



# GB

“*Golf Business* provides the perfect platform for our brand and solutions to reach golf courses across North America.”  
—Syngenta



# Golf Business 2020 Media Kit

The Official Publication of the National Golf Course Owners Association  NGCOA

# *Golf Business* in print & digital

**16,400** Printed magazines distributed monthly\*

**14,000** Digital editions emailed monthly\*

**13,500** Dedicated emails\*

**2,500** Unique monthly visitors to golfbusiness.com\*

and **6,700** Monthly page views\*

\*Numbers are on average

Advertising in *Golf Business* delivers your message to a highly influential audience. In fact, no other industry publication reaches more of the top decision-makers than *Golf Business*. From the cart team to the maintenance facility, these men and women are responsible for some of the biggest purchases at the course level.

“Yamaha is proud to be an over decade-long supporter of *Golf Business* and its success in helping to propel businesses, like ours, within the industry and beyond.”  
—Yamaha Golf-Car Company

Contact Victoria Lane-Ward, *Golf Business* Account Executive, at 843-471-2716 or [vlaneward@ngcoa.org](mailto:vlaneward@ngcoa.org)

# 2020 Editorial Calendar

Interested in EDITORIAL OPPORTUNITIES? Contact Boots Gifford, Editor-in-Chief at [bgifford@ngcoa.org](mailto:bgifford@ngcoa.org).

	Department Features / Special Issue Focus	Contracts Due	Materials Due	Approx. Delivery
<b>January</b>	Destinations, Singles	11-15-19	12-5-19	1-10-20
<b>February</b>	Multiples, Exclusives / Labor & Staffing	12-15-19	1-2-20	2-10-20
<b>March</b>	Destinations, Singles	1-15-20	2-1-20	3-10-20
<b>April</b>	Multiples, Exclusives / Food & Beverage	2-15-20	3-1-20	4-10-20
<b>May</b>	Destinations, Singles	3-15-20	4-1-20	5-10-20
<b>June</b>	Multiples, Exclusives / Women in Golf	4-15-20	5-1-20	6-10-20
<b>July/August</b>	Destinations, Singles	5-15-20	6-1-20	7-10-20
<b>August (digital only)</b>	Junior Golf Programs	6-15-20	7-1-20	8-10-20
<b>September</b>	Multiples, Exclusives / The Technology Issue	7-15-20	8-1-20	9-10-20
<b>October</b>	Destinations, Singles	8-15-20	9-1-20	10-10-20
<b>November/December</b>	Multiples, Exclusives / Finance	9-15-20	10-1-20	11-10-20
<b>December (digital only)</b>	Hospitality	10-15-20	11-1-20	12-10-20

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# 2020 Print Pricing

## Premium Positions

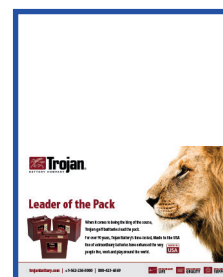
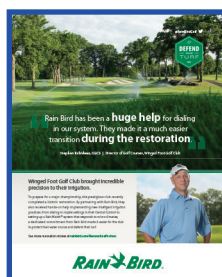
Inside Front Cover \$5,390

