



# GB

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



# Golf Business 2019 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

# 2019 Editorial Calendar

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

	Destinations Featured / Special Issue Focus	Contracts Due	Materials Due	Approx. Delivery
<b>January</b>	Destinations, Singles	11-28-18	12-5-18	1-10-19
<b>February</b>	Multiples, Exclusives	12-20-18	1-2-19	2-10-19
<b>March</b>	Destinations, Singles	1-15-19	2-1-19	3-10-19
<b>April</b>	Multiples, Exclusives	2-15-19	3-1-19	4-10-19
<b>May</b>	Destinations, Singles	3-15-19	4-1-19	5-10-19
<b>June</b>	Multiples, Exclusives	4-15-19	5-1-19	6-10-19
<b>July/August</b>	Destinations, Singles	5-15-19	6-1-19	7-10-19
<b>August (digital only)</b>	Developing the Next Generation (Junior Golf)	6-15-19	7-1-19	8-10-19
<b>September</b>	Multiples, Exclusives / The Technology Issue	7-15-19	8-1-19	9-10-19
<b>October</b>	Destinations, Singles	8-15-19	9-1-19	10-10-19
<b>November/December</b>	Multiples, Exclusives	9-15-19	10-1-19	11-10-19
<b>December (digital only)</b>	Retail Sales - Holiday Gift Giving Season	10-15-19	11-1-19	12-10-19

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

# 2019 Print Pricing

## Premium Positions

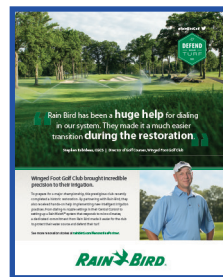
Inside Front Cover \$5,390

Page 1 \$5,390

Inside Back Cover \$5,165

Back Cover \$5,660

## Standard Positions

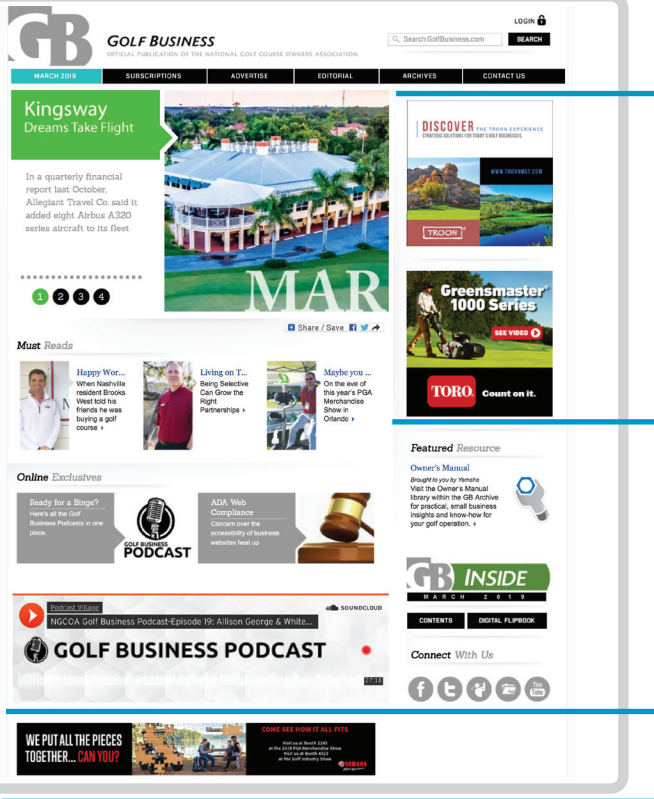


	Full Page Spread	Full Page	Half Page	1/3 Page
<b>1x</b>	\$8,165	\$4,815	\$3,810	\$4,220
<b>3x</b>	\$7,765	\$4,570	\$3,650	\$4,010
<b>6x</b>	\$7,395	\$4,355	\$3,465	\$3,805
<b>9x</b>	\$7,005	\$4,120	\$3,295	\$3,605
<b>12x</b>	\$7,665	\$3,920	\$3,125	\$3,425

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# 2019 Digital Pricing

## GolfBusiness.com

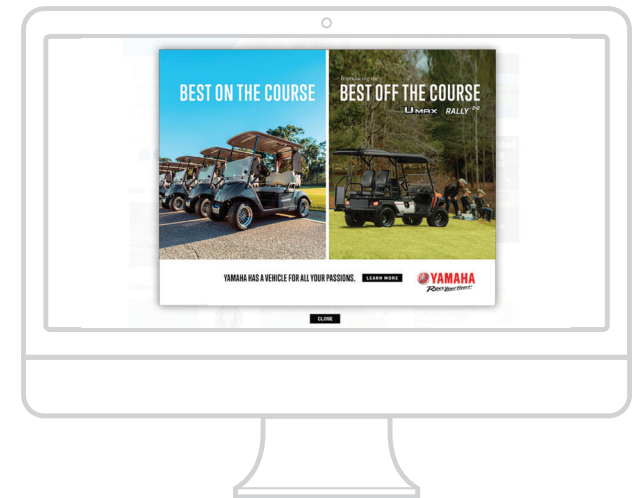


### Sidebar Ads

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

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# 2019 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

## File Requirements: Press Quality PDF

**Trim:**  
17.5" x 10.8125"  
**Live Area:**  
17" x 10.3125"  
**Bleed:**  
17.75" x 11.0625"

**Full Page Spread**

**Trim:**  
8.75" x 10.8125"  
**Live Area:**  
8.25" x 10.3125"  
**Bleed:**  
9" x 11.0625"

**Full Page**

**Trim:**  
8.75" x 5.5"  
**Live Area:**  
8.25" x 5"  
**Bleed:**  
9" x 5.75"

**Half Page**

**Trim:**  
3.25" x 10.8125"  
**Live Area:**  
3.125" x 10.3125"  
**Bleed:**  
3.5" x 11.0625"

**1/3 Page Vertical**

Page trim size: 8.75" x 10.8125"

Bleed allowance: add .125" to trim size

Safety margin for copy: .50" from trim

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