



The Tennis Market

Active Marketing Group gives you the advantage with tennis players.

This document has been designed to provide you with:

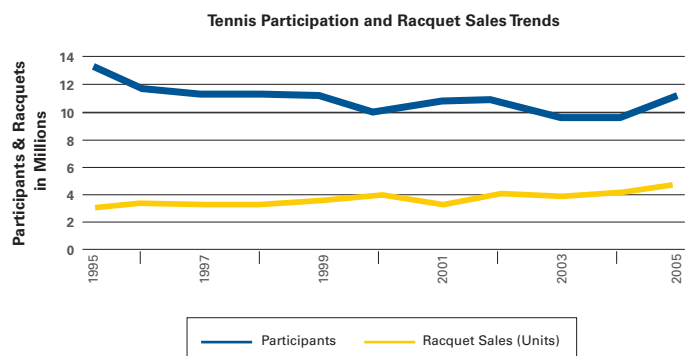
- Background information on the industry.
- An understanding of why these consumers are important.
- Programs and promotions that can be utilized to reach them.

This year more than 11 million Americans will play tennis and nearly 3 million of these participants will play frequently. Accessible to players of all ages and abilities, tennis attracts a valuable set of consumers that make it a multi-billion dollar industry.

Despite a decline in participation in the 1990s, tennis is currently enjoying a surge in interest from participants of all levels with more people turning to the sport for the health benefits, social interaction, and competition. In fact, with an 11% increase since 2000, tennis has seen the greatest participation change among traditional sports. Much of this growth may be attributed to the recent and significant efforts of the USTA to promote the game to the general public. The sport has attracted a more diverse range of participants in recent years, but the core players remain an active, educated, and affluent group. With \$925 million spent last year on tennis racquets, balls, and shoes, the sport is experiencing across the board increases that haven't been seen since the 1980s.

Perhaps now more than ever, advertisers are looking to tennis as an effective way to attract active, conscientious consumers with high disposable income and ample leisure time. To these consumers tennis is more than a game, it is a part of their lifestyle; it influences their priorities, habits, and purchasing decisions. From mass consumer brands like General Mills to luxury brands like Lexus, advertisers from all areas are using national sponsorships and localized events to target these coveted consumers. By working with Active, companies can gain unparalleled access to tennis participants and activate marketing programs that demonstrate measurable, effective results.

Recent increase in tennis participation and steady growth in tennis equipment sales have led to growing interest in this market.





Tennis Facts and Figures

68% of players say tennis is their favorite sport.

Why Tennis Players are Attractive to Marketers

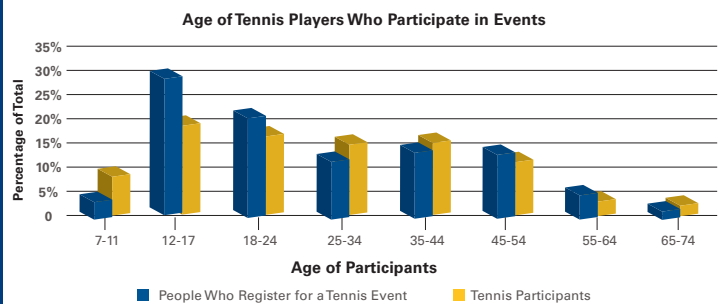
Tennis is considered a “lifetime sport” because it can be played by people of all ages. This is reflected in the segmentation of participants, as no one age group contains more than 20% of the total tennis playing population.

Tennis participants are also highly educated and affluent. 58% of adult tennis players have earned a college degree and 21% hold an advanced degree. The average household income among total tennis participants is \$73K and increases to \$81K for frequent participants. 26% of total players earn more than \$100K per year. These consumers also spend a significant amount of disposable income on leisure, technology, travel, cars, packaged goods, and financial services.

Frequent participants spend 48% of their playing time in a league setting.

Marketers use tennis as a way to reach active consumers from both genders, as 52% of participants are male and 48% are female. This distribution is fairly consistent across age groups. Also, while total participants are predominantly caucasian, 33% of all new tennis players are minorities.

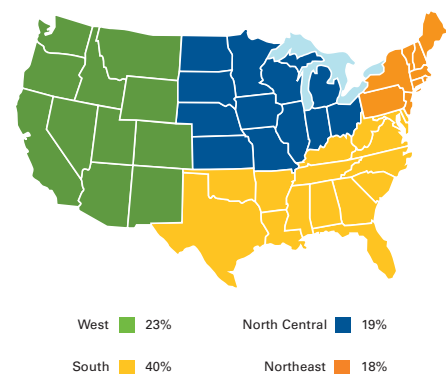
Tennis is a great way to reach athletes of all ages. It can also be an especially good way to reach affluent parents who spend a significant amount of time attending tennis events when their children compete.



Top 10 States by Number of Participants

State	Total Number of Participants
California	1,387,500
Florida	865,800
New York	743,700
Texas	527,250
Pennsylvania	455,100
Georgia	438,450
Illinois	416,250
New Jersey	394,050
Ohio	377,400
Minnesota	371,850

Tennis Participants by Region

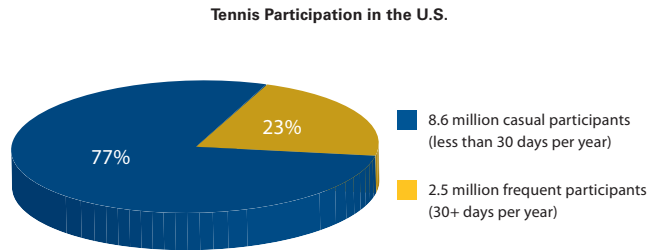


75% of participants play on public courts.