Page 1 \$5,390

Inside Back Cover \$5,165

Back Cover \$5,660

## Standard Positions

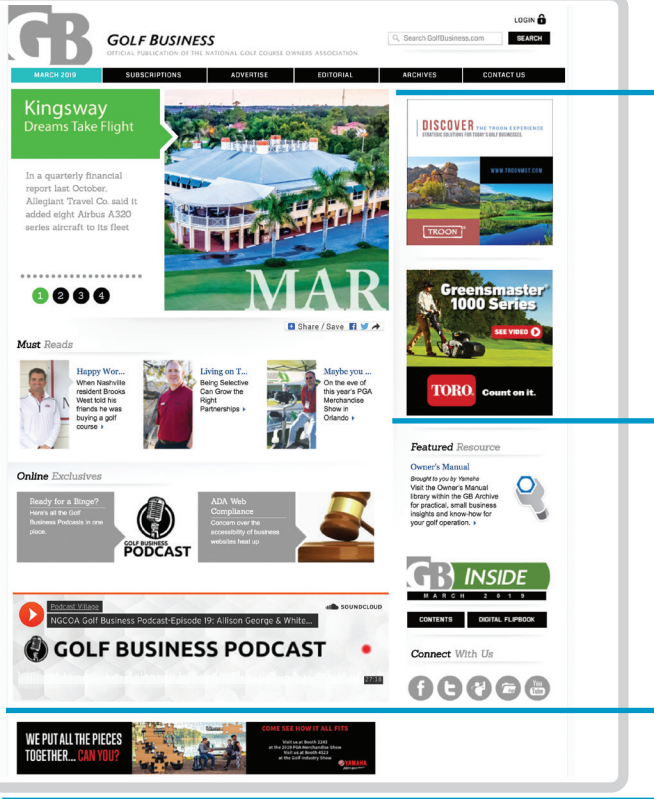


	Full Page Spread	Full Page	Half Page	1/3 Page
1x	\$7,965	\$4,215	\$3,720	\$2,910
6x	\$7,395	\$3,855	\$3,305	\$2,765
12x	\$7,195	\$3,520	\$2,925	\$2,525

Contact Victoria Lane-Ward, *Golf Business* Account Executive, at 843-471-2716 or vlaneWARD@ngcoa.org

# 2020 Digital Pricing

## GolfBusiness.com

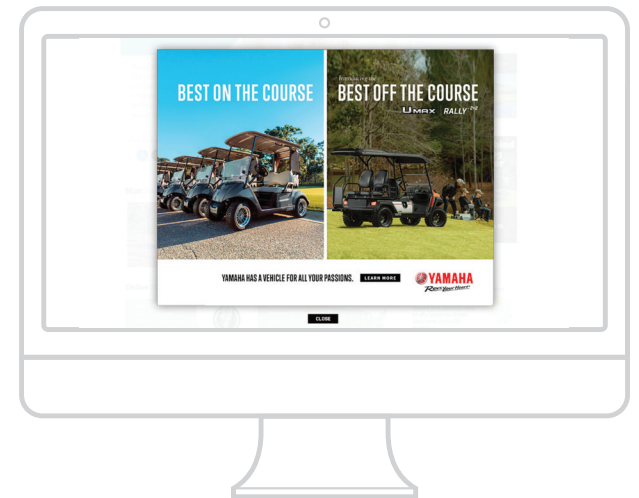


### Sidebar Ads

Size 250px x 250px  
Guaranteed 50% rotation  
Price \$1,750 per month

### Banner Ads

Size 468px x 60px  
Guaranteed 100% rotation  
Price \$5,000 per month



**Pop-up Window/Website Takeover**  
Size 790px x 600px  
Price \$6,500 per month

Contact Victoria Lane-Ward, *Golf Business* Account Executive, at 843-471-2716 or [vlaneward@ngcoa.org](mailto:vlaneward@ngcoa.org)

# 2020 Digital Pricing

## Dedicated Emails



Your message...your design  
Price \$2,500 per mailing

Monthly  
eNewsletter  
Sidebar Ads  
Size 160px x 240px  
Price \$1,750 per month



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# Print Advertising Specs

**Accepted Files:** Press Quality PDF only. Send file directly to your account manager.

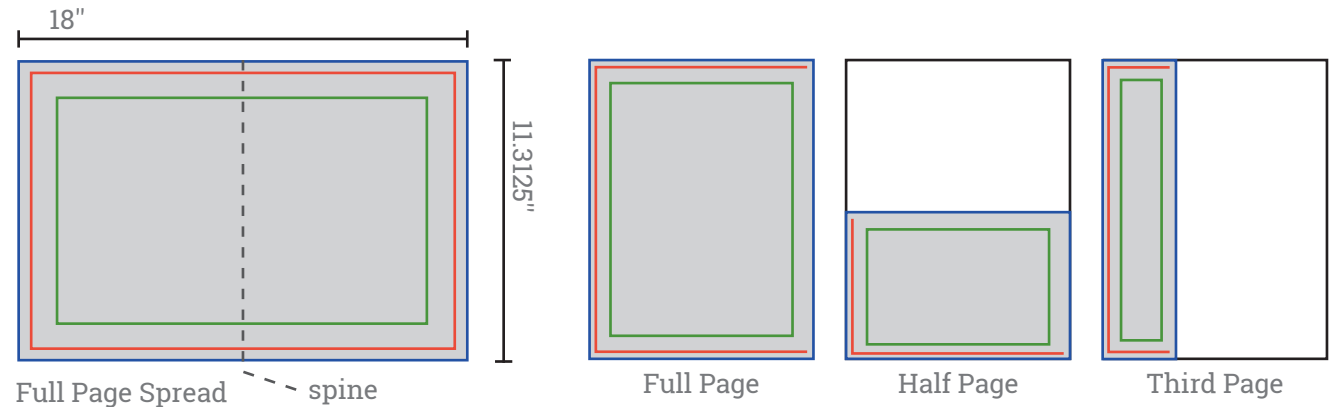
**Resolution:** 300 DPI.

