

# Seasonal Package: Tennis Season

Reach tennis fans and drive campaign outcomes with this seasonal package that combines premium supply with shopper insights!

With two of the biggest tournaments in tennis -- Wimbledon and the U.S. Open -- occurring this summer, This package allows you to reach an affluent, educated, active and passionate fan base.



## The Opportunity

Reach tennis lovers during this year's tennis tournaments. The U.S. Open is the fourth and final Grand Slam tennis event following the Australian Open, the French Open and Wimbledon. Wimbledon is the most famous tennis tournament in the world, with a total attendance of 515,164 fans watching at the 2022 Wimbledon Championships - the highest attendance in history. (Tennis Head)

Watching the matches isn't the only place to engage with consumers, aligning with publishers who indexed high on tennis-related content.

**3.6%**



**Global tennis economy had grown 3.6% year on year to approximately £5.94 billion.**

AdExchanger, June 2023

## Proprietary data signals to reach an active and passionate fan base.

### WHO ARE TENNIS FANS?

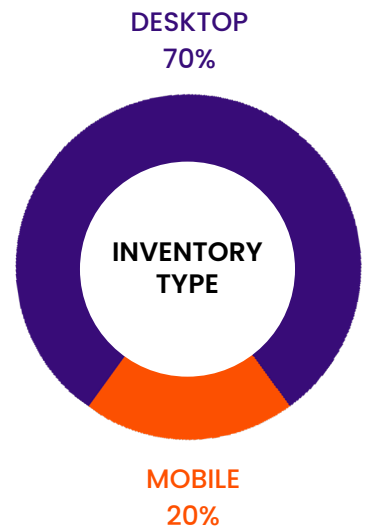
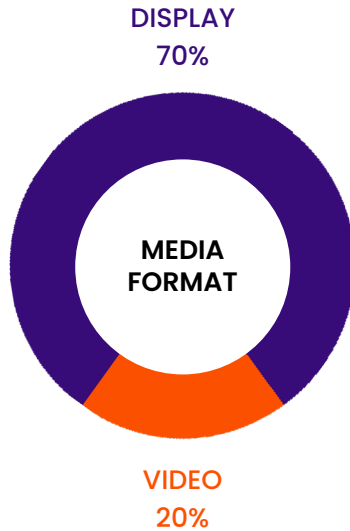
- 20% more likely to be female than the average sports fan
- 80% of tennis fans are college-educated, have an average HH income of over \$120K
- 42% more likely to respond after seeing a commercial on cable TV and 37% more likely after seeing an ad on a streaming app

### WHAT BRANDS DO TENNIS FANS LIKE?

- 3.3X more likely to buy/wear Ralph Lauren
- 4.4X more likely to drink Stella Artois
- 5.6% more like to fly British Airways



**219 billion**  
monthly  
Impression  
opportunities



TOP PUBLISHERS



TOP DOMAINS

espn.com	news.com.au	sports.yahoo.com	followsports.com
foxnews.com	sportskeeda.com	espnricinfo.com	esquire.com
thesun.co.uk	yoursportspot.com	bolasport.com	tokyo-sports.co.jp
dailymail.co.uk	L'Équipe - Sport en direct	nikkansports.com	allsportsdaily.co
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