

tenis MAGAZYN

www.tenismagazyn.pl



PUBLISHING HOUSE



FOR PEOPLE WITH PASSION

NATIONAL LIFESTYLE MAGAZINE POPULARING THE IDEA OF AN ACTIVE LIFE.
TENIS MAGAZYN INSPIRES YOU TO MAKE WISE CHOICES.



tenis MAGAZYN



TENIS MAGAZYN is a nationwide press magazine with an active website www.tenismagazyn.pl and social media. We are a partner with Polish Tennis Association.



We are producing **10.000** magazines



FOR WHOM WE ARE WRITING:

OUR READERS are enthusiasts of an active lifestyle with a stable professional position, aware and demanding consumers interested in new trends, looking for products that combine quality with usability.



POLISH TENNIS ASSOCIATION

TENIS MAGAZYN cooperates with the Polish Tennis Association co-editing with them and with provincial tennis associations TENNIS OPEN POLAND supplement (regional overview of the events in the magazine)



WHAT MAKES US UNIQUE?



READERS. Selected group of recipients



METHOD OF DISTRIBUTION. Thanks to the cooperation with the Polish Tennis Association and provincial tennis associations we reach directly clubs and tennis centers all over Poland. We rely on several distribution pillars:

1. Tennis clubs and centers in Poland.
2. EMPIK stores / website www.empik.pl. (one of the largest bookstore chains in Europe)
3. Sale via the website: sklep.tenismagazyn.pl.
4. Tennis tournaments and meetings all over Poland
5. Subscription.



MEETINGS. "Tennis Magazyn" is a media partner, organizer of events integrating professional circles, including:

- Polish Architects' Championship,
- Polish Lawyers' Championship,
- Doctors' Championship.

"Tennis Magazyn" cooperates with professional tennis associations, incl. with the Actors' Tennis Club, which brings together the stars of the Polish scene theater and film.

TOPICS. We popularize an active life model.



TENNIS STYLE. We present famous and valued people who share a common passion. We present fashion and style. We write about the elite passion of tennis among people of art, science and business.



SELECTED TARGET GROUP

ACTIVE READER PROFILE:

Average age: 37

High social status

Active in social and professional environment

WE OPERATE IN REGIONAL POLAND

We present tennis on a regional and local level.

We popularize amateur tennis.

We support and write about tennis for the youngest.

We popularize an active life model.



CIRCULATION: **10,000** copies

FORMAT: 210 x 285 mm

VOLUME: **260** pages



TRUST

According to a study by Johnston Press, the ratio consumer confidence for print advertising is 61% compared up to 42% for online advertising.



ENGAGEMENT

An eye tracking study published by PBC proves that advertising a press release published in the right context engages readers more than any other media. According to Demoskop data, a press advertisement has one of the lowest irritation rates.



BRAND PERMANENT

Press advertising is not limited by the time of emission or the number of views. The reader's contact with the ad may last as long and as often as possible it arouses his interest. This makes it easier to consolidate your brand image in the mind of the consumer.



22,000 followers



Daily interaction with our readers



Connection between social media
and the website www.tenismagazyn.pl



Active website www.tenismagazyn.pl

Daily news and new information

Approx. 60,000 visits per month to the website



Advertising Bonus

on the website www.tenismagazyn.pl
and on the Facebook profile.