**Layers:** If used, all Photoshop layers must be flattened and document must contain bleed settings.

**Images:** Images in document should contain high resolution TIFF or EPS. No JPEG. No RGB. All images must be CMYK or Grayscale.

**Fonts:** All fonts must be embedded by creating outlines.

**Color:** Vector based graphics must contain only CMYK or Grayscale. The use of Pantone colors is not permitted and must be converted to CMYK.

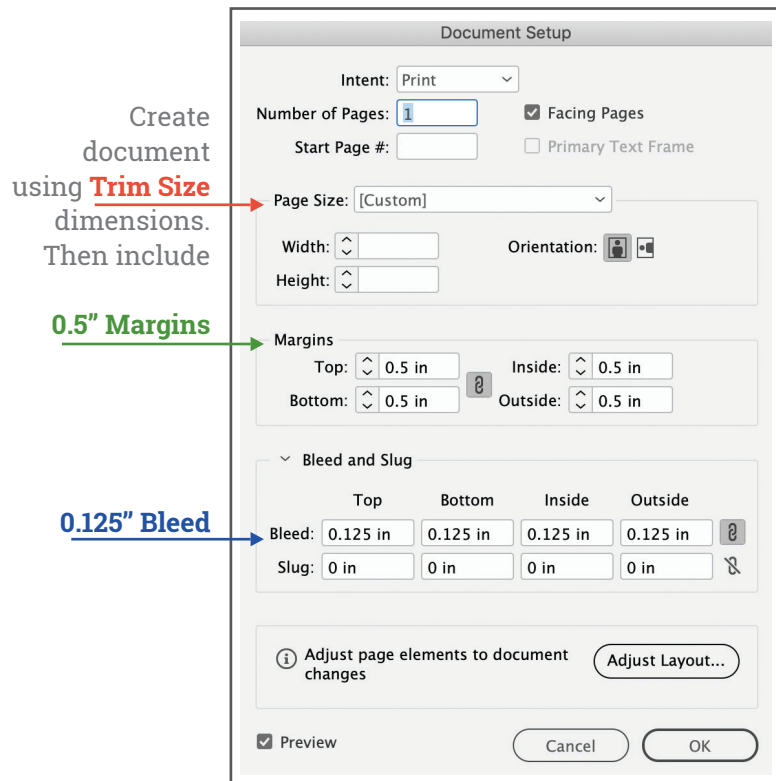


AD SIZE	LIVE AREA <span style="color: green;">■</span> (margins set at 0.5")	TRIM SIZE <span style="color: red;">■</span> (document size)	BLEED <span style="color: blue;">■</span> (doc size + 0.125" bleed)
Full Page Spread	16.75" x 10.0625"	17.75" x 11.0625"	18" x 11.3125"
Full Page	7.875" x 10.0625"	8.875" x 11.0625"	9.125" x 11.3125"
Half Page	7.875" x 4.5"	8.875" x 5.5"	9.125" x 5.75"
Third Page	2.0972" x 10.0625"	3.0972" x 11.0625"	3.3472" x 11.3125"

Contact Jessica Stout, *Golf Business* Editorial Art Director, at 843-471-2780 or [jstout@ngcoa.org](mailto:jstout@ngcoa.org)

