



Women's Tennis Blog - Media Kit

Got a product or service that you want to reach out to tennis players and fans? Then Women's Tennis Blog is the right platform to advertise it. Below you'll find specifications.

General

Women's Tennis Blog was launched on March 31, 2008, and has been regularly updated ever since. Over time we have earned great reputation, many loyal readers, as well as No.1 rank on Technorati when it comes to tennis blogs.

Women's Tennis Blog has over 2,250 posts categorized into 116 categories, which are divided into two types: "Players" and "Tournaments".

Number of Unique Visitors

The site's traffic mostly depends on the tennis season, but also on some breaking news about women's tennis players. For instance, during Grand Slams it can reach 16,000 unique visitors in a day, while in December 2010, during the off-season, it had 32,000 unique visitors. The largest spike in traffic (35,342 unique visitors) came on February 25, 2011.

Women's Tennis Blog has 840+ RSS/email subscribers.

Visitor Location

Women's Tennis Blog attracts people from almost every country in the world. The majority of our readership originates from the United States, followed by the United Kingdom, Australia, and Canada.

Traffic Sources

In the past 12 months, our visitors mostly found us through search engines (48%), 41% were direct visitors, 9% came via referring sites, and 2% is other traffic.

Awards

In January 2010, Women's Tennis Blog won the Best Tennis Blog award in the annual Baseline Awards.

<http://www.onthebaseline.com/2010/01/01/the-2009-baseline-awards-presented-by-rebounces-winners/>

Advertising Options

We can discuss a wide range of advertising options, including brandwraps, but here are some most common ones:

125x125 banner located on top in the right or left sidebar

728x90 banner located above header

300x250 banner located below the first post

160x600 skyscraper ad

Cooperate with Us

For all further questions and additional details of your advertising campaign please contact me directly using the following contact form

<http://www.womenstennisblog.com/contact/>

Sincerely,

Marija Zivlak

Editor

Women's Tennis Blog