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# 100% Dedicated to the Women's Game

Women's Tennis Blog was launched on March 31, 2007 and has been regularly updated ever since. It is one of the oldest and most reputable tennis blogs in the world.

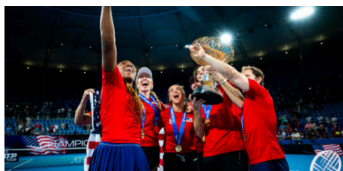
Unlike many other sports and tennis outlets, our blog puts women's tennis front and center. We cover the women's game from all angles, ranging from live tournament coverage to off-court stories and social media buzz. We inform our readers about all the aspects that make the WTA players the most exciting and glamorous athletes across the globe.



## 2025 tennis shoes: Hot new releases with game-changing updates

Marija - January 12, 2025

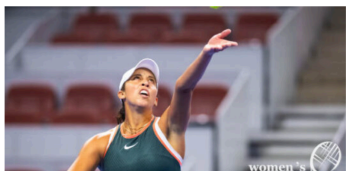
As we step into 2025, tennis players and enthusiasts have three major reasons to celebrate: the release of the most highly anticipated tennis shoes of the year! The Asics Gel-Resolution X, Nike Vapor Pro...



## American players lead the charge at the 2025 Australian Open

Marija - January 11, 2025

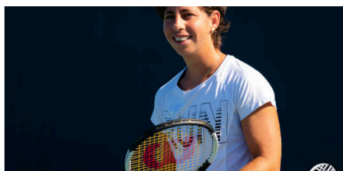
The 2025 Australian Open kicks off this weekend in Melbourne, and the United States is ready to shine, leading all nations with an impressive 33 singles players—19 women and 14 men—set to compete in...



## Madison Keys triumphs in Adelaide, defeating Jessica Pegula despite injury

Marija - January 11, 2025

Madison Keys opened her 2024 season in spectacular fashion, claiming her ninth career WTA title at the Adelaide International. Facing fellow American and tournament top seed Jessica Pegula in Saturday's final, Keys prevailed in...



## Carla Suarez Navarro named Spain's Billie Jean King Cup captain for 2025-2026

Marija - January 10, 2025

The Royal Spanish Tennis Federation (RFET) has announced that Carla Suarez Navarro, a celebrated former professional tennis player, will take on the role of captain for Spain's Billie Jean King Cup team for the...



## Qualifier revives the best of Sharapova, Ivanovic tennis fashion at Aussie Open

Marija - January 10, 2025

Looking back, the 2007-2017 period stands out as a golden era of tennis fashion, with players like Maria Sharapova, Ana Ivanovic, and Serena Williams setting trends on the court. Their iconic outfits—from Sharapova's custom...



## Zheng Qinwen shines as Dior's new global ambassador

Marija - January 9, 2025

The fashion world just served up a match point moment as Chinese tennis player Zheng Qinwen was unveiled as Dior's global ambassador. The announcement adds another glittering accolade to the 22-year-old's phenomenal rise, coming...

## High-Quality & Exclusive Content

Women's Tennis Blog has published more than 8,350 stories, covering Grand Slams, all major WTA tournaments and tennis-related events.

We provide unique and exclusive content, delivering more dedicated live court-side coverage from the WTA events around the globe than most other tennis websites.

Aside from the sporting coverage, we focus on the glamorous side of women's tennis with regular news and feature articles on the latest tennis fashion trends.

Readers can also follow their favorite players via our extensive off-court stories, including an inside look into the players' private lives, social media chatter, and more.



## Reach & Visitors

Women's Tennis Blog is among the most popular resources for readers looking for specialized women's tennis news, attracting a large and highly-targeted audience of tennis fans.

During the January 2025—December 2025 period, Women's Tennis Blog was visited by more than 400,000 users, who opened more than 600,000 pages.

### Winning Numbers

- Up to 90,000 daily readers during major tennis events
- Up to 300,000 page impressions per month
- 30,000+ followers on social media

### Visitor Location

Our readership covers the entire world. Countries that drive the most traffic include:

- United States
- United Kingdom
- Canada
- Australia

### Traffic sources:

- Search engines — 48%
- Direct visitors — 33%
- Referral & other traffic — 19%

### Devices:

- Mobile — 64%
- Desktop — 34%
- Tablet — 2%

## References

Women's Tennis Blog has been an accredited media partner at Grand Slams and the Billie Jean King Cup, as well as at pretty much all tennis tournaments across the globe — in the Americas, Europe, Asia, Australia, and New Zealand. The list of events our representatives attended is long, but here are just some:

*Australian Open, Roland Garros, US Open, WTA Finals, Brisbane International, Madrid Open, Miami Open, BNP Paribas Open Indian Wells, Internazionali BNL d'Italia Rome, Porsche Tennis Grand Prix Stuttgart, Dubai Duty Free Tennis Championships, Rogers Cup Montreal & Toronto, Western & Southern Open Cincinnati, Mubadala Silicon Valley Classic San Jose, Tianjin Open, Hobart International, China Open Beijing, Shenzhen Open, Nature Valley Classic Birmingham, Wuhan Open.*

## Women's Tennis Blog in Other Media

Our specialized women's tennis coverage has been mentioned and linked by various media outlets, including:

- WTA
- Tennis.com
- BBC
- Sports Illustrated
- The New York Times
- Vice
- The Wall Street Journal
- The Huffington Post
- Sports.ru
- Blic.rs
- Countless big and small sports and entertainment blogs

# Association with the WTA

Marija Zivlak, the blog's creator and main author, has been the WTA's contributor of fashion-related articles for ten years. This fact is another proof of Women's Tennis Blog's credibility when it comes to women's tennis apparel news and reviews.

