

2009 MEDIA KIT

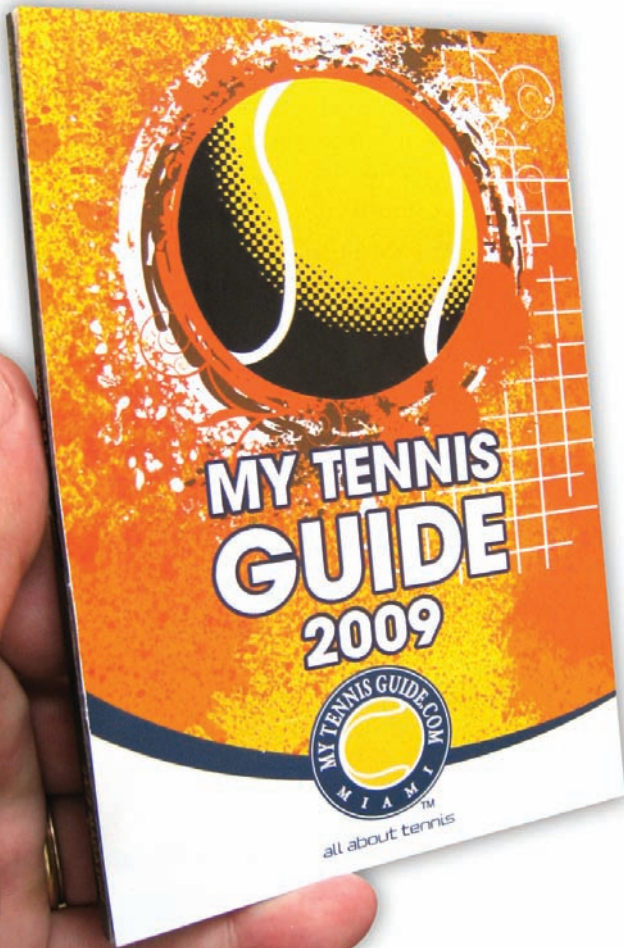


all about tennis

The first printed Tennis directory and web site for professionals, amateurs, or fans in South Florida. It covers everything from the first things to know to the top secret of the game.

2009 MEDIA KIT My Tennis Guide

- Compact, take along pocket size
- Exclusive distribution on tennis site
 - Tournament South Florida
 - Pro-shop
 - Specific tennis stores
- Yearly distribution of over 20,000
 - Specific distribution that is unmatched by any competitor
- Targets all tennis players in South Florida
 - Beginner
 - Intermediate
 - Advanced
 - Elite
 - Kids and adults



www.mytennisguide.com



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TENNIS IN NUMBERS ...



- **25.1** million Americans play tennis recreationally, up four percent 4% since 2006.
- **53.3** million play tennis occasionally, up (3%) since 2006 to annually.
- **5.25** million Frequent players (those taking to the court 21+ times annually), up 10% since 2003 now number.
- **10%** higher since 2003 and now outnumber frequent golfers!
- Players returning to the game (after an absence of at least a year) are up 9%.
- The median household income of members of the United States Tennis Association (USTA) is \$117,100.
* SOURCE: Nationwide telephone survey of 6,400 U.S. households conducted October-November 2007 by Sports
- **4.5** million of tennis racquets sales in 2007, up 40% since 2003.
- **3** million of YOUTH racquets sales, up 80% since 2003!
- Unit sales of tennis balls are up 3.3% in 2007 (17% since 2003).
* SOURCE: Tennis Industry Association
- **2** million people play tennis in Florida.



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MISSION ●●●

My Tennis Guide is a real reference for all Tennis players at all ages who need information at any steps from beginner to high performance level.

- Find the right coach for your child.
- Discover the perfect tennis club that match your expectations.
- A directory of all the tennis professional in South Florida featuring their services, programs and specific details.
- Advices from fitness trainer, nutritionist, all professional involved that could help in your tennis development.
- Have some famous professional who collaborates with us to open the different chapters

My Tennis Guide gathers all the Miami Tennis community of South Florida in one book.

Get involved to be part of this wonderful adventure.

BENEFITS ●●●

MY TENNIS GUIDE is found in all South Florida, it is the first sources of information for tennis players, parents with kids involved.

