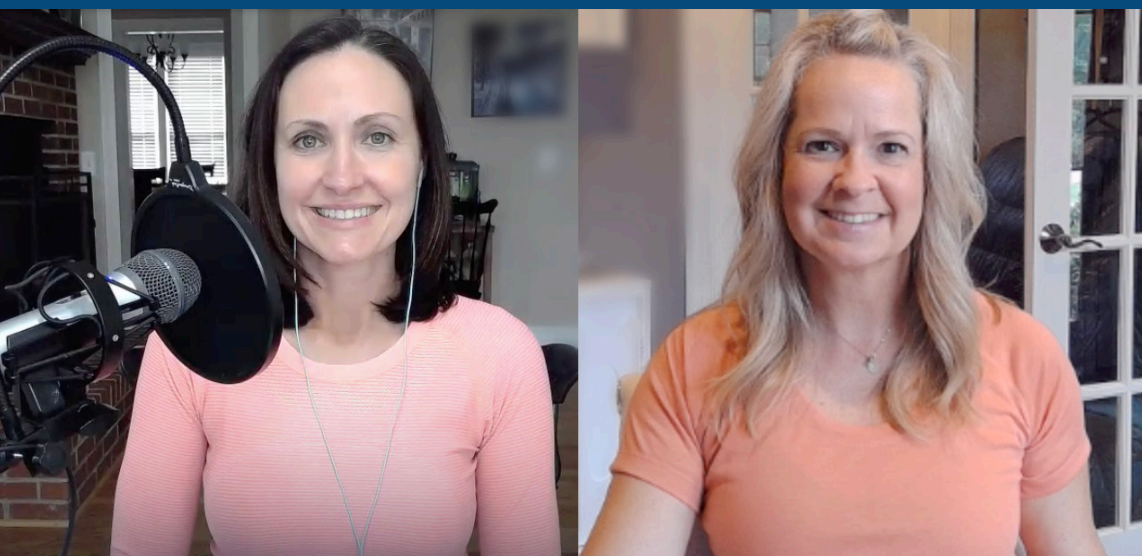


Second Serve Podcast

www.secondservepodcast.com



APPLE PODCASTS
#2 TENNIS
USA - May 2024



RSI MAGAZINE'S

**Grassroots Champion
of the Year**

Media Kit

2024

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SECOND SERVE, LLC

Second Serve Podcast

Second Serve podcast is a unique tennis podcast created exclusively for adult recreational players by everyday tennis players who are passionate about the game. The episodes are geared toward adults playing a sport in the later years of life (hence, the name "Second Serve").



Podcast co-hosts Carolyn Roach and Erin Conigliaro

Founded and co-hosted by Carolyn Roach and Erin Conigliaro, *Second Serve* podcast is consistently ranked in the top 10 U.S. tennis podcasts. Episodes are released weekly, with more than 200 episodes to date. 48% of our listeners are in the age group from 45-59 and 60% of our listeners are female.

While most tennis podcasts are about professional tennis or are hosted by experts who grew up playing, *Second Serve* podcast discusses the real-world experiences of adults learning and playing recreational tennis. The episodes are relatable, as the hosts know what it's like to balance having a family and career and playing adult recreational tennis. They also know what it's like to win and lose from levels 2.5 to 4.5, which represent over 90% of USTA players.

Their accolades include *RSI Magazine's* "Grassroots Champion of the Year," *USTA Southern District's* "Marc Kaplan Media Excellence Award" and *USTA North Carolina's* "Grady Elmore Media Excellence Award."

Who Are We?

Carolyn and Erin are USTA league players who met while playing tennis in Wake Forest, NC. They teamed up to create *Second Serve* podcast in April 2020.



Carolyn

Carolyn is the creator of the "[Second Serve](#)" podcast. She was encouraged to pick up a racquet by her husband, who also plays tennis, after she kept getting hurt playing basketball as an adult.

She practiced corporate law for ten years and thought she would start a podcast about legal matters but then realized that wouldn't be as fun as discussing adult recreational tennis with her friends. Carolyn was a Park/Centennial Scholar at N.C. State University and graduated with honors from UNC School of Law. Carolyn serves on the USTA Southern Constitution & Rules Committee.

Carolyn has an unorthodox style of play, which includes a two-handed forehand and randomly charging the net for no apparent reason!



Erin

Erin didn't grow up playing tennis and never touched a tennis racquet until she was 40 years old. She wanted to find a team sport, but at her age she felt like she was limited to tennis or golf. Thankfully, she picked tennis because sometimes it's the only cardio workout she has time for!

Erin has been a freelance graphic designer for 25+ years. She is in charge of making *Second Serve* podcast look good in all aspects ([email campaigns](#), [FB](#), [IG](#), [YouTube](#) posts, etc.).

Erin serves on the USTA Southern Marketing & PR Committee.

