



2021 Media Catalog

**Connect with
Active Tennis
Consumers**



Letter from Lisa



Lisa Stone

Welcome to ParentingAces, a direct access point for you to reach Active Tennis Consumers!

ParentingAces.com has become the primary Junior and College Tennis resource for over 50,000 unique visitors per month.

The mission of ParentingAces is to help educate junior and college tennis parents (and coaches) as they navigate the murky waters of junior tennis development, competition, and college recruiting.

Our audience, as you will see in the following pages, is hungry for products and services not only to serve its developing young players but also to feed an upscale lifestyle. The ParentingAces brand attracts the 35+ buyer with the education, desire, and disposable income to become your best next customer. Gen X (ages 36-54 years old) are the 2nd largest group of spenders with a \$357 billion annual spend. That is precisely our target as well as yours.

A junior and college tennis staple for more than eight years, ParentingAces has established a reputation as the definitive source for junior and college tennis advice and guidance among coaches, players, families and fans, providing maximum exposure to companies interested in reaching the sport's next generation and their parents.

We want to use our media assets to drive awareness, leads, and trial of your solution, and we've created this media catalog to showcase our properties and audience. We would love the opportunity to create a custom proposal for you with how we'd like to work with you in 2021.

Thank you for the opportunity to help you exceed your goals in the next year. I will reach out soon to answer any questions or, if you want to get started sooner, drop me a line at **lisa@parentingaces.com**.

Connect with Active Tennis Consumers



Content

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Our Community

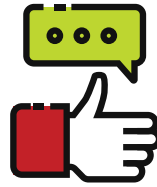
Audience



16,000
website members



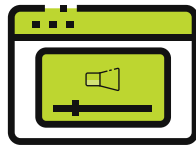
10,000
email subscribers



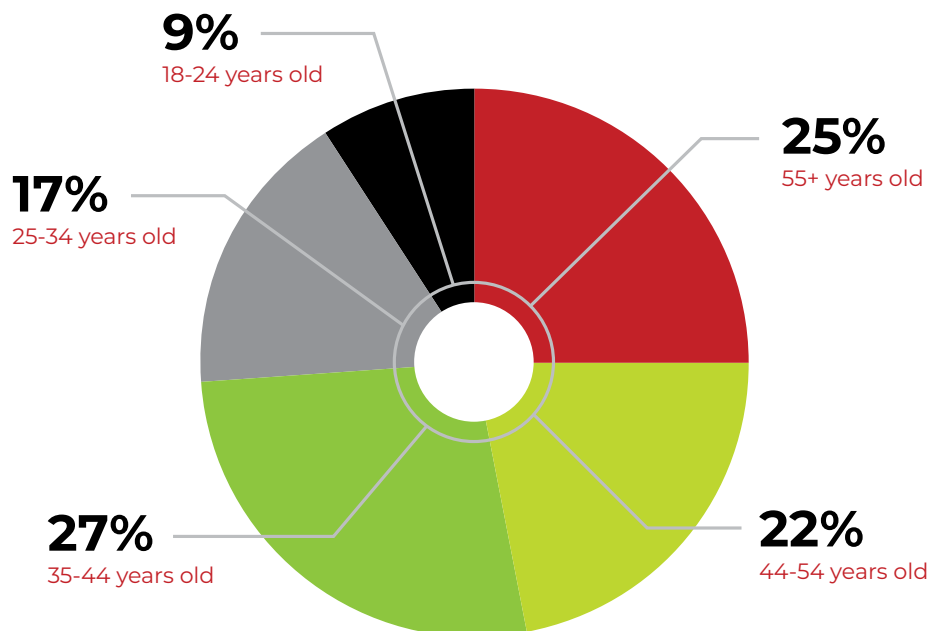
10,000
social media
followers



16,000
monthly unique
visitors



1,000,000
podcast downloads



Our Community

Gender _____



46%
Male



54%
Female

Interests _____

Sports

Personal Finance

Business

Brand Name Shopping

Education

Your Market Is Our Audience

95,000

active tennis
junior competing
in over 26,000 US
tournaments per
year

300,000

high school tennis
players competing
annually

10,000

18-and-under junior
tennis players in
college recruiting
pool competing for
over \$850 million
in total scholarship
dollars



