



MEDIA KIT

Zootennis.com, a website devoted to junior and college tennis, has become the primary source of news for over half a million unique visitors per year. In addition to daily news posts on topics of interest in junior and college tennis, zootennis.com's editor Colette Lewis provides live coverage of approximately 18 tournaments annually, with match reports accompanied by photos and videos.

A daily staple for more than 20 years, zootennis.com has established a reputation as the definitive source for junior and college tennis news among coaches, players, families and fans, providing maximum exposure to companies interested in reaching the sport's next generation.

Website Features:

- Daily news updates
- Breaking stories
- Live tournament coverage
- Exclusive interviews
- Photos
- Videos
- Comments from readers
- Daily email newsletter

Channels:

In addition to the website, zootennis can be found on:

X (@zootennis)

Bluesky (@zootennis)

YouTube (tenniskalamazoo)

Facebook (zootennis)

Press:

Articles by Colette Lewis have appeared in print editions of the New York Times, Tennis, Smash, Racquet Sports Industry, the US Open program and National Champions Magazine. Lewis contributes to the Tennis Recruiting Network website three times a month and appears as a frequent guest on the Cracked Racquets and No-ad No-problem podcasts.

Zootennis has been cited by espn.com, tennis.com, WTA, Tennis Channel, Sports Illustrated and many other tennis media outlets as a source of junior development expertise and reporting.

Editor Colette Lewis was named 2016's Junior Tennis Champion of the Year by Tennis Industry magazine and received the 2016 Fred Burns Media Award from USTA Midwest.

Demographics:

Zootennis readers come from over 100 countries, with the majority from the United States.

College-educated and more affluent than the average internet visitor (42% have annual incomes over \$100,000), zootennis readers are equally divided between men and women. It also has a high concentration of users in the 13-17 age group.

(source: Quantcast)

Ad Formats/Pricing:

Premium Placement Banner ad, above current post: \$2800 per year

300x250 with sidebar location: \$200 per month, 3-month minimum

300x600 with sidebar location: \$300 per month, 3-month minimum

Advertiser must supply ads in these sizes or smaller.

Advertising Policy:

Zootennis reserves the right to reject advertising that is not appropriate for young adults, including, but not limited to, betting/gambling, tobacco and alcohol.

All rates are quoted in U.S. dollars and are subject to change on an annual basis. Advertising does not imply an endorsement from zootennis.com.

Advertising space is limited and cannot be guaranteed available at time of inquiry.

Payment is required, in advance, through PayPal, Venmo, or by check/money order.

For more information, specific traffic/demographic numbers or any other questions regarding advertising, please contact:

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