The screenshot shows a WTA website article. At the top is a navigation bar with the WTA logo, menu items (SCORES, THE TOUR, PLAYERS, VIDEOS, NEWS, ABOUT), a search icon, and a user profile icon. The article title is "Dress like a WTA star: Fashion highlights from the US Open" with a sub-label "PLAYER FEATURE". Below the title is a photo of a tennis player in a red outfit with a large floral hairpiece. The article text discusses fashion trends at the US Open, mentioning Naomi Osaka. A "SUMMARY" box highlights the growing fashion moment in tennis. Below the text is a photo of a player in a purple outfit. At the bottom right, there are two product listings from Decathlon: a blue sneaker for 1,799,00 RSD (49% off) and a blue hair accessory for 99,00 RSD (76% off).

**WTA** SCORES THE TOUR PLAYERS VIDEOS NEWS ABOUT

**PLAYER FEATURE**

## Dress like a WTA star: Fashion highlights from the US Open

4m read • 02 Sep 2025 • 5mo ago

**SUMMARY**

This year's US Open underscored the sport's growing fashion moment, as top stars and brands alike leaned into daring designs that made the court feel like a stage for individuality as much as athletic excellence.

New York's electric energy seeps onto the tennis courts, turning them into a stage where sport collides with fashion. Marija Zivlak of **Women's Tennis Blog** will show us the most outstanding outfits sported this fortnight at the US Open.

Some links in this article are affiliate links, meaning that the WTA will receive commissions for purchases made through those links.

The undisputed fashion ace of the tournament is **Naomi Osaka**, dazzling in a custom, rose-inspired red ensemble. The four-time Grand Slam champion teamed up with **Nike** to perfect every detail: from her sparkling jacket, two-tiered bubble dress and rhinestone headphones to the extravagant rose-bouquet hairpiece and even a Labubu doll she playfully named Billie Jean Bling.

**DECATHLON**

1.799,00 RSD (-49%)

99,00 RSD (-76%)

Jimmie48/WTA

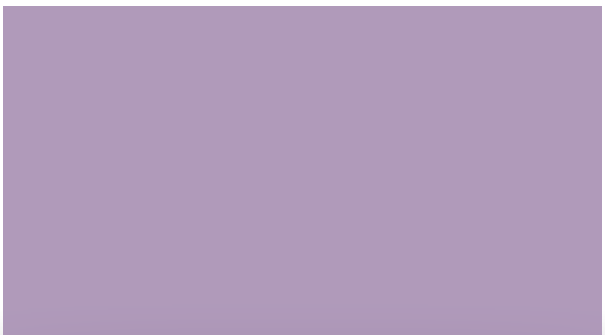
Jimmie48/WTA

The two-time US Open winner also unveiled a striking purple version of the look,

## Readers' Testimonials



**Vincelle:** "Marija, I am proud of what you do for the world of tennis. I mentioned before that I save all of your blogs and read them from time to time. Keep up the good work."



**Rhonda:** "I have been following your blog and am impressed with the level of fresh, high quality content, the subject matter and outstanding interpersonal appeal."

**Bróna:** "Your blog is one of the best sources for tennis news and you always do a fantastic job."

**Francesca:** "Marija, you've been doing an amazing job and I think we should all thank you for the time and energy you dedicate to your blog... You prepare us a few articles to read even when you go on holiday, and that's great! I read the blog almost every day and it is always a pleasure to comment. It's nice to share the passion for this sport and to be able to observe all its aspects (including fashion)."

**Peter:** "This is the kind of news you don't get anywhere else. I have only three comments. Thanks for getting up and coming to work to make this excellent blog."

Somebody needs to invent a better word than blog. Think. I come here and I find well written unbiased information that I do NOT get in the mainstream media. I can talk back to express my opinion and I am not censored or edited."

**David:** "As a professional journalist who's happily contributed to this blog - and hopes to continue to do so - I can't express enough what a truly excellent job I think you do. You put many professional companies to shame with your level of commitment and fresh news stories. The blog is really a credit to you and you deserve much praise and success for it."

**Carlos:** "I just want to say that I loooveee your blog, I think it's fantastic, one of the best totally. I love tennis as well, so it's nice that you always keep me updated about it! So thank you so much."

**Gregoire:** "Congratulations for your blog. It's extremely clean and very professional. Keep up the good work!"

**Ibtisam:** "I really love this blog and I am constantly amazed at your work and dedication to it. I can only imagine the amount of time it goes into it."

## Cooperate with Us

For all further questions, including advertising options such as paid articles and banner placement, contact editor-in-chief Marija Zivlak directly. Please use the following contact form:

<https://womenstennisblog.com/contact/>

