

*THE GOLF WIRE*



# The business of golf.

2020 MEDIA KIT

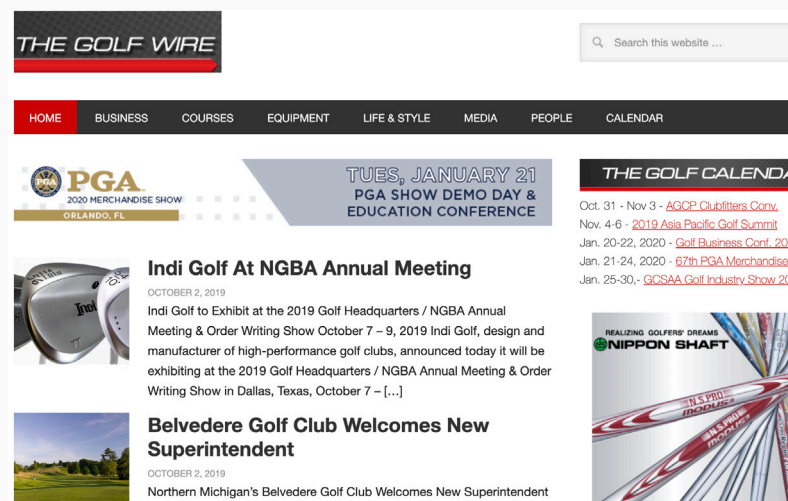
## The Golf Wire

As the industry's most-read news distribution service, The Golf Wire delivers the golf industry's latest news to the game's leaders and industry insiders. Featuring breaking headlines, current updates and the latest reports on equipment and apparel, this independent news agency can help take your advertising to new heights with multidimensional packages that grant you **direct access to more than 120,000 loyal readers daily.**

Our primary focus is the publication of weekly email newsletters — with high levels of engagement and **net weekly open rates between 30%-50%**, our members typically see great levels of interaction from our readers.

Members benefit not just from appearing within our publications, but things we share frequently get wider attention across social media and our releases picked up by golf press and sports media around the globe.

A range of opportunities are available for companies interested in reaching golfing executives in a variety of niches, both in terms of sponsorships and content distribution. **Due to high levels of interest, we maintain a waiting list and take reservations in advance for certain advertising and email marketing campaigns.**



## Delivering over 31 Million emails a year

### Daily Newsletter

The Golf Wire publishes daily email newsletters to an audience of over 120,000 avid golfers, club pros, industry executives and sports journalists.

### Content Syndication

Beyond Press Releases! The Golf Wire's digital content syndication means distribution more than just press releases. With our extend reach Web, Email and Social Media platforms we can now leverage our members content marketing campaigns by distributing blog posts, articles, infographics, videos, podcasts and more.

### Custom Campaigns

Bypass our newsletter and reach our readers or a defined audience of your choosing with a Direct Email Marketing Campaign.

## Press Pass

Join The Golf Wire's press service, distributing press releases, video packages, podcast feeds, social media promotions and other multimedia content

### Standard Press Releases

- Landing Page – Ad supported
- Image Count = 3
- SEO Keyword Back Links = 1
- Google News Indexing
- Branded Links = 2 nofollow
- Featured on Home Page
- Newsletter – Included
- Unlimited # of releases

**\$800 per year**

### Preferred Partner Program

- Landing page – Dedicated (Ad Free)
- Image Count = 5
- SEO keyword back links = 3
- Google news indexing
- Branded links = 5 follow
- Featured on home page
- Newsletter - preferred placement
- Eligible for special editions and feature focus issues
- Content syndication: submit video, podcast streams, blog posts and other alt media
- Social media shares

**\$1200 per year**

### Agency Account

This option offers companies & agencies with multiple brands the ability to publicize each brand separately. Price is dependent upon the number of clients/brands. Rates will be reduced by 25 to 50 percent per client.

