



THE CHANGEOVER

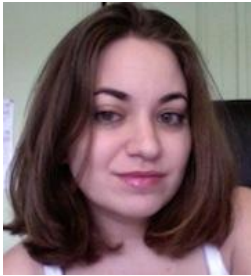
WHAT IS THE CHANGEOVER?

The Changeover is an innovative new tennis website that has quickly become one of the **top destinations for tennis fans on the Internet**. Drawing inspiration from contemporary websites such as Grantland and Deadspin, The Changeover was launched in October, 2012 by tennis writers Amy Fetherolf, Lindsay Gibbs, and Juan José Vallejo. Their mission was to shake up the expectations for what a tennis website should be, and they have done that and more.

The Changeover writers are committed to finding new and exciting ways to tell tennis stories – both [past](#) and [present](#) – using a mixture of [long-form pieces](#), [statistics](#), [live analysis](#) of compelling matches, [interviews](#), [blog posts](#), [free-flowing conversations](#), [videos](#), [GIFs](#), and [social media](#). They have also covered ATP and WTA tournaments as credentialed media.

WHO IS BEHIND THE CHANGEOVER?

The strength of The Changeover is in the voices. Amy, Lindsay, and Juan José bring their unique perspectives, personalities, and passion for the game to each and every post. Individually, they are respected writers in the tennis community who have strong and dedicated followings. Together they are an unstoppable collective that is smart, fresh, and different from anything else in tennis.



Amy Fetherolf is a webmaster and social media professional from Philadelphia. In 2011, she founded the tennis website, [Drop Shot Dispatch](#). She’s a GIF and video wizard, and a writer who has a knack for getting to the heart of the issues. Her writing has been featured on SI.com.

[The New Battle in Tennis: WTA vs. ATP](#)
[The Basel Final as Told in GIFs](#)



Lindsay Gibbs is an author and tennis writer in New York City. She wrote the historical fiction novel “[Titanic: The Tennis Story](#),” and her tennis writing has appeared on SI.com, The Classical, and 10sworld.com. She was named one of Tennis.com’s “Top 10 Tennis Tweeters to Follow.”

[25 Things That Make Janko Tipsarevic Sigh](#)
[Dinara Safina: A Modern Fairytale](#)



Juan José Vallejo is a writer living in Houston. He is known for his outspoken opinions, love for statistics, and in-depth match analysis. He has been featured on Pete Bodo’s Tennis.com blog, Tennis World, and Steve Tignor’s Tennis.com blog, Concrete Elbow.

[Backhands Down the Line in the Dubai Final](#)
[Why Djokovic Dominates the Hard Courts](#)



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HOW POPULAR IS THE CHANGEOVER?

Very! Last month The Changeover received around **55,000 visits** and **95,000 pageviews**. Most importantly, the site is growing every day. More than 50% of The Changeover's audience is in the United States, but it gets visitors from more than 180 different countries in the world.

In just five months, the site has been linked and tweeted about by writers from **Sports Illustrated, Tennis.com, New York Times, The Wall Street Journal, Grantland, ESPN, and Deadspin**. The Changeover frequently appears in **Jon Wertheim's Mailbag** and **Courtney Nguyen's Daily Bagel** in Sports Illustrated, as well as **The Daily Spin** on Tennis.com.

Tennis players have gotten in on the action too! Changeover articles have been linked to by **Fernando Verdasco, Janko Tipsarevic, Stanislas Wawrinka, Tomas Berdych, Sorana Cirstea, and Maria Kirilenko!**

WHY SHOULD YOU ADVERTISE ON THE CHANGEOVER?

Since The Changeover's debut at the end of October last year, more than 300 posts have been published in 16 main categories, covering everything from [Berdych's social media prowess](#), to a statistical analysis of [Sharapova's forehand and backhand](#), to the [future of American men's tennis](#). The writers work hard every single day to bring **new and exciting tennis content that you can't see anywhere else on the web**.

Because of this hard work, The Changeover has cultivated an **engaged, loyal, and enthusiastic audience** that is in constant interaction with the writers, both on the site and on Twitter. Readers have submitted nearly 2000 comments on the site already!

The support from advertisers will guarantee that The Changeover continues to produce a steady stream of compelling posts to the tennis community, and will help the team work towards becoming the number one destination for professional tennis commentary on the Internet. **Most importantly, advertising on The Changeover will introduce thousands upon thousands of passionate tennis fans directly to your product!**

WHAT ARE THE ADVERTISING OPPORTUNITIES WITH THE CHANGEOVER?

There are many opportunities for advertisers to get in on the ground floor of The Changeover. In addition to **title sponsorship and above-the-fold advertising** available, The Changeover also has a [weekly podcast](#) and a constantly growing Twitter audience of over 7,000.

Amy, Lindsay, and Juan José are committed to working directly with you and your company to come up with an advertising plan and budget that works for you, so please [email](#) them to discuss any questions, concerns, or ideas you have!

*The Changeover run ads on a **monthly basis** through PassionFruit, and you can see the **pricing and availability** by [clicking here](#).*