



THE GOLF WIRE

The business of golf.



2021 MEDIA KIT

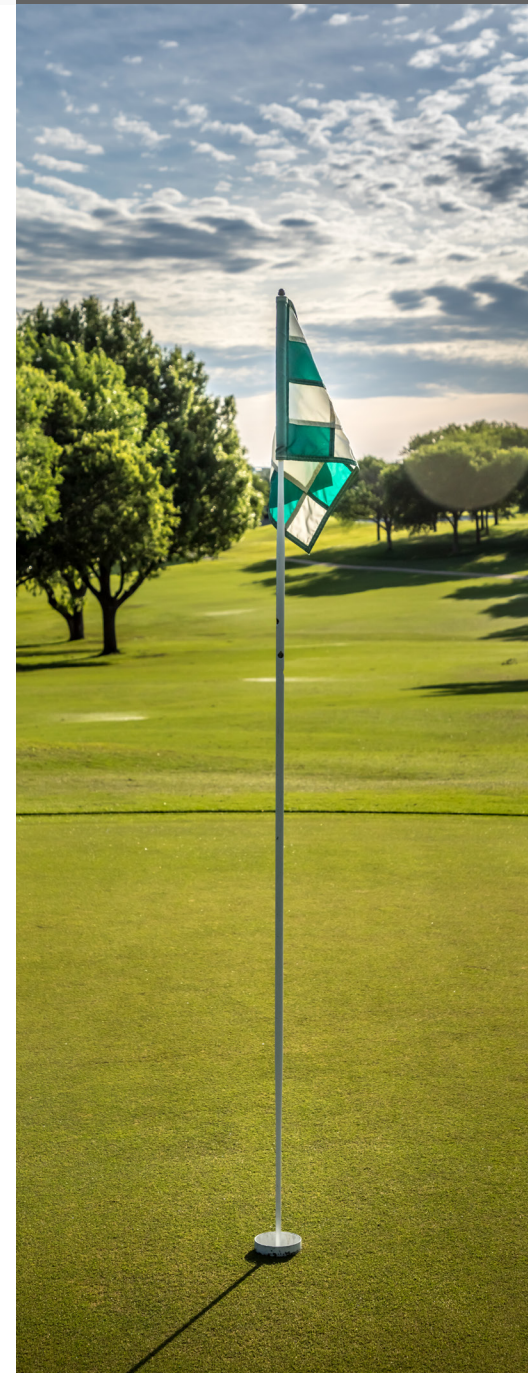
The Golf Wire

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 130,000 loyal readers daily.

Our primary focus is the publication of weekly email newsletters — with high levels of engagement and net weekly open rates between 25%-35%, 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 35 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.



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.

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.

Hear From Our Members

We have tried various channels over the years but must admit that your magazine and communication is really strong. We also have seen traction on the PR for the survey.



Very happy to have become a preferred partner to you guys!

MARCUS EKEBERG
greenfee365.com

“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

I wanted you to know that The Golf Wire has one of the very highest returns-on-investment of all of the marketing efforts we're involved in.

RON CATES
Vice President
Athalonz

“In addition to being a must-read for our entire executive team, The Golf Wire is also our go-to source for marketing the good news from Gallus Golf. Their expanded platform is a dream for content marketers looking to reach the golf industry.”

ROB HOFFMAN
Gallus Golf



Reaching 130,000 subscribers daily



JOB ROLES

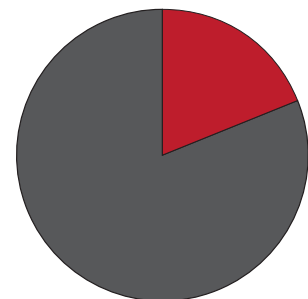
Apparel Executives
Caddies
College Golf Programs
Club Pro's
Club Managers
Equipment Manufacturers

