

SINCE 1927—The Resource for Superintendents // Golfdom.com

Golfdom²⁰¹⁵

2015 Media Planner

HIGHEST SUPERINTENDENT REACH

MOST AWARD-WINNING INDUSTRY MAGAZINE

NAMED COOLEST, MOST FUN TO READ... AGAIN

#1 IN SUPERINTENDENT REACH

Is reaching **350 more superintendents** important to you?

<i>Golfdom</i>	15,673*
<i>Golf Course Management</i>	14,724**
<i>Golf Course Industry</i>	14,883**
<i>Superintendent</i>	15,323**

**GOLFDOM
ADVANTAGE!**

*Golfdom's September 2013 Verified Audit Circulation Annual Integrated Report;

**Golf Course Management, Golf Course Industry and Superintendent, June 2014 BPA Brand Reports

#1 IN TOTAL REACH

Largest Audited Audience

35,538

total unduplicated reach

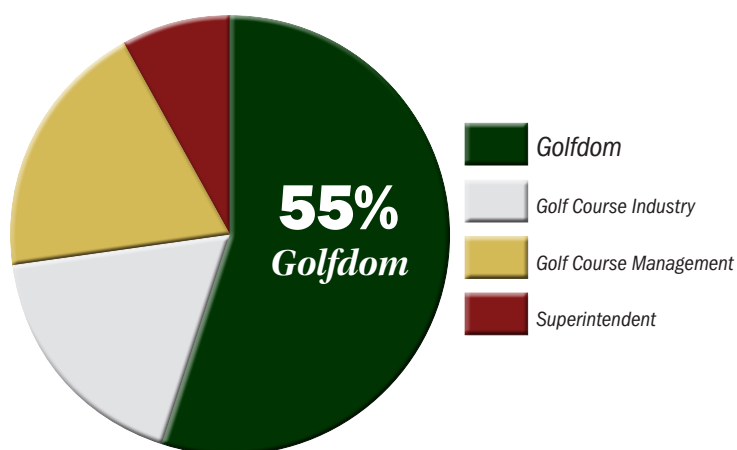
Source: Golfdom's September 2013 Verified Audit Circulation Annual Integrated Report



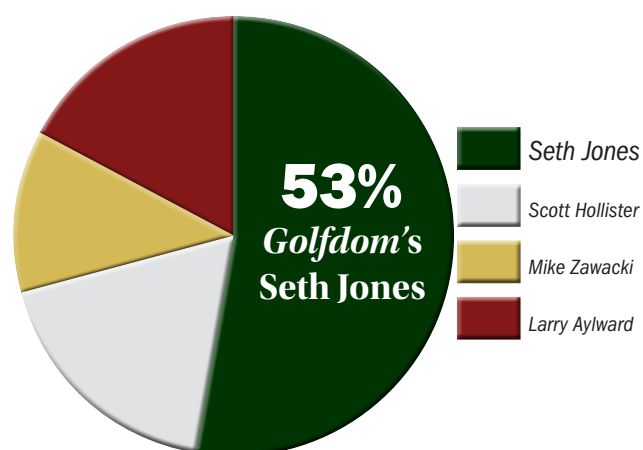
SUPERINTENDENTS SAY:

Golfdom is Preferred... and Cool!

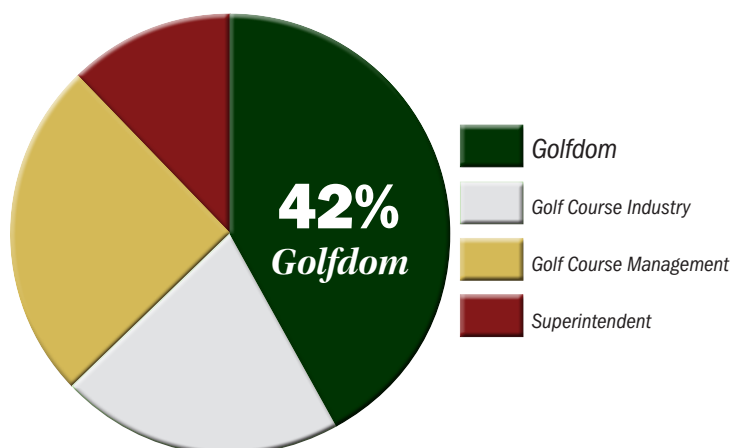
Which ONE magazine do you perceive as the **coolest or most fun to read?**



Which ONE is the **preferred industry editor?**



Which ONE magazine's editorial staff is the **best at reporting from the field?**



Source: June 2014 BLIND readership survey sent by survey@btobmediaresearch.net yielding 355 responses (71.8% superintendents; 10.14% assistant superintendents; 9.30% general managers and 8.73% owners).