Tennis Facts and Figures

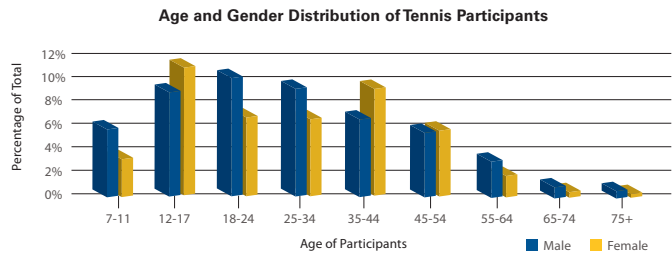
40% of tennis players have been at the sport for over 10 years.

There are more than 11 million tennis players in the U.S., including over 2.5 million frequent participants that play 30 or more times per year.



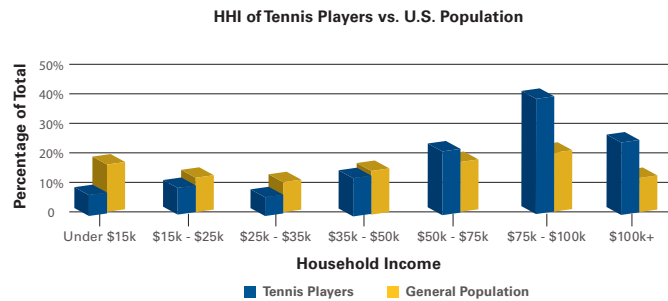
The median age of new participants is 15.

The average age of tennis participants is 32 and is consistent between genders. The average rises to 34 for frequent tennis players.



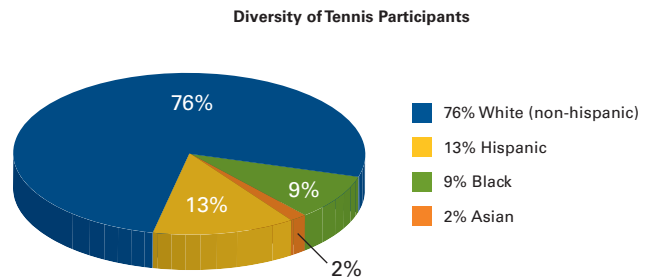
Women account for 63% of tennis related spending.

26% of tennis players have a household income above \$100K versus a national average of 12%.



33% of tennis participants live in suburbs versus the national average of 20%.

Diversity in tennis continues to increase, as minorities represent 33% of all new players.



New Player

24% of total tennis participants. Primarily 15-18 years old with a 50/50 gender split. 90% of new players play less than 30 times per year, and they play tennis mostly for exercise and fun.

Rejoiner

Participants who started playing tennis again after at least 1 year away from the game. 22% of total tennis players. 55% male, 45% female, with an average age of 31. Playing with friends and spouses is the top reason for returning.

Continuing Player

54% of total participants and main tennis enthusiasts. 57% male, 43% female, with an average age of 28-32. 75% are "regular" or "frequent" players and they are the most likely to play in a league.



Connecting with Tennis Players

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers.

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with millions of tennis players on a daily basis. We know what type of player they are, where they play, how often they play and what drives them in their free time. As part of The Active Network, Active Marketing Group has direct access to players that can be activated through online, offline, peer-to-peer and direct marketing programs. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Our Success Stories

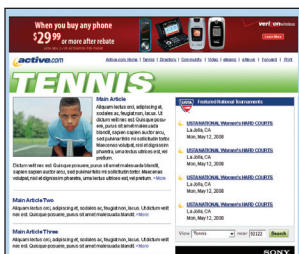
Over the years we've activated marketing programs that reach participants on behalf of leading brands, including:



Strategic Industry Partners



Active Tennis Newsletter



The Active Tennis newsletter contains articles featuring best practices, the latest techniques, strategies, ways to win and 5 USTA upcoming tournaments:

25,000 Subscribers
5 Featured USTA Events
Opt-in Subscription Process

Reaching Tennis Players Online

The Active Network includes leading online destinations for recreational and competitive tennis players. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching new training plans or preparing for the next tournament.

Active Network Advertising Opportunities

Standard IAB Units including Rich Media
Custom Sponsored Sections
Newsletter Communications
Promotional Emails
Annual Editorial Features
Video, Blogs and Community

Active Network Sites That Reach Active Consumers

100 million monthly page views
5 million monthly unique visitors
18 million registered users
7 million opt-in email addresses
55,000+ events listed on Active.com
5,000+ cities with event locations
16.2 minutes average user session
\$47.75 average online transaction

Reaching Tennis Players Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of tennis facilities and events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

Thousands of Partners
Capacity to Distribute over 500,000 Samples
Geo-targeting, Gender Targeting

Event & Sponsorship Activation

Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Influencer Marketing Programs
Sports Specialty/Retail Programs
Club Seminars/Promotions

Research & Consulting Services

Online Research Studies
Focus Group Recruiting
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies from 2004 through 2007.