



Media Kit

2026





America's fastest-growing sport is now truly mainstream:

30M+

**recreational players in 2025
(+44% YoY)**

48.3M who have played at least once(APP) & 2025 participation at 24.3M (up from 19.8M in 2024 SFIA).

Core players (our demo) = 7.5M

65+

still largest demo block at 16.1%

25-34 is second largest at 15.8%

Youth adoption >1M in a single year

+55%

increase in facilities YoY

\$855M+ still needed to meet demand

Our lane: 100% recreational-player focus. No pro-tour noise - just the players who spend.

Built for the **every day player** – the people who **play, obsess, & buy.**

NEWSLETTER

The five-minute edge on everything pickleball, sent every Monday, Wednesday, Friday. Smart, actionable, sponsor-ready.

WEBSITE + COMMUNITY

Home base for players who want answers and real connection - not noise.

SOCIAL + VIDEO

Bite-size coaching, culture, and gear content optimized for trust, taset conversion & retention.

TRIPS + EXPERIENCES

Curated group getaways, meetups, and on-court programs that feel pro, not packaged.

One brand. One audience. Every channel a recreational player actually uses.



The sports most engaged players - lovingly called pickleball fanatics

38,000+

NEWSLETTER SUBSCRIBERS

83% in the U.S. — growth accelerating in 2026

276,000

EMAILS OPENED / MONTH

a July 2026 record

56%+

OPEN RATE

83% in the U.S. — growth accelerating in 2026

30,000+

CLICKS PER MONTH

across site, social & newsletter

35,000+

SOCIAL FOLLOWERS

Instagram, Facebook, TikTok, YouTube

2,900+

SURVEY COMMUNITY

players who tell us how they buy



Marketers call them *mass affluent.* We call them **pickleball fanatics.**

Experienced, discerning, financially secure players. They value quality, reward brands with loyalty, and spend on anything that improves their game and keeps them on court.

Audience polls and platform analytics, 2025-2026.

96%

over 45 - the age group with
time to play and money to spend

41%+

have household income
above \$90,000

71%

play at least 2-3 days per week

65%

have played for more than a
year - invested, not curious

49 / 51

female/male - a genuinely
balanced audience

83%

U.S. based audience with
growing international cohort



Our fanatics spend over **\$19 million a year** on, in & around pickleball.

38,000 subscribers × \$520 - the *lowest* published estimate of what one player spends per year.

3 in 4

buy a new paddle at least
once per year

1 in 3

own 4 or more paddles

50%

buy directly from the
paddle brand

85%

recommend paddles &
evangelize brands

Reader survey: 2,931 responses across four seasonal waves, Fall 2024–Fall 2025.



Our subscribers inbox is your next growth engine.

Powered by [Brand]

Primary newsletter sponsorship - your brand atop every send.

Secondary placement

A dedicated block for your product, offer, or story

Quick Dinks mention

Native placement inside the section readers skim first

Dedicated send

The full list, your message only - our highest-impact send



Pickleball drama alert! JOOLA's Gen 3 paddles are at the center of a class action settlement — yep, those very paddles with big-name pros on the label. If you own one, you could be eligible for a refund or gift code. Details in our Quick Dinks section (and yes, there's paperwork 🙄).

Plus: slice serves, style, slow play, and 3-on-3 chaos!

Today's Top Stories:

- How to Hit a [Slice Serve](#)
- The [Best-Looking Paddles](#) in Pickleball
- Can You Take Too Long Between Points? ⌚
- Don't [Teach Kids Pickleball](#) Like Adults
- 3-on-3 Pickleball?!



How to Hit a Slice Serve in Pickleball





The relationship doesn't end at the inbox.

Group Getaways

Pickleball Getaways catering to our most fanatical subscribers. Expertly curated & perfect for IRL brand exposure.

35%+

of trip leads become booked travelers



Social + Video

Coaching clips, gear content, and custom series across Instagram, Facebook, TikTok, and YouTube.

35,000+

followers across platforms

1.3MM+ Views/Year

branded series and integrations

On-Court + Community

Coached open play, meetups, and a member community where players compare notes - and gear.

IRL Brand Moments

plus the content production capability to expand reach

Trusted

coach-led recommendations



Player, coach & industry research

Seasonal reader surveys cover paddle use & buying habits, injuries, injury prevention & recovery activities, and deep demographic insights that inform both our editorial efforts and brand partnership strategies.

