

20
23

MEDIA KIT

Pickleball

M A G A Z I N E

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 2.1 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

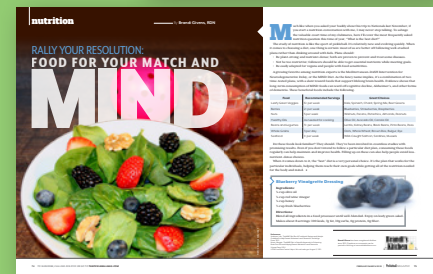


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Launched in 2016, Pickleball Magazine is the official publication of USA Pickleball, the national governing body for the sport of pickleball in the U.S., offering tournament coverage, expert instruction, rules, profiles of top pros, latest equipment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



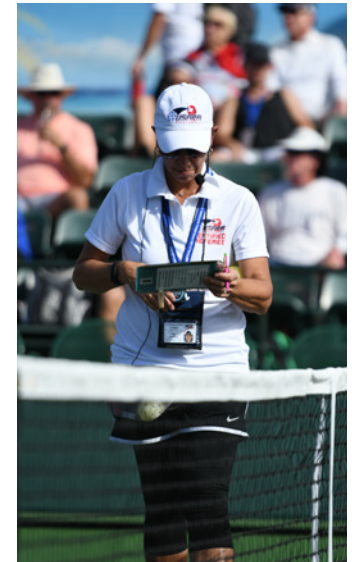
INSTRUCTION

LEAGUES & CLUBS



TOURNAMENT RESULTS & SCHEDULES

EQUIPMENT & ACCESSORIES



RULES & REGULATIONS

PICKLEBALL MAGAZINE: 2023 EDITORIAL CALENDAR & DEADLINES

SIX BI-MONTHLY ISSUES

+

TWO SPECIAL PRODUCT ISSUES

Spring Paddle Guide, Fall Gear Guide

JANUARY/FEBRUARY

Ad Deadline January 7
Distribution January

MARCH/APRIL

Ad Deadline February 25
Distribution March

SPECIAL EDITION: PADDLE GUIDE

Ad Deadline March 30
Distribution April

MAY/JUNE

US OPEN Pickleball
Championships
Ad Deadline April 16
Distribution May

JULY/AUGUST

Ad Deadline June 18
Distribution July

SEPTEMBER/OCTOBER

Ad Deadline August 12
Distribution September

SPECIAL EDITION: GEAR GUIDE

Ad Deadline September 24
Distribution October

NOVEMBER/DECEMBER

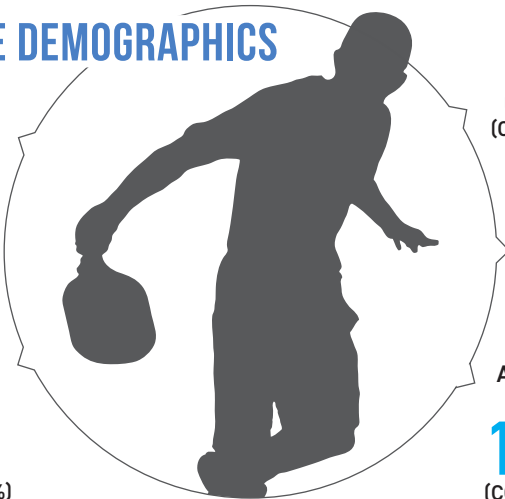
Margaritaville USA
Pickleball National
Championships
Ad Deadline November 11
Distribution December



PICKLEBALL DEMOGRAPHICS

- There are **4.8 million PLAYERS**
Resulting in **+39% Two-year growth rate**
- **57% MALE** and **43% FEMALE**

AGE DEMOGRAPHICS



AGES 6-17
TOTAL
21.2%
(CORE 14.2%)
(CASUAL 23.9%)

AGES 8-34
TOTAL
28.8%
(CORE 16.8%)
(CASUAL 33.5%)

AGES 35-54
TOTAL
20.4%
(CORE 17.0%)
(CASUAL 21.8%)

AGES 55-64
TOTAL
12.0%
(CORE 19.2%)
(CASUAL 9.2%)

AGES 65+
TOTAL
17.6%
(CORE 32.7%)
(CASUAL 11.6%)

PICKLEBALL MAGAZINE'S
260,000
BI-MONTHLY CIRCULATION



Mailed to all new USA Pickleball members and thousands of subscribers



Emailed to more than 240,000 avid readers

**60% OF PICKLEBALL PARTICIPANTS
MAKE OVER \$100K ANNUALLY**



6% >\$50K
12% \$50-75K
22% \$75-99K
48% \$100-199K
12% \$200K+



**1/3 OF PICKLEBALL PLAYERS
HOLD A GRADUATE DEGREE**

9%
HIGH SCHOOL

16%
SOME COLLEGE

42%
COLLEGE GRADE

33%
POST GRAD

PICKLEBALL MAGAZINE: NATIONAL AD RATES 2023

2.1 MILLION DISTRIBUTION

260,000 PER ISSUE (20,000 PRINT AND 240,000 EMAILED)

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

	1-3 Time	4-7 Time	8 Time	8 Time Exclusive **
Inside Front Cover	\$4,240	\$3,740	\$3,490	\$2,790
Page 1	\$4,040	\$3,540	\$3,290	\$2,790
Page 2	\$3,840	\$3,340	\$3,090	\$2,390
Page 3	\$3,640	\$3,140	\$2,890	\$2,190
Page 4	\$3,340	\$2,840	\$2,590	\$1,990
Page 5, 7 or 9 (3 Spots)	\$3,040	\$2,540	\$2,290	\$1,790
Page 11, 13 or 15 (3 Spots)	\$2,840	\$2,340	\$2,090	\$1,690
Centerfold	\$5,000	\$4,500	\$4,000	\$3,200
Inside Back Cover	\$4,040	\$3,540	\$3,290	\$2,790
Back Cover (8.375"w x 9.375"h)*	\$4,340	\$3,840	\$3,600	\$2,900
Full Page	\$2,240	\$1,840	\$1,690	\$1,390
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	8 Time Exclusive **
Half Page	\$1,290	\$1,090	\$990	\$800

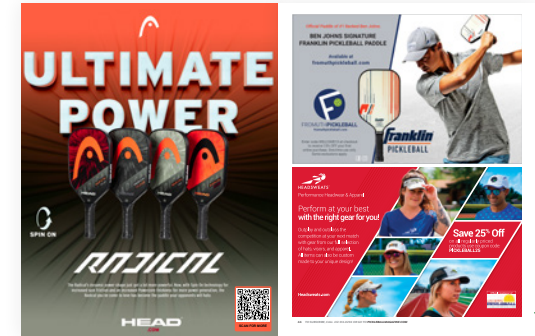
175,000 DISTRIBUTION E-BLASTS

	1-3 Time	4-7 Time	8 Time	8 Time Exclusive **
Sent with Pickleball Magazine	\$4,000	\$3,000	\$2,500	\$2,000
Sent with Instructional Video	\$4,000	\$3,000	\$2,500	\$2,000

**The 8-Time Exclusive Rate is a promotional discount price offered to ad partners choosing to make Pickleball Magazine their exclusive print source. This ad rate would prohibit advertising in competing print publications for the term of this agreement.

FULL-PAGE

HALF-PAGE



TWO-PAGE SPREAD



RATES START AT

\$1,390

PER FULL PAGE