READER SAYS

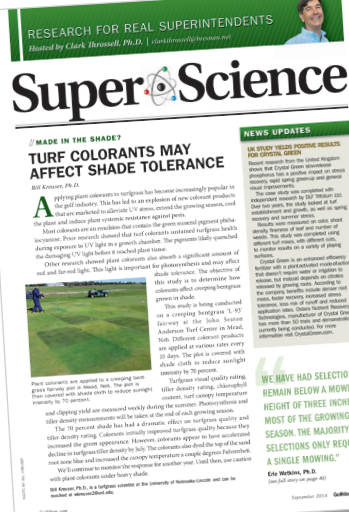
KEN NEWCOMB

Regional Director of Agronomy,
Anthem Golf and Country Club

"Golfdom is a force to be reckoned with. The magazine has never looked better and the content is outstanding. They are coming at me from all directions in print, online and now in person with their Summit event. I love it and their style."

Super Science

In-depth research section edited by respected researcher Clark Throssell, Ph.D.



Starter

News section includes shorter, punchier stories and a reader-submitted golf joke.



Professional Grade

Products in three different categories are covered in each issue.



Golfdom readers give us a peek at their offices.



Golfdom Gallery

A regular feature showing off the places *Golfdom* staff visit each month.



The 19th Hole

Our Q&A allows readers to learn more about one of their fellow superintendents from around the country.



THE Most Award-Winning Industry Magazine

Since 1999, *Golfdom* has won more TOCA Awards for design, editorial and digital excellence than any of its rivals.

- » Business Management Writing
- » Best Blog (three years in a row)
- » Product Information
- » Environmental Stewardship
- » Best Cover(s)

TOCA 2014

Golfdom earned 21 awards including 19 TOCA honors, one Gardner Award and the Plant Health Writer of the Year award, which is more awards than all competitors combined.

**More TOCA
Awards in 2014
Than Competition
Combined!**



	Issue Theme	Super Science Research	Professional Grade	Special Sections
JANUARY Ad Close: 12/4 Materials: 12/11	<i>Golfdom</i> Report	Spring dead spot	Top dressers Verticutters Batteries	The <i>Golfdom</i> Report
FEBRUARY Ad Close: 1/14 Materials: 1/21	GIS preview	Winter injury	Greens mowers Fungicides Insecticides	GIS issue
MARCH Ad Close: 2/11 Materials: 2/18	Controlling spring weeds	Great greens	Maintenance facility upgrades Utility vehicles Golf cars	
APRIL Ad Close: 3/10 Materials: 3/17	Irrigation	Dollar spot, PGRs	Trucks and SUVs Irrigation equipment Course accessories	Sprayer Technology
MAY Ad Close: 4/15 Materials: 4/22	Plant Health	ABW	Wetting agents Foliar feeding Heavy equipment	Plant Health Series
JUNE Ad Close: 5/15 Materials: 5/22	Water Wise	Anthrachnose	Pond maintenance Light equipment GPS technologies	Plant Health Series
JULY Ad Close: 6/16 Materials: 6/23	Bunker maintenance	Weed control	Aerators Seed Fairy ring products	Plant Health Series
AUGUST Ad Close: 7/15 Materials: 7/22	Restoration & Renovation	Dealing with summer heat	Fairway mowers Spreaders Hand-held equipment	Irrigation Renovation
SEPTEMBER Ad Close: 8/18 Materials: 8/25	Early order programs	2015 Snow mold update	Dollar spot products Fire ants Core Harvesters	Signet Ad Study
OCTOBER Ad Close: 9/16 Materials: 9/23	Snow mold/winter prep	Fall fertilization	Herbicides Humates Bunker renovations	EOP Supplement
NOVEMBER Ad Close: 10/19 Materials: 10/26	Worker safety	Annual bluegrass	Driving range accessories Fuel additives Propane conversion	
DECEMBER Ad Close: 11/5 Materials: 11/12	Fertilizer trends	Overseeding	Grinders Sharpeners Bedknives	

Industry's Preferred Editorial Team



SETH JONES
Editor-in-Chief



GRANT GANNON
Associate Editor



JOEL JACKSON
Contributing Editor



MARK WOODWARD
Contributing Editor



MATT NEFF
Assistant Superintendent



CLARK THROSSELL, PH.D.
Research Editor



KARL DANNEBERGER, PH.D.
Science Editor



ANTHONY WILLIAMS
Contributing Editor



Golfdom®

Seven-time winner of the national Folio: Award for editorial excellence

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Conrad Broussard, CGCS
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Southport, N.C.*

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Anthony Williams, CGCS, CGM
*STONE MOUNTAIN GOLF CLUB
Stone Mountain, Ga.*

Andy Wilson
*BETHPAGE STATE PARK GOLF COURSE
Farmingdale, N.Y.*

Target Superintendents Using Multiple Media Channels!