EXAMPLE INSIGHTS: FIVE KINDS OF PADDLE BUYERS IN THIS AUDIENCE

Control Seekers

Win with placement and patience - touch, accuracy, big sweet spot.

Power Players

Aggressive hitters who want pop off the face and speed through the air.

Spin Enthusiasts

Use spin to control rallies - texture and grit matter most.

Balance Seekers

All-court players who refuse to trade power for control.

General Users

Upgrading for comfort, durability, and confidence.

Jumpstart surveys

Discover the insight before the campaign

Custom audience polls

Your questions, our readers, fast turnaround

Co-branded insights

Reports and content built on real player data



You're in good company...

Franklin

Sandals

Beaches
CARIBBEAN RESORTS FOR FAMILIES


DIADEMTM
PICKLEBALL

**CUR
REX**[®]


OMBROIZ
ARMLESS-SUNGLASSES

 **PickleballCentral**.com

 **UTR SPORTS**

 **ATI**
PHYSICAL THERAPY

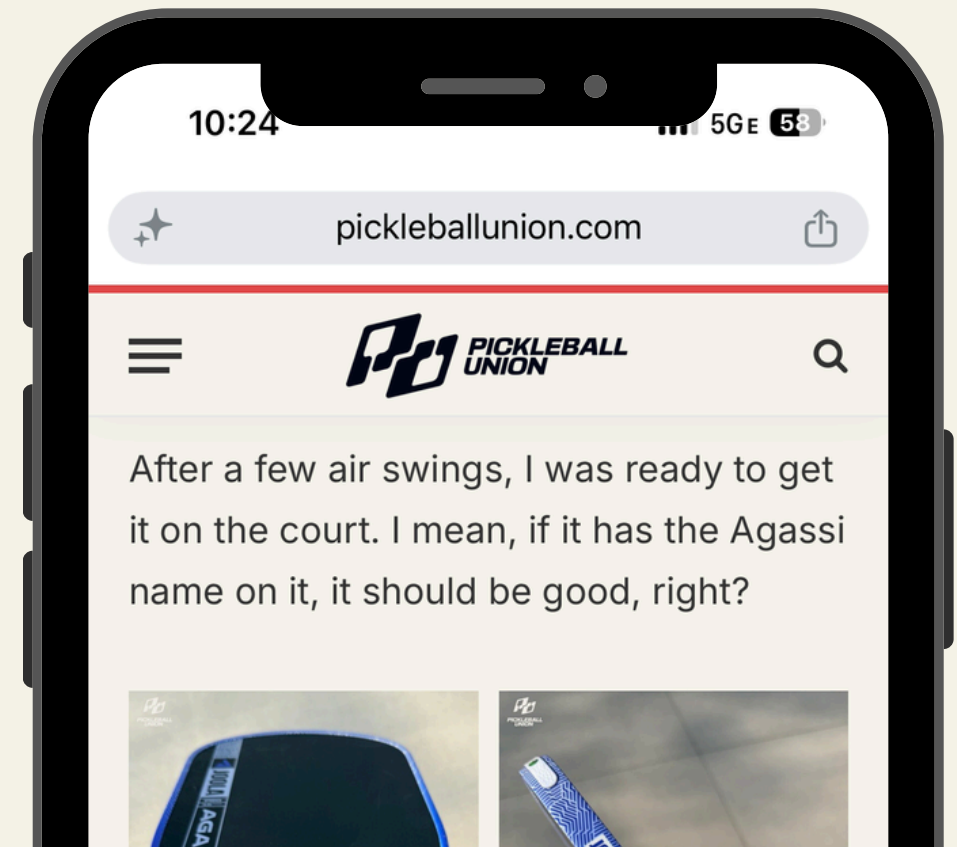
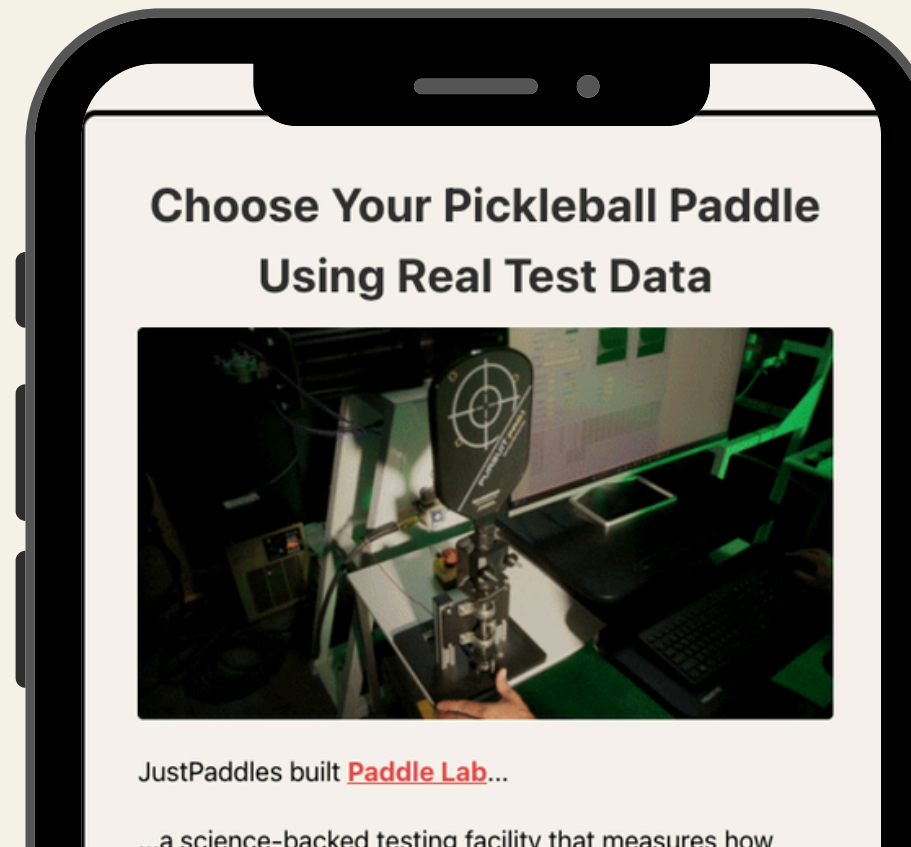
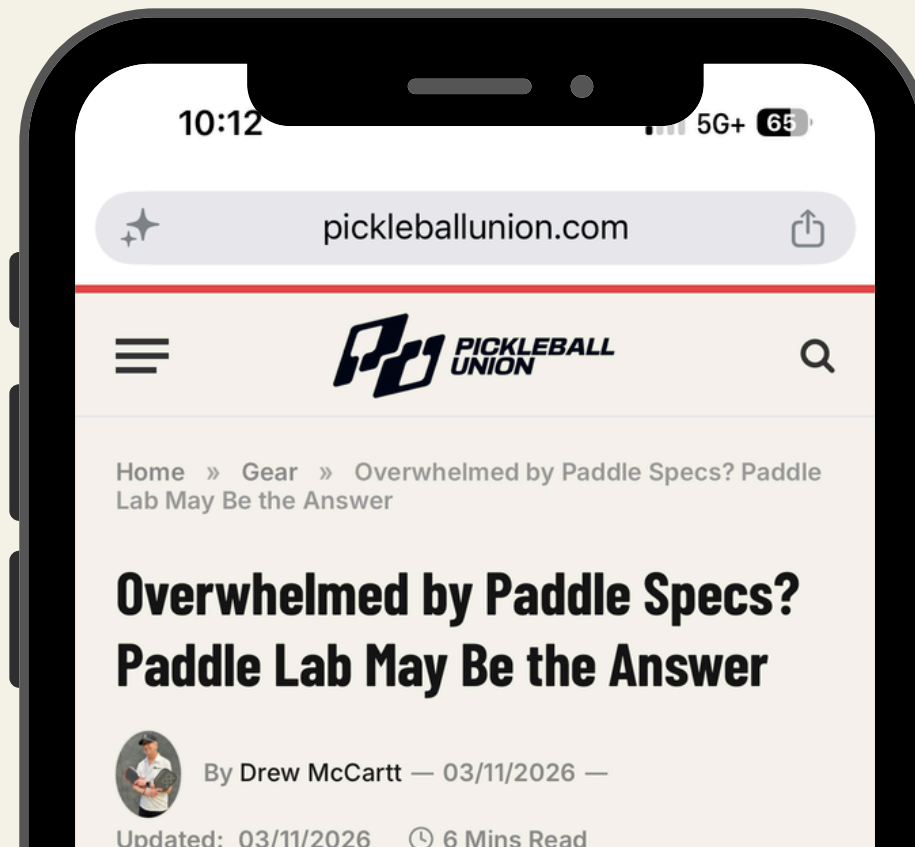
Imperial[®]
SINCE 1916

 **Rosarium
Health**

CPX
PICKLEBALLTM



JustPaddles came to us to launch their Paddle Lab - a new paddle-testing resource. So we introduced the resource, bolted the data on our native paddle reviews and kept the Paddle Lab front and center during natural purchase opportunities.



