

COURTSIDE LES

OFFICIAL MEDIA KIT

| Lifestyle. Culture. Wellness. Performance.



COURTSIDE LES TURNS ATHLETIC IDENTITY INTO CULTURE

23.8M VIEWS IN 90 DAYS

A proven viral engine built on Courtside Les content.

23.8M+

CROSS-PLATFORM VIEWS

LAST 90 DAYS

947K+

CROSS-PLATFORM INTERACTIONS

LAST 90 DAYS

176K+

COMBINED FOLLOWERS

ACROSS NETWORK



Instagram

19.1M

90-DAY VIEWS



Facebook

4.2M

90-DAY VIEWS



TikTok

410K

90-DAY VIEWS



YouTube

130K

90-DAY VIEWS

MULTI-PLATFORM DISTRIBUTION

ONE ACTIVATION CAN TRAVEL ACROSS THE FULL COURTSIDE LES ECOSYSTEM.



107K

FOLLOWERS



30K

SUBSCRIBERS



20K

FOLLOWERS



13K

FOLLOWERS

8K

FOLLOWERS

Content can be adapted for **Meta Reels, TikTok, YouTube Shorts, Facebook, Threads**, and additional social placements as agreed, creating repeated brand exposure across multiple touchpoints.

THE AUDIENCE IS IN ITS **PRIME BUYING YEARS**

Courtside Les reaches active adults with purchasing influence.

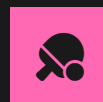
82.5%

AGED 25-54

LEADING MARKETS

Atlanta • New York • Houston
Chicago • Los Angeles

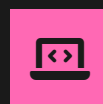
AUDIENCE AFFINITIES



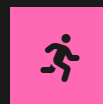
TENNIS & RACQUET SPORTS



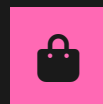
FITNESS & WELLNESS



TECH & ENTREPRENEURSHIP



PERFORMANCE LIFESTYLE



PREMIUM CONSUMER PRODUCTS

TRUSTED BY BRANDS THAT VALUE ATTENTION AND ACTION

A growing portfolio of brand collaborations across sport, wellness, lifestyle, and consumer goods.

TENNIIX

CELSIUS

BLUECHEW

**LIFE
TIME
FITNESS**

TECNIFIBRE

PINSPARK

PONGBOT

**PAPER
MONEY
BRAND**

**PREMIER
RACQUET
SPORTS**

\$30,000+

IN DIRECT SALES

A recent partnership with Tenniix generated more than \$30,000 in ball machine sales directly from the Courtside Les audience.

Brand integration is designed to feel natural to the audience, not forced into the feed.

**BRAND INTEGRATIONS ARE BUILT FOR THE
MOMENT**



LET'S BUILD SOMETHING THAT MOVES

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