



MEDIA KIT 2026

Your Guide to Tennis

3.5M+

ANNUAL PAGEVIEWS

Organic-led traffic

400K

YT VIEWS/MONTH

66.8K subscribers

879K

IG VIEWS/30 DAYS

2.2% engagement

3,200

NEWSLETTER SUBS

High-intent readers

Reaching the most passionate, high-spending tennis audience in the world.

WHO WE ARE

Tennisnerd.net is a leading online resource for tennis related content. Founded over 12 years ago, we have grown from a passionate hobby project into a comprehensive guide trusted by thousands of serious players worldwide. We obsess over racquets, strings, technique and everything that makes tennis endlessly fascinating.

WHAT WE COVER

- **Gear Reviews**
Racquets, strings and shoes tested by real players
- **Tips and Tools**
Helping club players to improve their game
- **Tournament Content**
Grand Slams, ATP/WTA news, predictions and analysis
- **Buying Guides**
Expert recommendations for every level and budget
- **Community**
Patreon, newsletter, YouTube and Instagram

OUR AUDIENCE

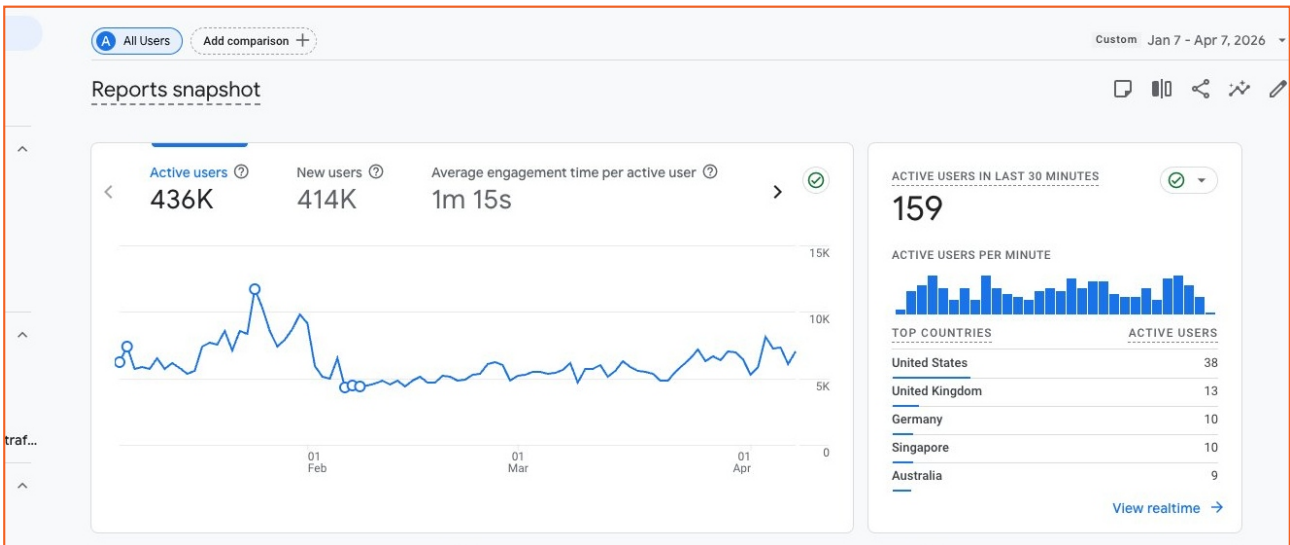


TOP MARKETS



REACH & CHANNELS

WEB	WEBSITE 934K pageviews — 3 month period, 2026	Strong organic SEO with 80%+ search traffic. High-intent audience actively researching gear and tennis content.
YT	YOUTUBE 400K views/month — 66,800 subscribers	Long-form reviews, string tests and player breakdowns. Highly engaged audience, 96% male, aged 25-54.
IG	INSTAGRAM 879K views/30 days — 33,100 followers	Gear content and tour news. 2.2% engagement rate (excl. promotions). Strong reel and story reach.
NL	NEWSLETTER 3,200 subscribers — ~40% open rate	Direct inbox access to our most loyal readers. High-intent, curated weekly gear and news digest.
PT	PATREON + YT MEMBERSHIP 690 Patreon — 189 YT members	Paying community members with exclusive access. The most brand-loyal segment of our audience.



Google Analytics — Jan 7 to Apr 7, 2026

PARTNERSHIP OPTIONS

Sponsored Content

In-depth articles or reviews on Tennisnerd.net with full SEO benefit. Authentic editorial tone.

YouTube Integration

Dedicated video, sponsored 60s segment, or product integration. Natural, trusted presentation to a highly engaged audience.

Newsletter Feature

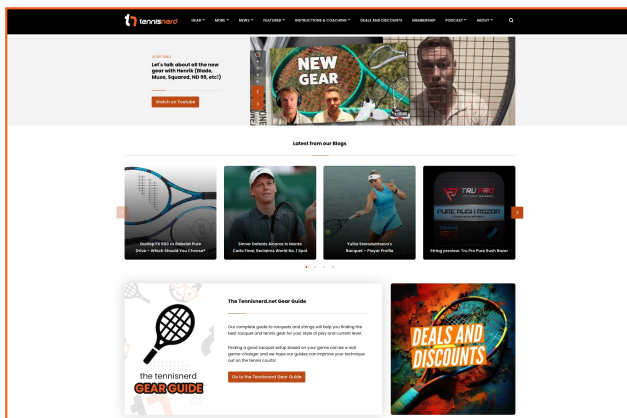
Featured placement to 3,200+ high-intent subscribers with ~40% open rates.

Social Media Campaign

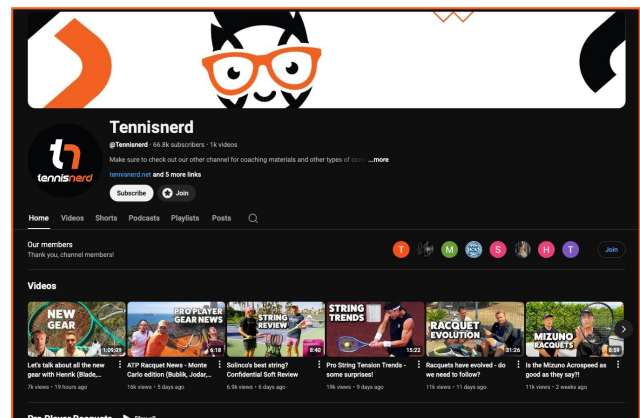
Instagram feed posts, stories and reels. Authentic gear-focused content that fits naturally in our flow.

Custom Packages

Multi-channel campaigns built around your objectives and budget. Reach out to discuss.



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