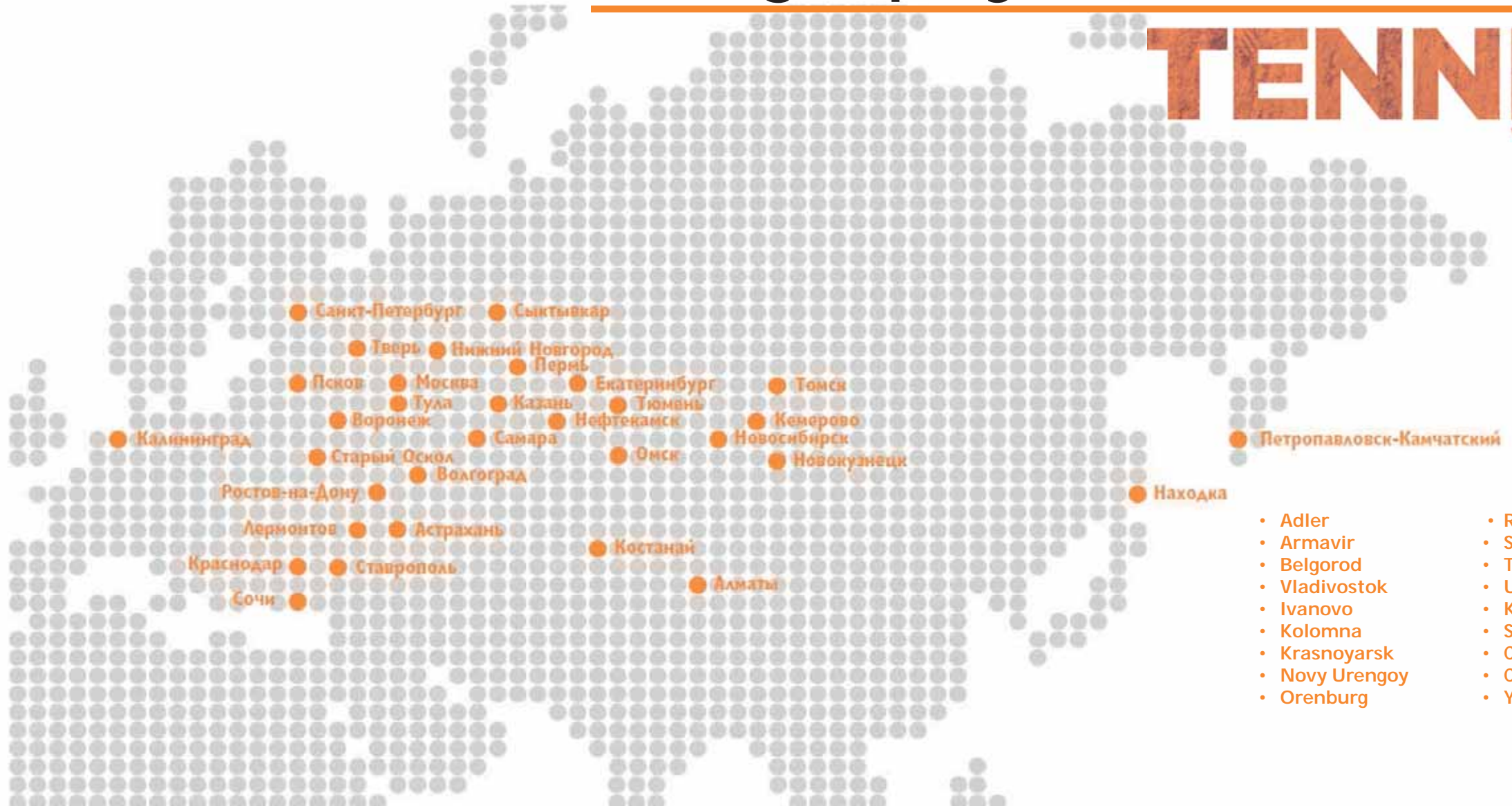
Distribution



Geography of distribution

5

TENNIS
WEEKEND

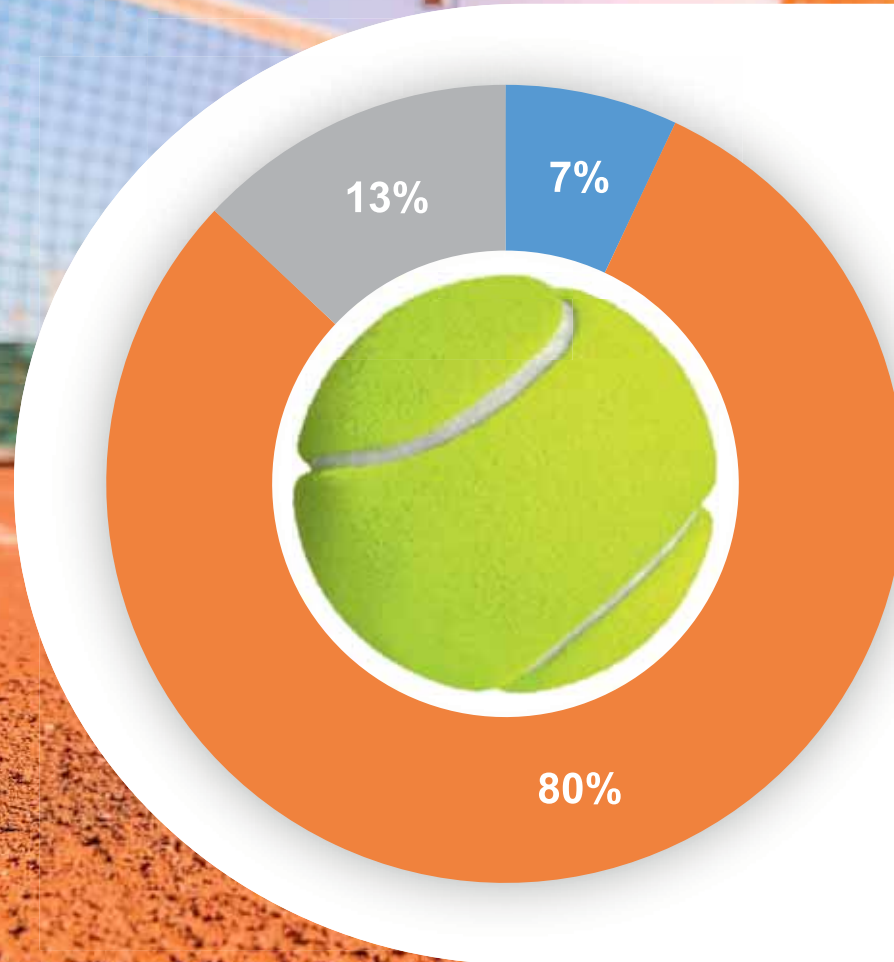


- Adler
- Armavir
- Belgorod
- Vladivostok
- Ivanovo
- Kolomna
- Krasnoyarsk
- Novy Urengoy
- Orenburg
- Ryazan
- Suzdal
- Tambov
- Ufa
- Khanty-Mansiysk
- Sochi
- Cheboksary
- Cheliabinsk
- Yaroslavl