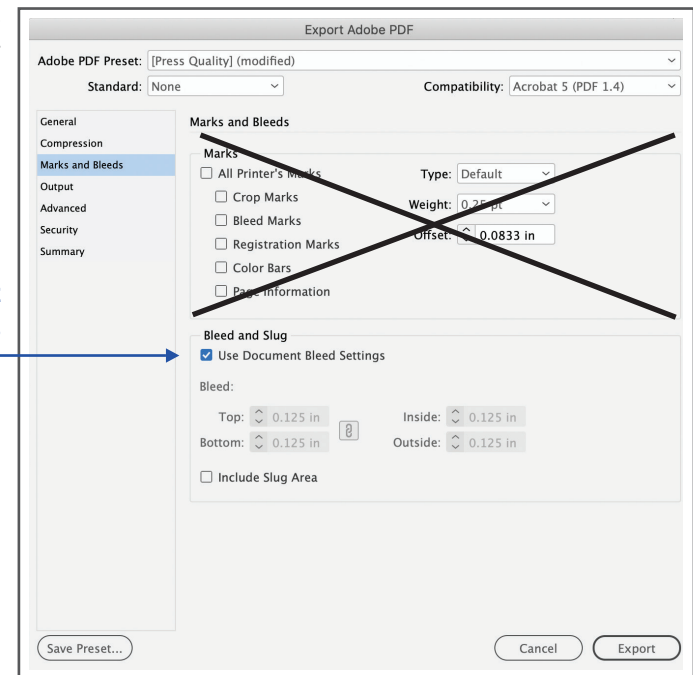
# Print Advertising Specs

## Settings: Document Setup & Press Quality PDF Export



Save as Press Quality

Check Use document bleed settings



Do not include Crop marks, bleed marks, etc. Any marks added to the page are at risk of showing on the final print.

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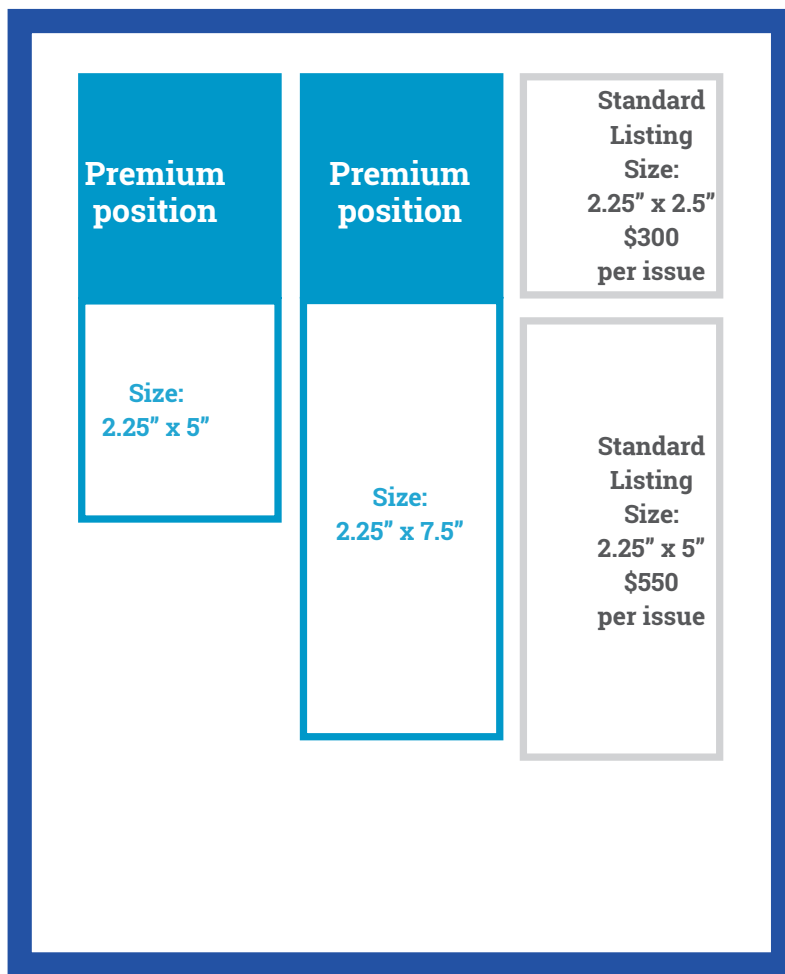
# Professional Service Listings Specs

One Premium Position per issue  
per category.

You will get the first position  
with featured content to  
accompany your listing.

Your text. Your image. Your logo.

Additional \$400



Choose  
from the  
Two  
Standard  
Listing  
Sizes.

Minimum contract term is 3 issues. Premium position can be purchased per issue. File Requirements: Press Quality PDF.

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