In Print. Online.
In Person. Socially.

Let the *Golfdom* media network go to work for you. Whether it's branding and awareness or lead generation, we offer unique programs to meet your goals and objectives.



*Golfdom's September 2013
Verified Audit Circulation Annual
Report

**Google Analytics, average monthly
visits January-August 2014

***Golfdom Twitter followers plus
Facebook likes

Content & Creative Marketing Solutions

At *Golfdom* we've been developing award-winning content and design for decades. Our market expertise, professional team of content providers, graphic designers and marketers, and audience database offer you a unique resource to help you tackle your goals and objectives. Here's a sampling of our marketing services:

- » Direct Mail: turnkey program — create print and mail
- » Marketing Collateral: brochures, inserts, postcards and more
- » Advertising Creative: print and web advertising design
- » Content Marketing: content creation for your websites, blogs, collateral, social media
- » Branding & Development: logo design
- » Booth Graphics: blow-ups/graphics, contests, promotion, flyers, giveaways
- » Social Media: program development

Golfdom Summit

In its fourth year, the Summit is an exclusive, invitation-only event bringing together superintendents and suppliers and dealers.



HE SAID IT

RAFAEL MARTINEZ

Golf Course Superintendent, South Hills Country Club, West Covina, CA.

"The Summit was an experience that I will remember for the rest of my life. It was so unique with a fantastic program, very well organized, with a great group of vendors."



Golfdom.com

Ad Types & Sizes

- » Clickable Wallpaper (minimum 1,920 pixels wide)
- » Interstitial Roadblock (640x480)
- » Expandable Leaderboard (728x315 expanded, 728x90 collapsed)
- » Regular Leaderboard (728x90)
- » Skyscraper (160x600)
- » Banner (468x60)
- » Medium Rectangle (300x250)
- » Small Square (160x160)
- » Video

Metrics

Scoreboard Category	January-August 2013 Average	January-August 2014 Average
Visits	10,757	11,536
Unique Visitors	6,757	8,996
Page Views	16,583	19,935

Snapshot

January through August 2014, *Golfdom* boosted golfdom.com unique visits 33% versus 2013. Page views are up 20% in 2014.

Platinum Website Sponsorship

Ad Types & Sizes

- » Clickable Wallpaper (minimum 1,920 pixels wide)
- » Interstitial Roadblock (640x480)
- » Expandable Leaderboard (728x315 expanded, 728x90 collapsed)
- » Banner (468x60)
- » Skyscraper (160x600)
- » Medium Rectangle (300x250)
- » Video (optional)

With *Golfdom's* Platinum Website Sponsorship, seven of your digital ads will frame golfdom.com home page 25% of the time, and the remaining 75% of the time one or more of your digital ads will appear. Perfect for product launches, special promotions and brand awareness, our Platinum Website Sponsorship delivers immediate, sustained, significant ROI.

Ask your account manager to discuss pricing and anticipated metrics.

Website Ad Material Submissions

- 1. Naming Conventions:** When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, SITE, LIVE DATE
- 2. Material Deadlines:** Five (5) days prior to campaign start date
- 3. File Formats:** GIF, JPG, PNG, FLASH and other rich media formats
- 4. Animation:** Videos are limited to one playback loop. Creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.
- 5. Rich Media:** Flash, DHTMLx, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. Please request a

Flash requirements spec sheet from your advertising representative ahead of time as there are some design considerations that need to be made in order for Flash ads to work. THE CLICK URL MUST BE RECEIVED SEPARATELY FROM THE SWF FILE. PLEASE DO NOT EMBED THE CLICK URL IN THE CODE.

- 6. Third-Party Ad Tags Are Accepted.** The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal: <https://northcoastmedia.sendmyad.com> and/or email 5 business days in advance of publication.