## Meet Our Members

Our membership comes from many areas of the golf industry including equipment, apparel, manufacturing, landscaping, club management, media and travel. Here is just a selection of companies who work with us:



## Testimonial

"The Golf Wire is an excellent tool to get your message out to the people who matter in the golf industry. International Network of Golf and Jamison Golf Group PR have utilized Golf Wire since its beginning, and we will continue to do so."

**Mike Jamison,**  
Executive Director, ING  
President, Jamison Golf Group

## Reaching 129,000 subscribers daily



### JOB ROLES

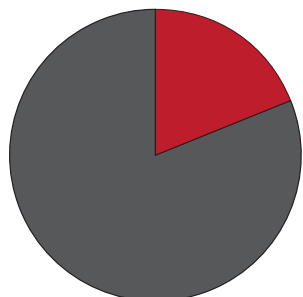
Apparel Executives  
Caddies  
College Golf Programs  
Club Pro's  
Club Managers  
Equipment Manufacturers

Golf Industry Media  
Golf Industry Executives  
Golf Travel Destinations  
Golf Enthusiasts  
Golf Course Owners  
Golf Management Companies  
Directors of Golf Operations

Golf Retailers  
Golf Instructors  
PR/Marketing Executives  
Recreational Golfers  
Superintendents  
Tour Professionals

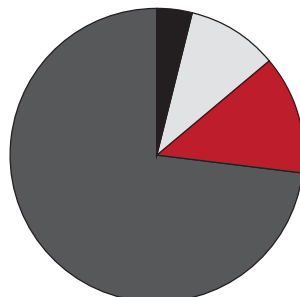
## More about our readers

**GENDER**



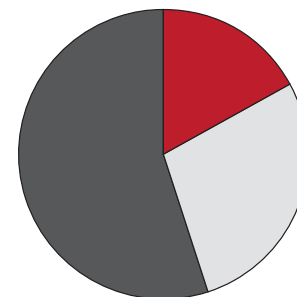
■ Female ■ Male

**ROUNDS PER YEAR**



■ >20 ■ 13-20 ■ 6-12 ■ <5

**PRIMARY COURSE**



■ Public ■ Private ■ Vacation/Travel

**TRAVEL:** 43% of our readers reported planning a trip in the next 12 months that would include golf.

**TOP TEN  
TRAVEL  
DESTINATIONS**

St. Andrews / Scotland  
Hawaii  
Pebble Beach  
Florida  
Pinehurst

Palm Springs  
Hilton Head / Kiawah  
Myrtle Beach  
N. Michigan  
Scottsdale, AZ

## GO PREFERRED

New for 2020 our Preferred Partner Program entitles members a unique set of benefits

- **SEO Backlinks** - Our powerful 'dofollow' links to your website pass on the search engine optimization (SEO) from your release to your brands homepage. Backlinks are an essential part of SEO process. By helping search bots to crawl your site and rank it correctly to its content.
- **Google News Indexing** - Golfwire content is now indexed by Google News. Google News is a second search portal for news in which Google aggregates headlines, short text snippets and thumbnail pictures linked to the original articles on news organizations' websites. This means that your content will be eligible through our specific indexing of your articles pushed to the Google News and general search indexing.
- **Social Share** - Boost engagement and consumer interactions with our social media services. Social media networking has transformed the Internet, with Facebook, Twitter, Instagram, and YouTube helping to determine the relevance of your content, websites, and blog posts.

Recent statistics show a high correlation between those successful on social media networks, such as Facebook, Twitter, and YouTube also have success in Google indexing. Preferred Partner content submitted to the Golf Wire will automatically be extended through social posts and shares from our Facebook and Twitter feeds.

## ATTENTION CONTENT MARKETERS – Go Beyond Just Press Releases

Preferred partners are now eligible for our expanded content syndication. Media consumption and Key engagement metrics now include social shares, youtube views and podcast listens and more. Content marketers can now submit new video links, podcasts episode drops, infographics, webinar invitations and other alt content for inclusion in The Golf Wire newsletter.

