



**National Media Spots Inc.**

**PH: 888-879-8088**

**success@nationalmediaspots.com**

**www.nationalmediaspots.com**



## **Network Profile**

Tennis Channel is the only television multi-media destination to both the professional sport and tennis lifestyle. A hybrid of comprehensive sports, health, fitness, pop culture, entertainment, lifestyle and traveling programming, the network is home to every aspect of the worldwide tennis community. With the most concentrated single-sport coverage in television, Tennis Channel has rights to all four Grand Slams, as well as most top-tier tour competitions and more. Tennis Channel was purchased in 2016 by Sinclair Broadcast Group, the largest owner of TV stations in the U.S.

### **Gender**

Male	51%
Female	49%

### **Household Income**

Median Income	\$84.5K
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\* Tennis Channel has the most affluent audience in all of television, attracting a well-educated, influential and active audience. Unique to sports networks, Tennis Channel offers the only balanced adult buy in sports, reaching both male and female decision makers.

\* Advertisers' brand messages thrive on Tennis Channel in one of the most uncluttered environments in all of U.S. television. Tennis Channel's short commercial breaks separate a brand's message from its competitors while offering more "A" positions for your commercials.