Golfdom Insider (bimonthly)

Ad Types & Sizes

- » Leaderboard (728x90)
- » Top Rectangle (300x250)
- » Skyscraper (160x600)
- » Banner (468x60)
- » Small Square (100x160)
- » Text Ad
- » Microbar (88x31)

Metrics

Scoreboard Category	June 17, 2014
Delivered	21,582 (99.4%)
Open Rate	4,900 (22.7%)
Click Rate	1,076 (5.0%)

Snapshot

Golfdom Insider newsletter is optimized across Web browsers and scales to mobile devices. All ads are clickable on desktop computers, laptops, smart phones and tablets. *Golfdom* newsletters are NOT auto generated by a content management system — like the competition's enews. All *Golfdom* newsletters are created by editors and feature unique, hand-picked content, with catchy headlines and images, for optimal reader engagement and advertising ROI.



Golfdom Hot Products (monthly)

Ad Types & Sizes

- » Gold Product Listing - \$600
- » Product Listing - \$300

Metrics

Scoreboard Category	September 8, 2014
Delivered	10,579 (98.74%)
Open Rate	2,622 (24.8%)
Click Rate	362 (3.4%)

Snapshot

Half-page and larger display advertisers in *Golfdom* magazine will have their equipment and services featured in this *Golfdom* Hot Products newsletter free of charge. Product spotlights are also available for purchase as noted above.

Enewsletter Ad Material Submissions

- 1. Naming Conventions:** When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE
- 2. Material Deadlines:** Five (5) days prior to campaign start date. Note: Late materials may not be posted on time.
- 3. File Formats:** GIF, JPG, PNG
- 4. Animation:** Videos are limited to one playback loop. Creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.

- 5. Rich Media:** Not available on enewsletters. (Rich media is supported on our websites.)
- 6. Third-Party Ad Tags Are Accepted.** The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal: <https://northcoastmedia.sendmyad.com> and/or email 5 business days in advance of publication.



Golfdom digital edition

Ad Types & Sizes

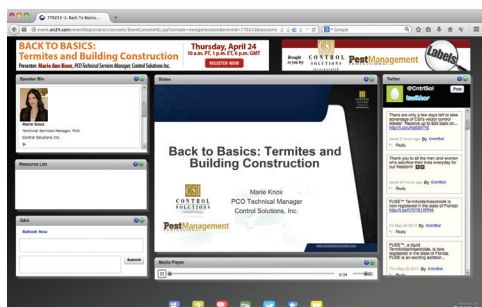
- » Presentation Page
- » Digital Blow-in (interstitial roadblock, bellyband, partial cover tip)
- » Video
- » Animation
- » Slide Show
- » Leaderboard (728x90)

Metrics

	January-August Average
Issue Visits	626
Monthly Unique Visits	146
Page Views	5,213

Snapshot

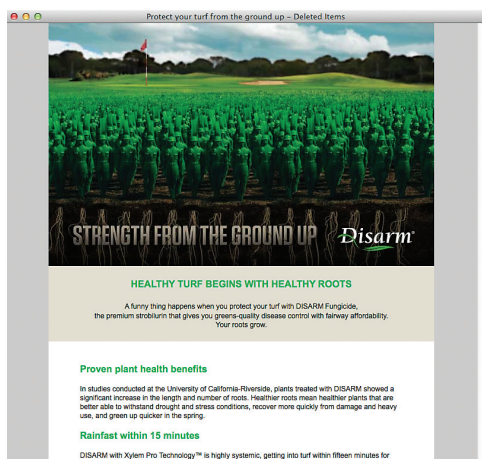
Golfdom offers an exact replica of the magazine digitally. The digital edition offers customers unique and impactful advertising opportunities including premium advertising positions.



Golfdom Webinars

Golfdom provides

- » Web seminar platform
- » Production schedule, management, producer and rehearsals
- » Moderator from editorial staff for one-hour session
- » PowerPoint slides of introductory remarks
- » Host registration
- » Email invitations created and sent to selected target audience
- » One full-page, four-color ad in *Golfdom* (subject to issue deadlines)
- » Email reminders for registrants (to drive attendance)
- » Email notification when the webinar is archived and available online
- » Pre- & Post-Event promotion in e-newsletters, on golfdom.com and social media (subject to inventory available)
- » List of all registrants and attendees to sponsor
- » Link on golfdom.com to on-demand version for six months



Custom Eblasts

A great way to enhance your campaign!

Metrics

Scoreboard Category	August 14, 2014
Delivered	4,742 (99.8%)
Opens	830 (17.5%)
Clicks	90 (1.9%)

Snapshot

Golfdom's custom eblasts are fully customizable HTML documents that offer highly targeted digital promotions for special offers, programs and new product launches.

Golfdom®

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