- The publication reaches your target demographic audience.
- Compact 4.125X6" size stays with the tennis players during their free time.
- The guide is easy to read and use
- Color coded sections (by subject/area)

FACTS ●●●

- Publication to reach over 20,000 people in South Florida
- Full color printing process on COVER

100 Lb Ambassador Gloss C2S Cover - PG TEXT - 80 Lb Coated - WHITE TEXT



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“My Tennis Guide” is distributed in all stores related to tennis, on tournament sites, in pro-shop.

PUBLISHER: StudioB advertising inc.

AD SALES CONTACT: Delphine Pardoux

● Every issue features:

- ☒ Interview of professional tennis players
- ☒ Tennis center/Tennis coach/Tennis academy directory (informartial)
- ☒ Professional advices
- ☒ Fitness
- ☒ Nutritionist/Healthy food/vitamin stores
- ☒ New Tennis equipment
- ☒ Tennis parent
- ☒ Summer camp
- ☒ Tennis resort
- ☒ Visa/immigration lawyer
- ☒ Tennis brands
- ☒ Doctor/surgeon specialized in tennis
- ☒ Physical therapist



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PRINTING SPECIFICATIONS:

Ship all materials to:

My Tennis Guide 7761 SW 103 place Miami FL 33173

For assistance: prod@mytennisguide.com

Ph. 305-510-5749

PREFERRED FILE FORMAT:

* PDF/X-1a

* No application files will be accepted.

The PDF/X-1a files must have:

* All fonts MUST be embedded (True Type fonts can not be used for Printing).

* The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

* All PMS colors MUST be converted to CMYK. No files with PMS colors will be accepted without prior notification.

* Resolution: 300 dpi

* All partial size ads must have position marks indicating bleed and trim.

* All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed. All marks must be outside the trim size document.

* Maximum ink density: 300 total

PROOF SPECIFICATIONS: A match-type proof must be submitted with the file

- Preferred proof is Epson, running color managed SWOP 3 profiles, on type 3 substrate.

- Kodak Approval, running color managed SWOP 3 profiles, on Somerset 100# or higher substrate.

INK SPECIFICATIONS: 4/C process/ Match colors available.

Binding specifications: Perfect bound

Printing method: Web offset.

Trim Size



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For specifications and shipping instructions, please contact Delphine Pardoux
Ph: 305 510 5749. Email: delphine@mytennisguide.com

SAFETY: 0.25 inch on each side. Minimum size knockout type should be 8 point.

DIGITAL AD REQUIREMENTS

MEDIA:

* PDF/X-1a submissions via mytennisguide server

Send us a request by email and we will send you the complete information

LABEL REQUIREMENTS:

Issue date, advertiser name, contact name and telephone number.

GENERAL MATERIAL DEADLINE:

Materials are due no later February 15Th .

To extended dadline, please contact tennis coach guide production department.

If you have any questions, please call Delphine Pardoux at MyTennisGuide.

Phone: 305 412 0858. Email: delphine@studiobadvertising.com

ELECTRONIC FILES:

All advertising materials must be furnished digitally. Advertising copy must arrive at publisher's offices by published deadlines and conform to publisher 's guidelines to qualify for discount and/or avoid production surcharges.

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YOUR ADVERTISEMENT ●●●

What information could you provide ?

About Us!

- * Tennis Center Info
- * Tennis Professional Staff
- * Evaluate Our Services and Programs

Adult Info

- * Class Information
- * Adult Drop-In Play

Junior Info

- * Class Information
- * Junior Program Pages
- * Tennis Parent Guide
- * Junior Tennis Instructor Volunteer Info

League Info

- * League Schedules
- * League Rules

Tournament Info

- * Junior Tournaments

Special Events

- * Jr. Development Tournament

Pro-Shop

- * Pro-Shop Info, Hours

Special Offer

- * Coupon



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DISTRIBUTION ●●●

"My Tennis Guide" is distributed

- Tennis Tournaments
March 09 through December 09

Ranked: Boys and girls (10-12-14-16-18)

- Rookie
- Local
- Super Series
- Designated
- Sectional
- National

My Tennis Guide is distributed on site during tournament

- Tennis center South Miami
- Tennis Stores
- Tennis Proshops
- Tennis Resorts

Circulation: 20 000 copies