Target audience

Women
35%

Men
65%



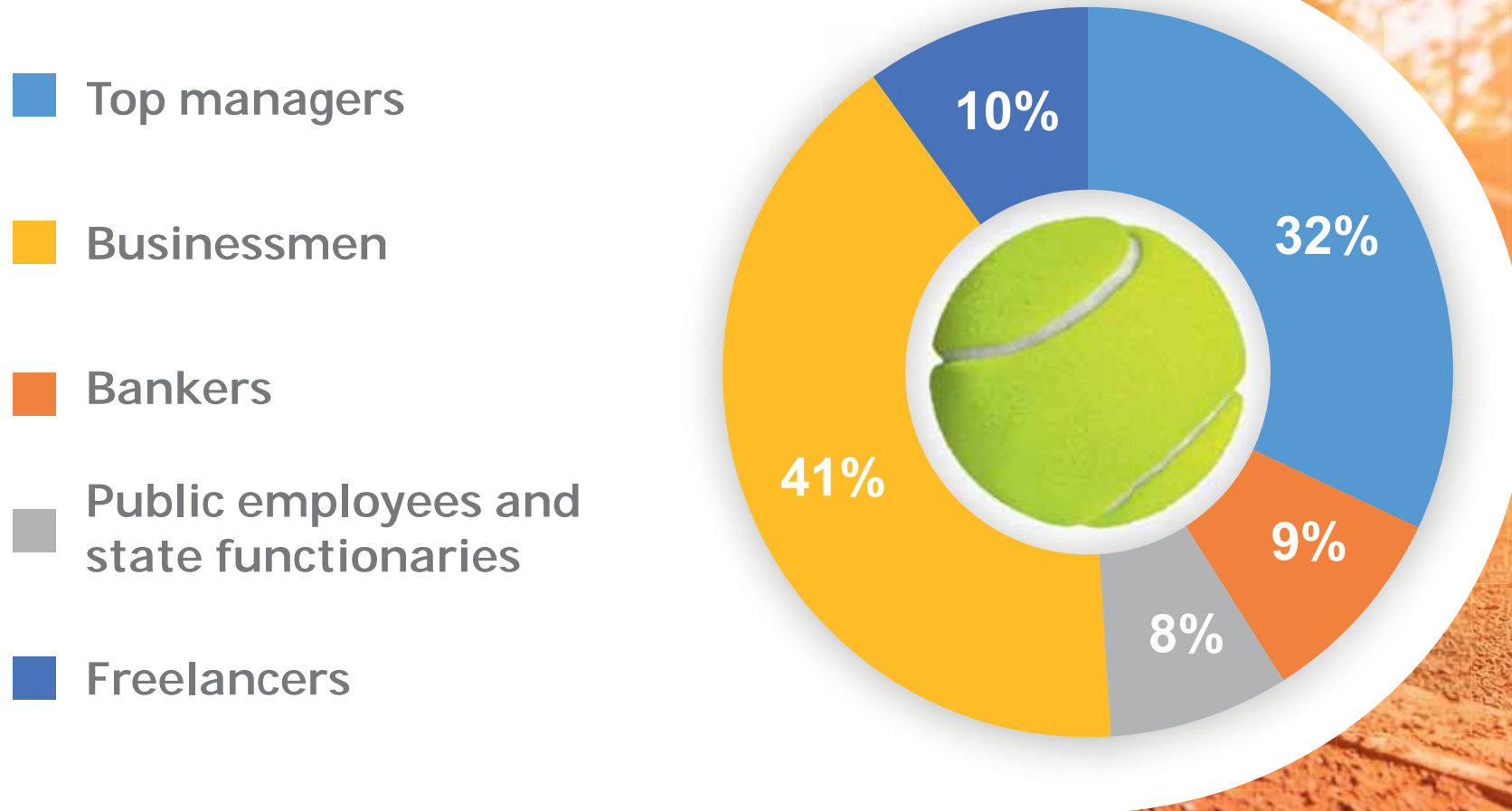
■ Tennis pros

■ Tennis community at large

■ Tennis amateurs

Audience segments – tennis amateurs

7



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

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

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

Life & Style