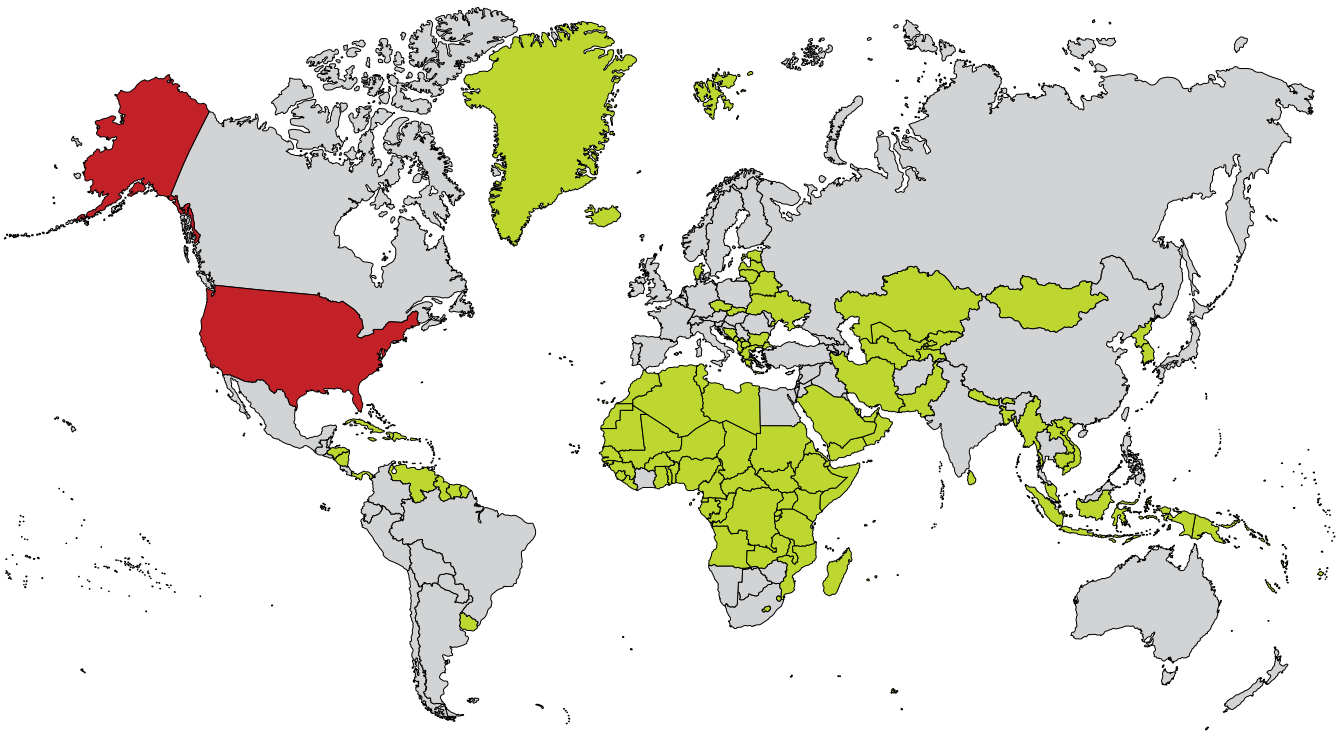
Demographics

ParentingAces listeners come from over 125 countries with the majority in the US.

(Source: LibSyn)

College-educated and more affluent than the average internet visitor, the ParentingAces audience is almost equally divided between men (52%) and women (48%) with average household incomes in excess of \$150,000. The majority have at least a college degree and are between the ages of 45-54 though a significant percentage are in the prime influencer years of 18-24.

(Source: Quantcast)



Get In Front of Decision-Makers



41% of the ParentingAces audience work in a Manager or Supervisor Role

31% own homes valued at \$200,000 or above

97% own investments in mutual funds, real estate, stocks & bonds, or other properties

86% of the ParentingAces audience are a decision maker in their profession

Sponsorship Opportunities

ParentingAces Podcast

Our weekly show has been running for 9 seasons and has over 400 episodes and a guest list that is truly the Who's Who of Junior and College Tennis. ParentingAces is hosted by Lisa Stone and uses an interview format to share the latest information with its audience of Tennis Parents, Tennis Players, and Tennis Coaches.

ParentingAces Podcast

Format

1. 45-60 minutes
2. Guest introduction
3. 30-second Sponsor Live Read
4. Guest interview
5. 15-second Sponsor Thank You

Each episode of ParentingAces is produced and edited by the ParentingAces Media Team. Each episode (including your ad and link) will also appear as a post on ParentingAces.com as well as on the ParentingAces YouTube Channel. This will generate many thousands of additional, highly-targeted impressions for sponsors.