\$275+ AVERAGE ORDER VALUE

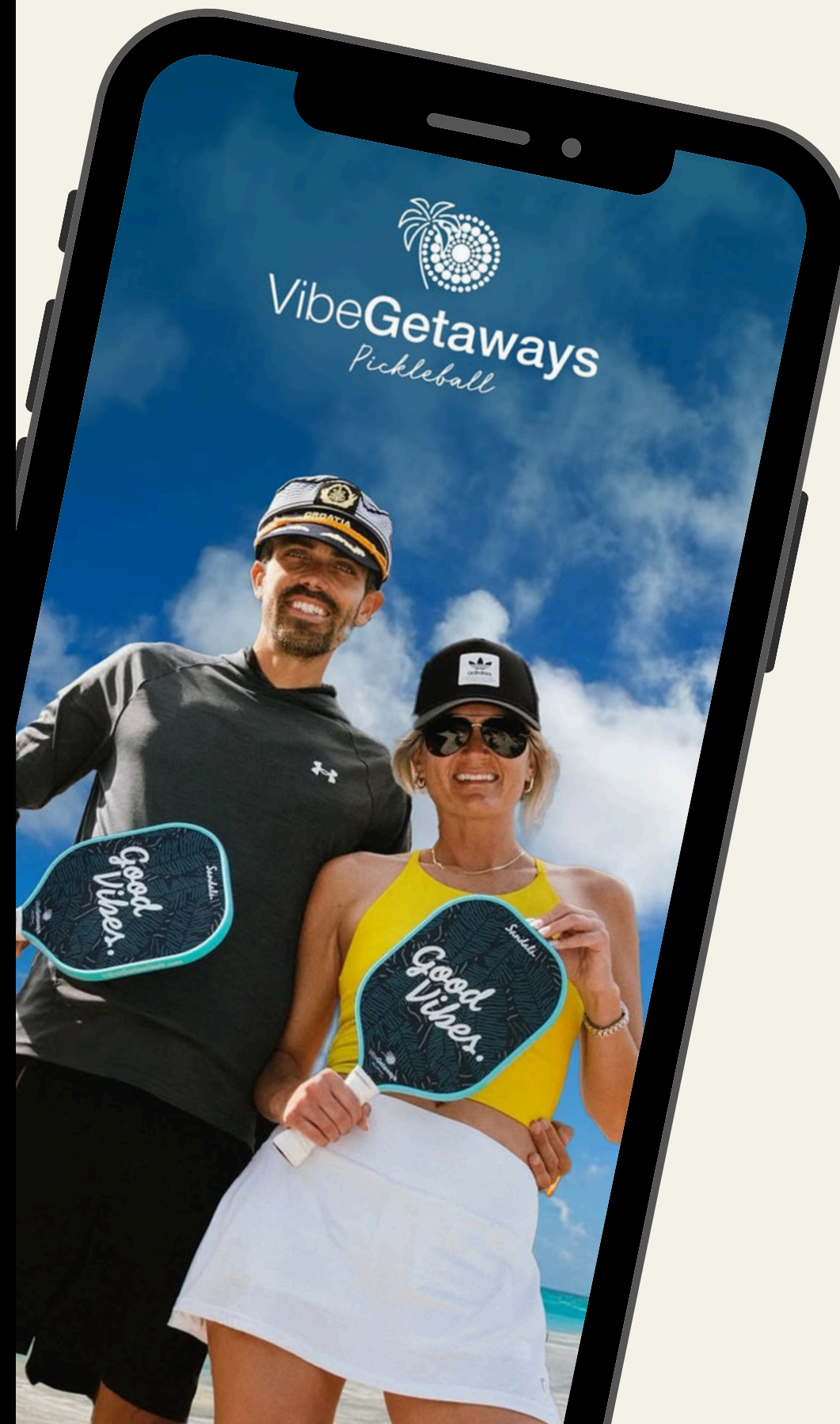
50% of purchases within 48 hours of click & averaged \$313 in order value.

42% INCREASE IN CART SIZE

high value buyers seeking more than just a paddle upgrade.

4+ MONTH CONVERSION TAIL

Trust, authority, & multi-channel presence keeping players engaged.



