

RSi

RACQUETSPORTS INDUSTRY

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2026 RSI Ad Rates

| Four Color | 1X | 5X | 10X |
|-----------------|---------|---------|---------|
| Full Page | \$8,274 | \$7,434 | \$7,035 |
| 1/2 Island | \$5,513 | \$5,294 | \$5,002 |
| 1/2 page | \$5,112 | \$4,601 | \$4,351 |
| 1/3 page | \$4,081 | \$3,274 | \$3,097 |
| 1/6 page | \$2,811 | \$2,394 | \$2,211 |
| | | | |
| | | | |
| Covers* | 1X | 5X | 10X |
| Inside, 4-color | \$8,812 | \$7,935 | \$7,496 |
| Back, 4-color | \$9,918 | \$8,907 | \$8,422 |

* covers are non-cancelable

AD SIZE SPECIFICATIONS

| Page size | (width x height) |
|------------------------|------------------|
| Full (bleed) | 8-3/8" x 11-1/8" |
| Full (non-bleed) | 7-1/4" x 10" |
| One half (Horizontal) | 7-1/4" x 4-7/8" |
| One half (Island) | 4-3/4" x 7-1/4" |
| One third (Square) | 4-3/4" x 4-7/8" |
| One third (Vertical) | 2-1/4" x 10" |
| One sixth (Vertical) | 2-1/4" x 4-7/8" |
| One sixth (Horizontal) | 4-7/8" x 2-1/4" |

Trim size: 8-1/8" x 10-7/8"

Publication specs:

Binding: Saddle stitched; 60-pound premium-grade gloss-coated white stock. Produced using direct-to-plate technology.

File format: Adobe Photoshop EPS, TIF or PDF, resolution 300 DPI

All files/ads must be submitted with printed laser in the colors appropriate for the number of colors being used in the ad along with all fonts and support files needed for output. RSI cannot be responsible for the quality of the printed image if the DPI isn't appropriate.

Note: Files requiring manipulation or modifications by the printer may be subject to additional charges. RSI is not responsible for ads that exceed the size specifications outlined above if copy falls into trim areas of the publication.

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2026 Editorial Calendar

The editorial calendar is an outline of each issue's primary features. Every issue of RSI Magazine will contain timely and pertinent information on the racquet sports industry. Departments and areas we cover include: Industry News, Racquet and Paddle Sports Coverage, Pickleball, Apparel, Court Construction, Marketing Tips, Retailing, Management, String Playtest, Stringing Tips & Techniques, Industry Profiles, Indoor Racquet Sports and more. Articles and issues subject to change.

January 2026

- Champions of Tennis Awards

Space closes Nov. 1, 2025

Materials due Nov. 15, 2025

February 2026

- Outstanding Tennis & Pickleball Facilities of the Year Awards
- Retail Stars
- Health & Fitness
- Padel Equipment

Space closes Dec. 1, 2024

Materials due Dec. 15, 2024

March 2026

- New for 2026: Racquets, Paddles, Strings, Apparel, Shoes
- USRSA String Selector Guide
- Court Construction & Maintenance

Space closes Jan. 1, 2025

Materials due Jan. 15, 2025

April 2026

- Champions of Pickleball Awards
- Outdoor Tennis/Pickleball Facilities
- Sunglasses/Sun Products
- Squash

Space closes Feb. 1

Materials due Feb. 15

May 2026

- National Tennis Month
- Racquet Selector
- Help Your Customers Find the Right Gear
- Court Reservation/Management Platforms

Space closes March 1

Materials due March 15

June 2026

- National Junior Tennis & Learning (NJTL) Stars
- Industry Research
- Residential Courts
- Selling Footwear

Space closes April 1

Materials due April 15

July 2026

- Guide to Tennis/Pickleball Ball Machines
- String/Racquet Customization
- High School Coach Stars
- Accessories

Space closes May 1

Materials due May 15

August 2026

- Guide to Stringing Machines
- Adaptive/Wheelchair Tennis Stars

Space closes June 1

Materials due June 15

September/October 2026

- Section Stars
- Retail Success

Space closes July 1

Materials due July 15

November/December 2026

- Apparel for Spring 2027
- Footwear for Spring 2027
- Pickleball Equipment Guide
- Platform Tennis

Space closes Sept. 1

Materials due Sept. 15

January 2027

- Champions of Tennis

Space closes Nov. 1

Materials due Nov. 15

(Editorial Calendar
subject to change)

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RSI print and digital editions reach more than 30,000 tennis and sport specialty shops, department store buyers, sporting goods stores, tennis clubs, country clubs, multisport clubs, hotels, resorts, real estate developments, municipalities, schools, colleges, importers & exporters, manufacturers, all members and digital newsletter subscribers of the USRSA, RIRG, PTR and RSPA and Executive Staff and Sectional Board Members of the USTA. Bonus distribution available at industry events and trade shows throughout the year.

www.tennisindustrymag.com * email: peter@acepublishinggroup.com