

General Information



Tapping the Power of the “Fifth Grand Slam”

TENNIS Magazine is proud to be part of The Tennis Company, a strategic partnership whose assets include not only the leading media platforms devoted to the sport but also the legendary tournament at Indian Wells, a premier event in professional tennis

for 30 years. In partnership with the BNP Paribas Open at Indian Wells, TENNIS Magazine and TENNIS.com can provide unique, integrated, multi-media marketing opportunities to our advertising partners – programs designed to resonate powerfully with tennis players and fans across the globe.

About the BNP Paribas Open at Indian Wells ...

- March 9-22, 2009 – Indian Wells, California
- Formerly the Pacific Life Open
- The most-attended tournament outside the 4 Grand Slams, with 330,000+ spectators in 2009, more than the Sony Ericsson tournament in Miami (with 293,000+ attendees)
- One of only 2 events outside the Grand Slams featuring both men and women in a 2-week format
- 250 of the game’s premier players compete
- State-of-the-art stadium, with 16,100 seats
- Located in the heart of the Coachella Valley’s Palm Springs area, a 2-hour drive from Los Angeles

... and its Influence

- Total hours of broadcast: 2,800 (inclusive of live, delay, repeat, news feeds, highlights and magazine shows)
- Cumulative audience: 266 million
- Total impressions: Estimated 5.5 billion media impressions through the total media coverage of the 2009 tournament
- Media Attendance: Approximately 500 media representing 15 nations
- Newspaper Coverage: Coverage in the top 50 newspapers in the United States including: USA Today, NY Times, LA Times, etc.
- Internet Exposure: 73 million page impressions and 2.2 million unique viewers



PHOTOS: MICHAEL BAZ, APRIL GRAHAM



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