Hitting a forehand is Erin's favorite shot. She takes clinics fairly consistently, but instead of "playing smart" she often resorts back to just hitting the ball really hard. Go big or go home, right?



It's refreshing to hear Carolyn and Erin talk about the players who we all are. It's great to hear about the pros, but Second Serve podcast is so relatable to all of us who play at local parks, facilities and clubs. League play is what most of us can relate to. They have done a great job!

— KELLY GAINES,
EXECUTIVE DIRECTOR OF
USTA NORTH CAROLINA



Awards

NATIONAL RECOGNITION

RSI Magazine's "Grassroots Champion of the Year"



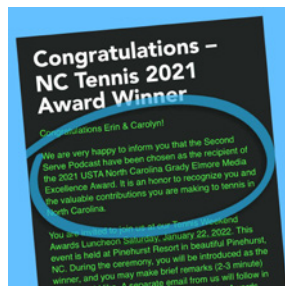
USTA SOUTHERN SECTION

"Marc Kaplan Media Excellence Award"



USTA NORTH CAROLINA

"Grady Elmore Media Excellence Award"





Carolyn and Erin are wonderful! The topics they cover are wide-ranging and informative. I love that each episode is only 10-15 minutes long yet they are able to delve deeply into each topic. It's nice to find a podcast geared toward average players and not pros. I've learned so much. I can't wait to listen to the next one!

— SAM2JAB
(VIA PODCAST REVIEW)



PODCAST POPULARITY

Podcast popularity has grown exponentially and is predicted to grow by

20M

new listeners each year⁴

Target Market & Tennis Statistics

- Women and men who play adult recreational tennis, including:
 - Competitive USTA league players
 - Competitive or non-competitive tournament players (e.g., USTA-sanctioned tournaments or tournaments fundraising for charities)
 - Social players (those who play strictly for fun/social reasons)
- Adults 25-105 years old!

50 years old

the average age of an adult recreational USTA player¹

87M

people play tennis around the world²

23M

people played tennis in the U.S.

Almost 400k*

adult league players play in USTA leagues each year³

¹According to USTA

²ITF Global Tennis Report

³<https://www.usta.com/en/home/play/adult-tennis/programs/national/about-usta-league.html>

⁴<https://www.statista.com/topics/3170/podcasting>

Episode Variety



Triangle Tennis
for Equality –
LOVE ALL



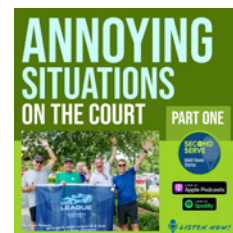
Gigi Fernandez –
a 17-Time Grand
Slam Doubles
Champion



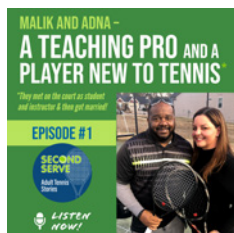
Women's 3.0 State
Championship –
Tips to Winning



3.5 18+ & 40+
USTA National
Champions



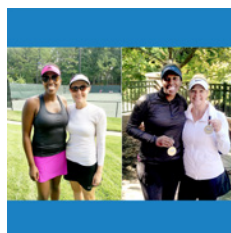
Annoying
Situations
on the Court



A Teaching Pro
and His Wife –
A Love Story



What Not To Say
To Your Doubles
Partner



Don't Quit
Adult Rec Tennis



Adult Rec Tennis
Player's Pickleball
Sponsorship



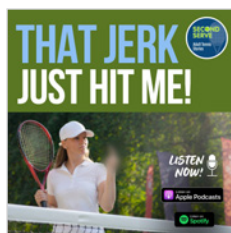
Sopranos-style
Tennis – Playing
in New Jersey



SwingVision –
Magic Tennis
Technology



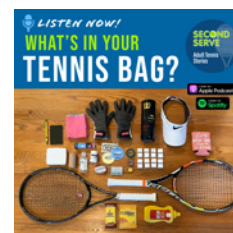
Hall of Fame
Tennis Coach
Rick Macci



That Jerk Just
Hit Me!



Learn About
Age-Group Adult
Tournaments



What's In Your
Tennis Bag?

Topics on *Second Serve* podcast run the gamut including exchanging lineups, tennis dram, advice from teaching pros, rules USTA players should know, etc.

Let's Collaborate



Erin & Carolyn with Past USTA President Mike McNulty at the 2022 US Open in the President's Box.



Erin being interviewed for USTA's "Red Ball for All" on Louis Armstrong Arena at the 2023 US Open.

If you would like to talk about advertising opportunities or an affiliate program with *Second Serve* podcast, please contact us.

Advertising rate card available upon request.

Contact Second Serve, LLC:

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Media Reach — We can promote your company on our podcast, website, or social channels. Check us out at these links:

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Instagram: [second_serve_tennis_podcast](https://www.instagram.com/second_serve_tennis_podcast)