Sandals Beaches
CARIBBEAN RESORTS FOR FAMILIES



VIA CROATIA

HIGH TICKET + HIGH ENGAGEMENT

Our audience doesn't just open a newsletter, click the occasional ad and upgrade their paddle once a year.

They get on a plan to fuel their pickleball addiction.

Programs powered by **insight, community, and proof**

Placing your brand in and around our stories.

- **Newsletter placements** - primary “Powered by” sponsorships, featured slots, and Quick Dinks mentions
- **Dedicated sends** - the full list, your message only
- **Social & video integrations** across coaching, gear, injury prevention & industry content
- **Getaway & event sponsorships** - on-court and on-resort

Developing stories & strategies together.

- **Custom content** - reviews, explainers, storytelling & more
 - **Custom research** - put your questions in front of our survey community
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- **Promo-code programs** - trackable offers that travel with the reader
 - **Post-campaign readouts** - what ran, what readers did, what to do next

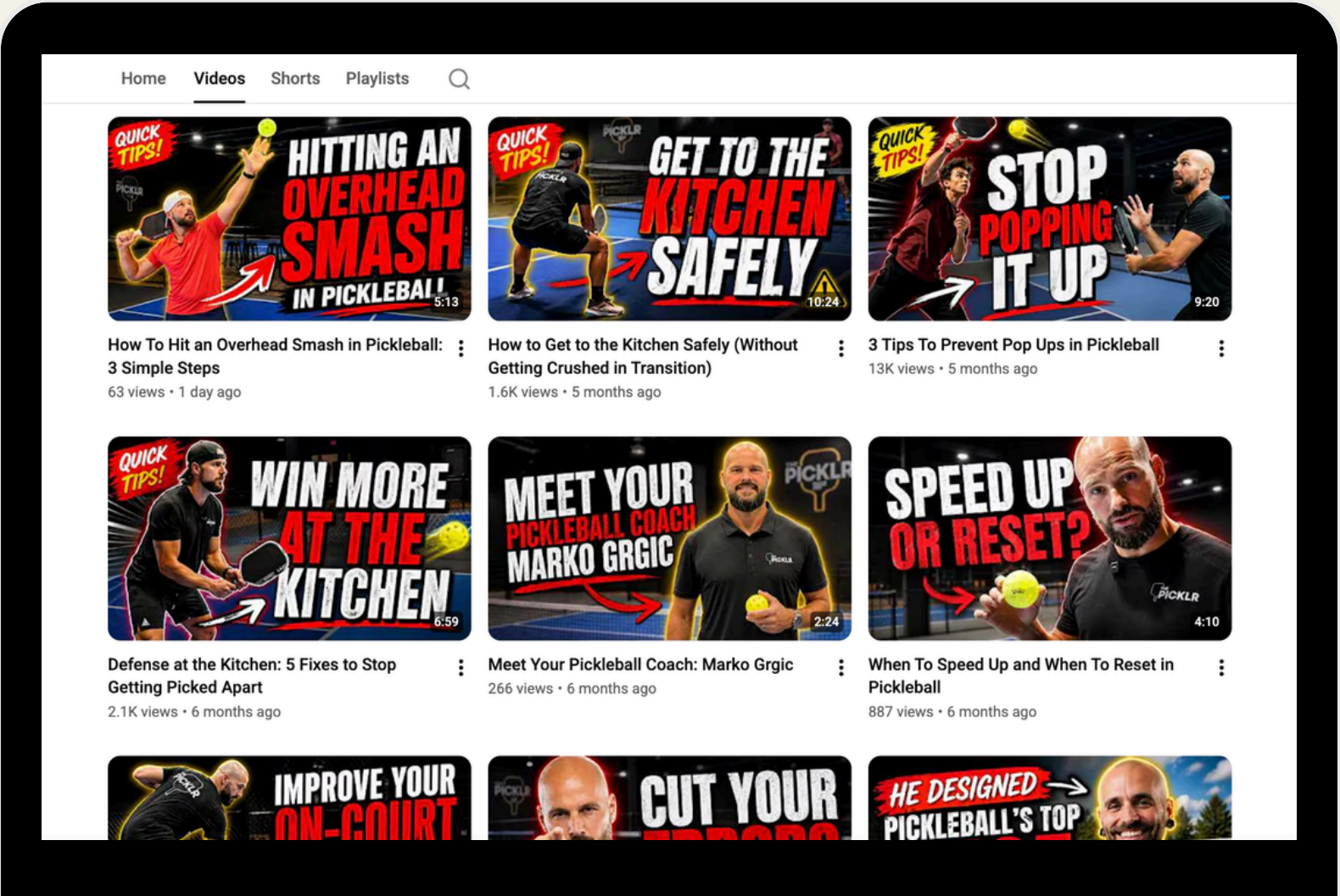
Creating **branded video** players actually watch

On-court production, talking-head coaching, and custom series - your product at the heart of content players seek out on their own.