You will be a primary sponsor on all episodes of the show. Each episode includes a 30-second live read from Lisa Stone with a call-to-action linking to whichever online URL or resources you prefer. You may change your live read and call-to-action as often as you like at no additional charge.

As a sponsor, you are also encouraged (but not required) to recommend guests to appear on the podcast. Your clients, prospects, partners, etc. are welcome, provided the conversation remains relevant to the show theme. Our production team will work with you on guests.

Sponsor Benefits

DIAMOND

- Sponsor appoints a subject matter expert to serve as guest host
- One opening 30-second live ad read by Lisa Stone
- Closing Diamond Sponsor mention preceding gold sponsor mentions
- Youtube description field text ad and link on webinar replay
- Text ad and link in one ParentingAces Podcast replay email
- Twitter account @ mention in one advance tweet
- User or Company tag in one replay LinkedIn post
- Company page tag in one replay Facebook post
- Remarket a qualified audience with high purchase intent using our website pixel
- Only one diamond sponsorship opportunity

GOLD

- One 15-second supporting sponsor live read by Lisa Stone
- Closing supporting sponsor live read by Lisa Stone
- Text ad with single anchor link on the ParentingAces Podcast homepage
- Remarket a qualified audience with high purchase intent using our website pixel
- No more than 2 supporting sponsors per episode

Rates

Sponsorship Category	Monthly	Quarterly	Annual
Diamond (exclusive)	\$2,500	\$5,250	\$19,500
Gold (no more than 2)	\$1,100	\$2,310	\$8,580

Podcast Statistics

65% are more willing to consider products and services after hearing about them on a podcast.

63% opinions of a company is more positive when they hear it mentioned on a podcast they listen to regularly.

60% prefer to buy products from companies that advertise on podcasts they listen to.

61% find host-read sponsorship messages useful.

42% have considered a sponsor's product or service.

45% visited sponsor's website.



Source: www.iab.com/wp-content/uploads/2016/09/IAB-Edison-Research-Podcast-Advertising-Study.pdf

Podcast Editorial Calendar

JAN <ul style="list-style-type: none"> • The Mental Game • Proper Hydration • Special Events 	FEB <ul style="list-style-type: none"> • College Recruiting • The Mental Game 	MAR <ul style="list-style-type: none"> • Focus on Junior Coaching & Development • Summer Tennis Camps • Indian Wells/Miami
APR <ul style="list-style-type: none"> • Gearing up for Summer 	MAY <ul style="list-style-type: none"> • French Open 	JUN <ul style="list-style-type: none"> • Wimbledon
JUL <ul style="list-style-type: none"> • National Clay Courts 	AUG <ul style="list-style-type: none"> • National Hardcourts • US Open 	SEP <ul style="list-style-type: none"> • Preparing for USTA Changes
OCT <ul style="list-style-type: none"> • Holiday Gift Guide 	NOV <ul style="list-style-type: none"> • College Signing Day 	DEC <ul style="list-style-type: none"> • Winter Nationals



Awards/ Testimonials

Awards



Testimonials

“Tremendous resource for juniors, parents, and tennis enthusiasts. Thanks, Lisa for having some of the top minds in our game on your podcast and providing great insight for kids and parents and for always being an advocate for our great sport.”

Manuel Diaz, Men's Head Coach, University of Georgia

“I was fortunate to discover ParentingAces when I began the tennis parenting journey a couple years ago. Lisa's wisdom and passion for junior and college tennis is undeniable. The weekly podcast provides a window into some of the best minds in tennis. From a variety of perspectives, the podcast covers everything from lessons learned from other tennis parents (including Steve Johnson, Sr. and Tracy Austin), life on the tour, goal setting, finding the right coach, tournament prep, and maximizing your time on the court. It is always worth a listen – there's always something to learn. With the ParentingAces podcast and website, there is no excuse for any tennis parent to say 'I don't know' – Lisa has the answers!”

Scott Colson, Tennis Parent

“Lisa Stone of ParentingAces is one of the most passionate people that I have come across in tennis media. Her blog provides deep insight into junior and college tennis. ParentingAces is a notable source for educating tennis parents.”

Stephen Amritraj, Chief Tennis Officer, UTR

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