- Get Above The Fold with preferred newsletter placement
- Google News and Search Rankings with powerful keyword backlinks
- Double-dip with inclusion in our special sections like Top Trending, New Equipment, and Apparel Collections
- Go Beyond The Press Release with distributed content of video packages, podcast feeds and social media promotions and other multimedia content

## Advertising Opportunities

### 1 LEADERBOARD HEADER

A single Advertiser receives this high-value placement slot featuring a linked image and a companion ad on our website's homepage.

**SPECS:** 728px by 90px  
gif, jpg or png

View this email in your browser



## THE GOLF WIRE

#### NEWS

#### **NBC Sports: Top Junior Coach, PGA Professional Noah Horstman Joins Golf Channel Academy Network of Instructors**

Noah Horstman, one of Golf Digest's "Best Teachers" in the state of Ohio for 2017-'18, was recently named a lead coach for GOLF Channel Academy.

Horstman joins a group of the most distinguished and influential coaches and facilities in the game today, all operating with the active support of GOLF Channel, the game's leading global multimedia and golf entertainment source. With 88 locations canvassing 30 states, Canada and one European country, GOLF Channel Academy is among the most expansive golf instruction networks in the world today. [▶ READ RELEASE](#)

### 2 SIDEBAR

Multiple advertisers receive this highly visible and engaging sidebar placement featuring a linked image and a companion ad on our website's homepage.

**SPECS:** 150px by 300px  
gif, jpg or png

#### BUSINESS

#### **Koch Turf & Ornamental Donates \$20,000 To Support GCSAA'S Best Management Practices Program For Second Year**

Under its brand, Koch Turf & Ornamental, Koch Agronomic Services, LLC has donated \$20,000 for the second year to the Environmental Institute for Golf (EIFG), the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA), to support GCSAA's best management practices (BMP) program. This is Koch's second contribution to support this important initiative for the golf industry.

With this donation, Koch Turf & Ornamental remains part of the Executive Club Level of supporters of the BMP recognition program. They are also in the Executive Club level of the EIFG's Cumulative Giving Program for donors who have contributed \$25,000 – \$49,000 since 1987. In addition, they are Silver Partners in GCSAA's Partner Recognition Program. [▶ READ RELEASE](#)



### 3 INLINE BANNER

The Golf Wire offers a limited number of inline banner advertising spots. This slot sits amongst our featured content and is marked as sponsored. It attracts the highest engagement levels of all our formats and features a linked image and a companion ad on our website's homepage.

**SPECS:** 600px by 300px  
gif, jpg or png



#### COURSES

#### **Troon: Kathy Wake Named Head Golf Professional At Fairwood Golf & Country Club**

Kathy Wake has been named the new head golf professional at Fairwood Golf & Country Club, a Troon Privé-managed private club located 19 miles southeast of downtown Seattle in Renton, Washington.

Wake has more than 30 years of experience in the golf industry, including leading the golf operations at 18-hole and 36-hole, daily-fee and private club facilities. She has an extensive retail background having served as the golf retail manager at a Carlsbad Golf Center and a Dick's Sporting Goods. Prior to arriving at Fairwood Golf & Country Club, Wake was the site manager at Jackson Park Golf Course in Seattle. [▶ READ RELEASE](#)

## New Advertising Opportunities

### 4 SECTION HEADER

NEW for 2020, the section sponsor is a once weekly opportunity to be featured amongst our highest ranking content. Section Headers Like “Top Trending” and “Golf Jobs” which appear just once a week, have quickly become must read sections. A single Advertiser receives this high-value placement slot featuring a linked image.