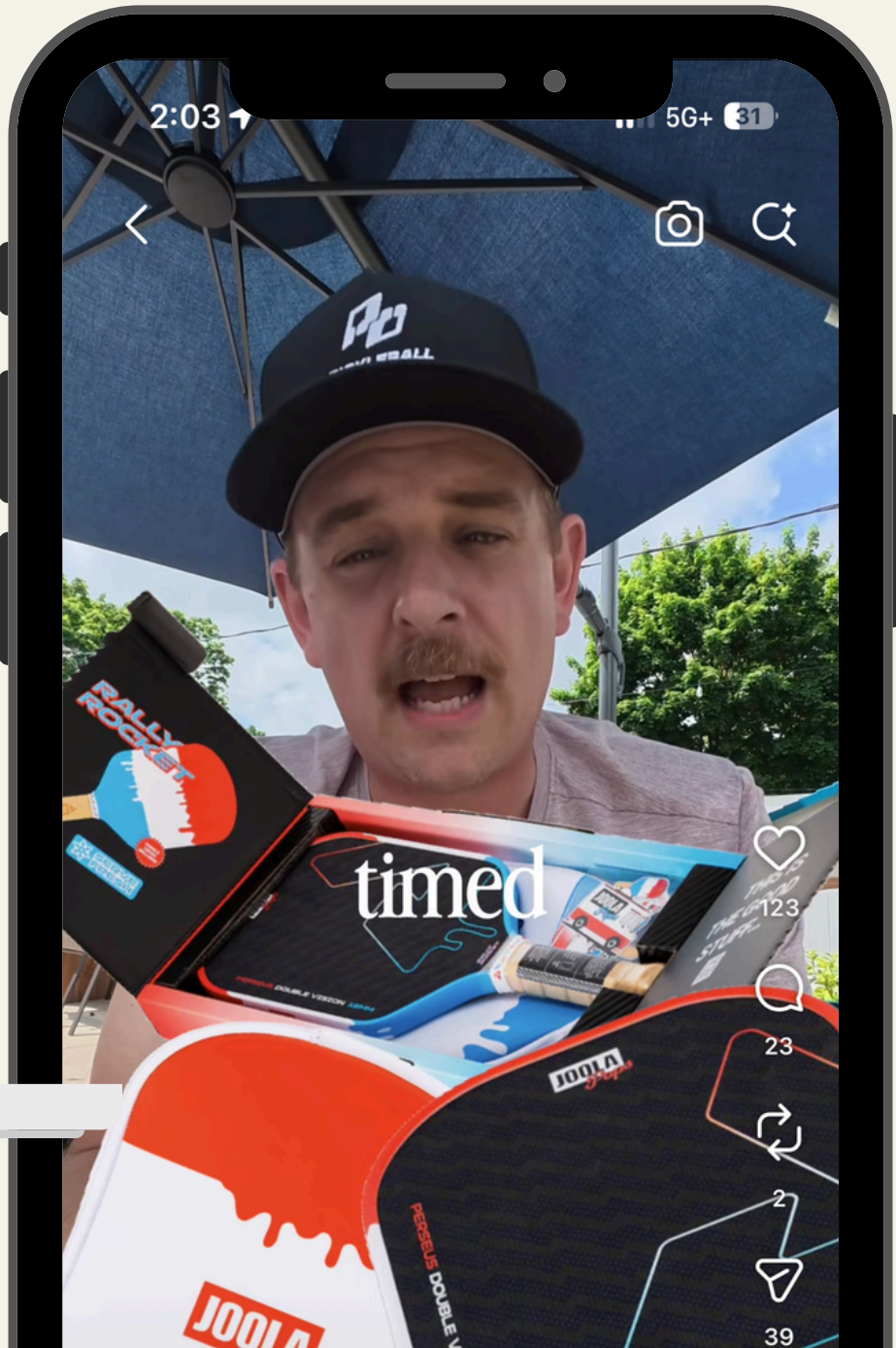
GEAR IN ACTION



COACHING SERIES



PARTNER SPOTLIGHTS





**Let's put your brand in front of the players
who **actually** buy.**

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