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



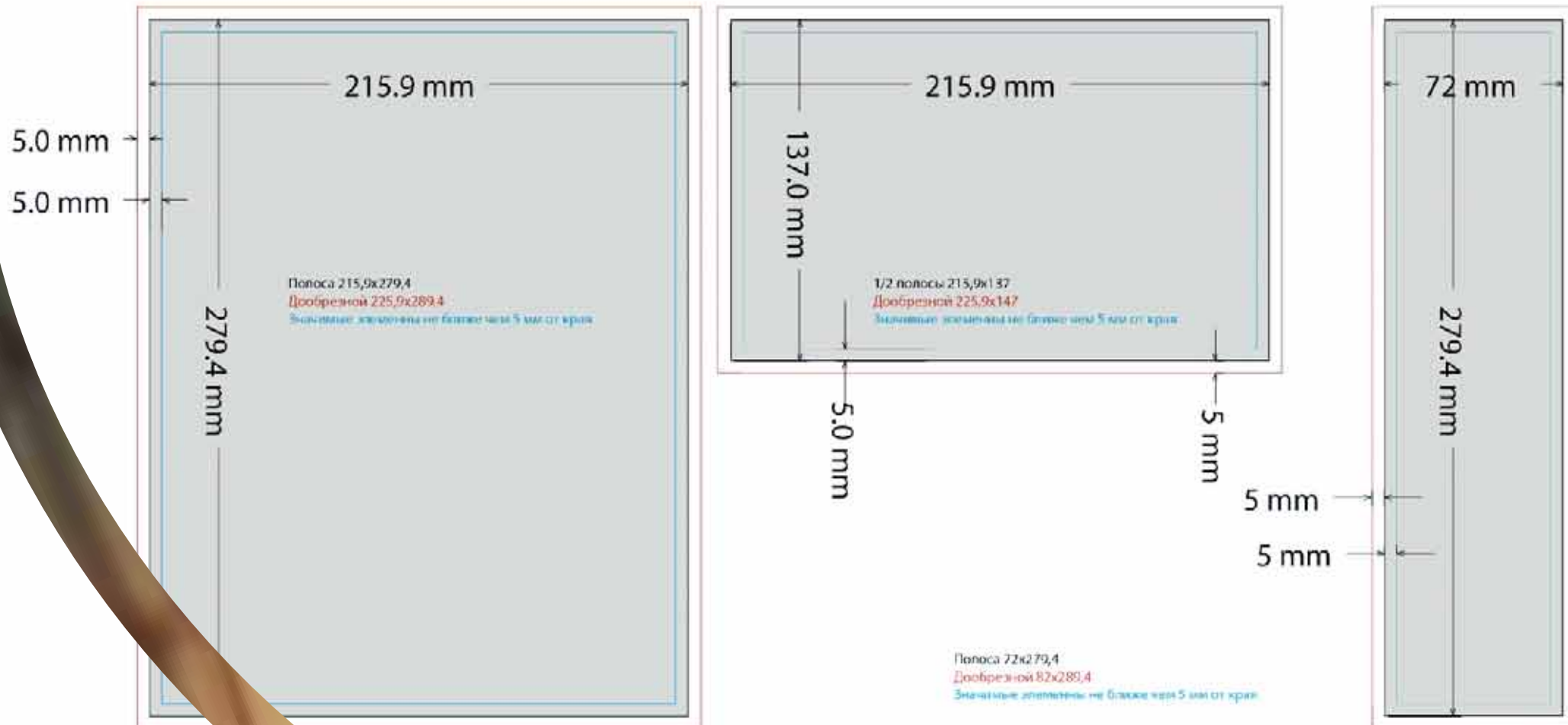
Web-sites:
www.tennisweekend.ru
www.amateur.ru
www.tourtennis.ru



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

Samples of ad works

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They already work with us



SEIKO



NEWBY
LONDON

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