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

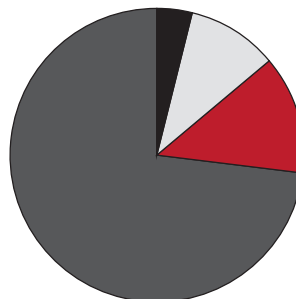
More about our readers

GENDER



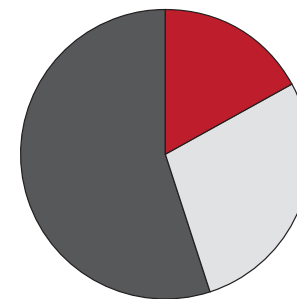
■ Female ■ Male

ROUNDS PER YEAR



■ >20 ■ 6-12
■ 13-20 ■ <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

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 drops and more. Content marketers can now submit new video links, podcasts episodes, infographics, webinar invitations and other alt content for inclusion in The Golf Wire.



The Preferred Partner Program 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.
- **Golf Podcast Network** - Syndicate your podcast or Vlog in our Golf Podcast Network to gain listeners, improve ratings, and solicit reviews. Some of the most listened to golf podcasts online now call The Golf Wire home.
- **Golf Jobs** - New for 2021, The Golf Wire is getting golf back to work with our new Golf Jobs Board. Preferred partners can now submitted unlimited job postings.

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

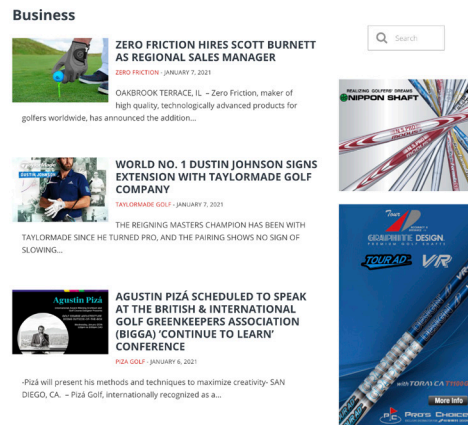


2

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



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](#)

Advertising Opportunities CONTINUED

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

brought to you by

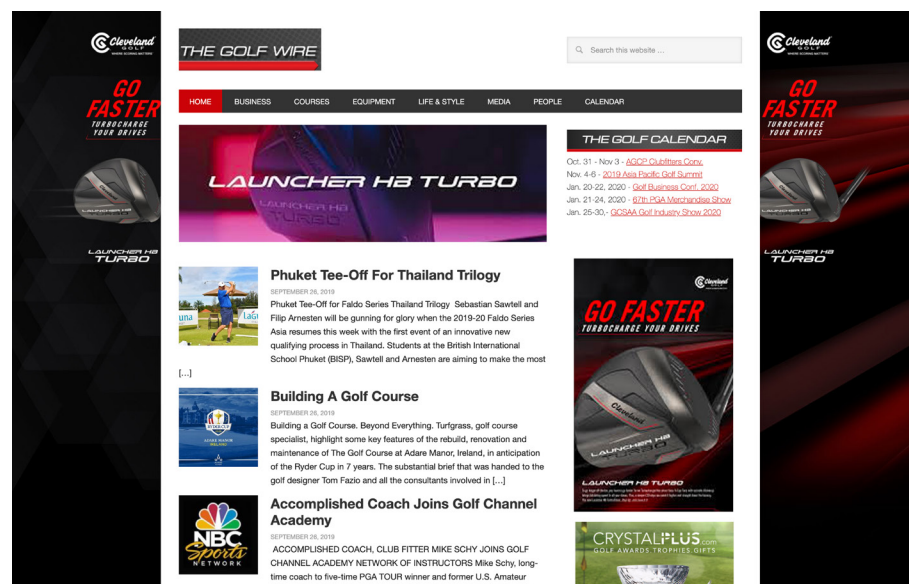


- ① **V1 Sports Pressure Mat Powered by BodiTrak** - V1's new partnership with biomechanics innovators Boditrak unites two of the golf industry's leading technology brands, increasing the accessibility of the **BodiTrak force-and-pressure analysis mat** to V1 Sport's large network of teaching professionals 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

TOP BANNER
970px X 250px as a .gif or .jpg

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