

Pickleball

MAGAZINE

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.

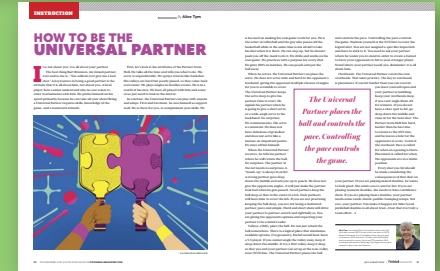
If your business is pickleball, or if you want to connect with the passionate audience of the hottest sport in the U.S., there's no better way than through Pickleball Magazine.

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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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.



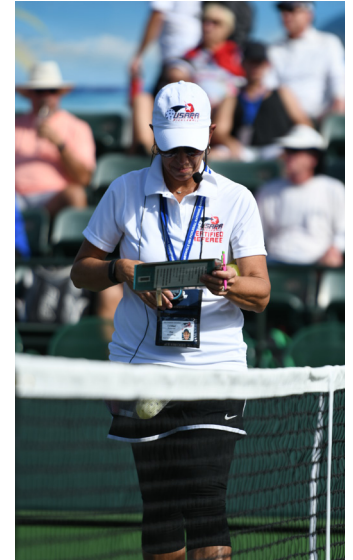
INSTRUCTION

LEAGUES & CLUBS



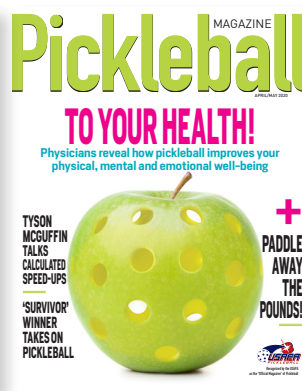
TOURNAMENT RESULTS
& SCHEDULES

EQUIPMENT & ACCESSORIES



RULES & REGULATIONS

PICKLEBALL MAGAZINE: 2025 EDITORIAL CALENDAR & DEADLINES



SIX BI-MONTHLY ISSUES

+

TWO SPECIAL PRODUCT ISSUES

Spring Instructional Guide, Fall Gear Guide

JANUARY/FEBRUARY

Ad Deadline January 6
Distribution Early February

MARCH/APRIL

Ad Deadline February 21
Distribution Late March

SPECIAL EDITION: INSTRUCTIONAL GUIDE

Ad Deadline March 28
Distribution Late April

MAY/JUNE

2024 US OPEN
(April 26-May 3)

Ad Deadline April 18
Distribution Late May

JULY/AUGUST

Ad Deadline June 13
Distribution Early August

SEPTEMBER/OCTOBER

Ad Deadline August 8
Distribution Mid-Sept

SPECIAL EDITION: GEAR GUIDE

Ad Deadline September 23
Distribution Late October

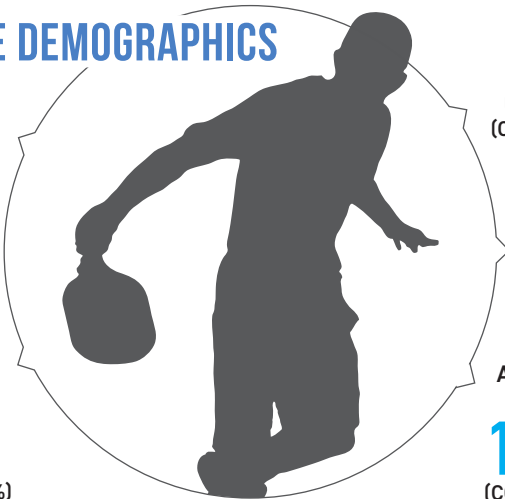
NOVEMBER/DECEMBER 2025 Nationals Issue (TBA)

Ad Deadline November 3
Distribution Mid-Dec

PICKLEBALL DEMOGRAPHICS

- There are **13.6 million PLAYERS**
Resulting in **+50% Two-year growth rate**
- **57% MALE** and **43% FEMALE**

AGE DEMOGRAPHICS



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

AGES 18-34
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
320,000
BI-MONTHLY CIRCULATION



Mailed to all new USA Pickleball members and thousands of subscribers



Emailed to more than 320,000 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 GRAD

33%
POST GRAD

PICKLEBALL MAGAZINE: NATIONAL AD RATES 2025

2.5 MILLION DISTRIBUTION

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

FULL-PAGE AD RATES

	1-3 Time	4-7 Time	8 Time
Inside Front Cover	\$4,900	\$4,500	\$3,900
Page 1	\$4,400	\$3,950	\$3,550
Page 2	\$3,990	\$3,590	\$3,390
Page 3	\$3,890	\$3,490	\$3,290
Page 4	\$3,690	\$3,290	\$3,090
Page 5, 7 or 9 (3 Spots)	\$3,090	\$2,790	\$2,450
Page 11, 13 or 15 (3 Spots)	\$2,890	\$2,490	\$2,290
Centerfold	\$5,500	\$4,900	\$4,500
Inside Back Cover	\$4,900	\$4,500	\$3,900
Back Cover	\$6,500	\$5,500	\$4,900
Full Page	\$2,500	\$2,200	\$1,990

RATES START AT
\$1,990
PER FULL PAGE

HALF-PAGE AD RATES

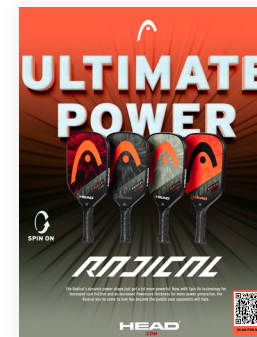
	1-3 Time	4-7 Time	8 Time
Half Page	\$1,800	\$1,600	\$1,400

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



PRINT SPECIFICATIONS

Full Page
Trim: 8.375" w x 10.875" h
Live Copy: 8.125" w x 10.625" h
Bleed: 8.625" w x 11.125" h

Back Cover
Trim: 8.375" w x 9.375" h
Live Copy: 8.125" w x 9.125" h
Bleed: 8.625" w x 9.625" h

Half Page
Trim: 7.5" w x 4.875" h
No Bleeds

All camera-ready art must be 300 dpi (.tif, .jpeg or press-ready PDF files accepted).
Full-page bleed ads must include .25" bleed with crop marks. Microsoft Publisher
Microsoft Word files are NOT accepted.