**Specs:** 150px by 150px  
gif, jpg or png

#### TOP TRENDING

Find these and more articles  
online at [TheGolfWire.com](http://TheGolfWire.com)

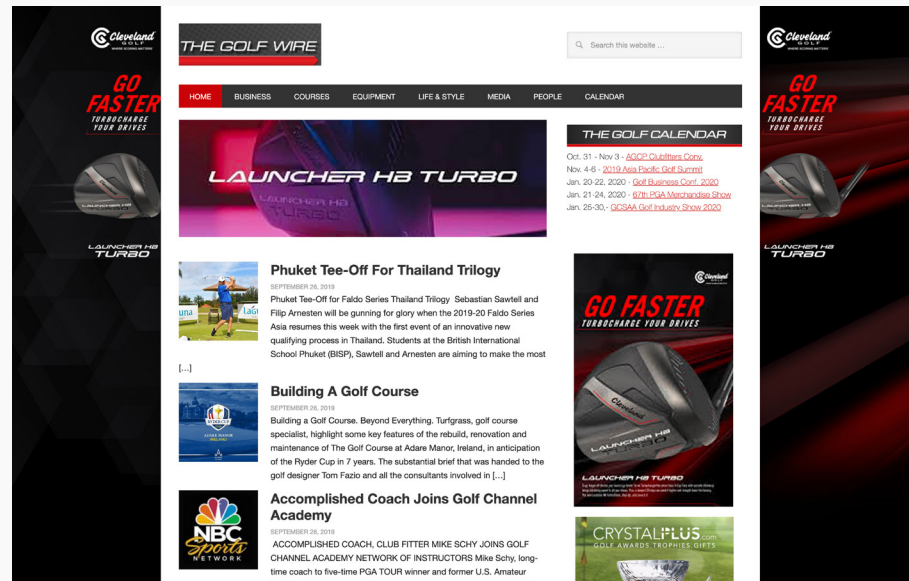
brought to you by



- ① **V1 Sports Pressure Mat Powered by BodiTrak** - V1's new partnership with biomechanics innovators Boditrak unites two of the golf industry's leading technology brands, increasing the accessibility of the **BodiTrak force-and-pressure analysis mat** to V1 Sport's large network of teaching professionals and improvement-minded golfers.
- ② **Cleveland® Golf** announced the release of the **Launcher HB Turbo Irons**, Launcher UHX Irons and Launcher Halo. Built for more speed and more precision, step up and launch it with the latest generation of irons and hybrids from Cleveland Golf.

### 5 Homepage Takeover

Takeover The Golfwire for a week where you can re-skin our homepage and dominate a number of ad units. Great for product launches, major tournament weeks, and special apparel releases.



## BANNER AD OPTIONS

HEADLINE BANNER		MIDDLE BANNER		SIDE BANNER	
12 Months.....	\$20,000	12 Months.....	\$12,000	12 Months.....	\$10,000
9 Months.....	\$15,000	9 Months.....	\$9,000	9 Months.....	\$8,000
6 Months.....	\$10,000	6 Months.....	\$6,500	6 Months.....	\$5,500
3 Months.....	\$ 5,000	3 Months.....	\$3,500	3 Months.....	\$3,000
1 Month.....	\$ 3,000	1 Month.....	\$1,500	1 Month.....	\$1,500

**HEADLINE BANNER**  
728px x 90px as a .gif or .jpg

**MIDDLE BANNER**  
(600px x 300px as a .gif or .jpg)

**SIDE BANNER**  
150px x 300px  
as a .gif or .jpg

**Please note:** animated GIFs are allowed (file size limit 150KB); No flash-based ads

## DIRECT TO CONSUMER SOLUTIONS

### E-MAIL MARKETING

Outbound email marketing strategy of dedicated client e-blast campaigns delivered as sponsored content from The Golf Wire. Choose from our B2B house list of over 100,000 industry executives, club pros, course owners and resort locations. Or, build your own direct to consumer campaign by setting your demographics specifications and filtering from our 10M+ email database of avid and active golfers.

Mail List Options:

- B2B list of +120,000
- B2C customize filters and demographics from +10 Million Avid/Active Golfers

## CREATIVE SERVICES

Take the power of The Golf Wire and focus it on your brand. New creative services offer select clients specific consultation and production services for websites, graphic design, SEO management, content & press release writing, email marketing and video production. Schedule a complimentary, no obligation discovery call to review your needs more specifically.