

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

Golfdom

2018 MEDIA PLANNER



Guiding Superintendents to Success

It was another banner year for *Golfdom* in 2017. What will 2018 bring?

Our year got off to a stellar start when the National Golf Foundation recognized the magazine for celebrating its 90th anniversary. Despite our old age, *Golfdom* demonstrated that it is still quick on its feet when it comes to reporting on the industry. For example, *Golfdom* was the first to provide a wide-ranging recap of the historic hurricane damage that befell golf courses all along the south and southeast. The magazine also got its hands dirty, providing the industry an in-depth three-part series on labor issues the industry faces. The series covered the plight of assistants; the challenges of competing for minimum wage laborers; and finally, five outside-the-box labor solutions that could offer courses across the country some relief.

But no one knows the industry of superintendents better than superintendents themselves. That's why we rely on them to keep us current on what we should be covering in the magazine. When we're asked to speak to such groups as the Palm Beach Golf Course Superintendents Association, the Long Island GCSA or the South Dakota GCSA, we in turn ask them what is the top-of-mind topic that we should feature in the magazine. And when we're reporting from such events as the U.S. Open, the PGA Championship, the Presidents Cup, the AT&T Byron Nelson, the ANA Inspiration and the Players Championship (all events we attended in 2017), we are again getting feedback from superintendents across the country on how we can better serve their industry.

This method of generating content has been working; in 2017 *Golfdom* again led the industry in Turf and Ornamental Communicator's Association awards, winning 16 awards, more than its three competitors combined. *Golfdom* was proud to win first place awards in such categories as turf feature, product information and special projects. And *Golfdom* again was the most widely read publication in the industry, going to more readers every month than any of our competitors.

What challenges will 2018 bring the industry? Whatever they may be, *Golfdom* will be there, helping guide our readers to another successful year.



A handwritten signature of Seth Jones in black ink.

SETH JONES, Editor-in-Chief & Associate Publisher

Golfdom's Audience

TOTAL UNDUPLICATED REACH: 34,462

TOTAL DUPLICATED REACH: 51,532

Source: Golfdom September 2016 Verified Audit Circulation Report

16,674*
Golfdom.com
Unique Visitors
(Monthly Average)



22,228**
Print/Digital Edition
Subscribers



29,162**
E-newsletter Subscribers

Golfdom

50+
Leading
Superintendents



40+
Webinar Attendees
(Average per Webinar)



8,508***
Social Media Followers

Google Analytics (monthly average January-August 2017) **Golfdom's September 2016 Verified Audit Circulation Report *Publisher's social media data (Facebook, Twitter, YouTube) as of September 30, 2017*

Audience Highlights

#1 in Superintendent Reach

| | | |
|------------------------|----------------|-----------------------|
| Golfdom | 14,497* | GOLFDOM ADVANTAGE! |
| Golf Course Management | 14,068** | |
| Golf Course Industry | 14,253*** | |

*Golfdom's September 2016 Verified Audit Circulation Report; **Golf Course Management, June 2016 BPA Brand Report; ***Golf Course Industry, June 2016 BPA Brand Report.

#1 in Total Reach Largest Audited Audience

34,462
total unduplicated reach

Golfdom's September 2016 Verified Audit Circulation Report

We Invest in an Audience Audit

Fresh, current subscribers active in the market. *Golfdom* invests in a third-party audit of its audience.

Why is an audit important?

We can prove whom we reach and that our subscribers requested the magazine. We have each subscriber's name, title, company and location.

Our audience database is current — and we prove it by qualifying and re-qualifying the majority of our subscribers' contact information yearly.



Ask for a copy of our latest audit statement.



GOLFDOM in Print

The Golfdom Difference

Our print offerings include all standard-size display and advertorial ads, in addition to ads in our unique The Shop products section. We also have a number of premium positions available on a first-come, first-served basis. For advertisers who want to really stand out and make a big impression, we have a myriad of options from bellybands to gatefold covers. Ask us about our unique, specially customized offerings including die-cut inserts, perf-off cards, lenticular ads and much more.

Magazine Subscribers

22,228

Source: Golfdom's September 2016
Verified Audit Circulation Report



Award Winning Content, Design and Editorial Staff

The Golfdom team once again led all golf market publications with 16 total Turf & Ornamental Communicators Association (TOCA) awards in 2017 — matching the number won by its three closest competitors combined!



**Gardner Award Winner –
“Best of Show” for Cover**



Special Supplements = Standout Opportunities for Marketers



Putting Surface Guide
April



SOLD

Fungicide Report
June



SOLD

Plant Health Supplement
August



Fall Fertilization Guide
August



Early Order Program Guide
October



State of the Industry
December

“My favorite thing about Golfdom is their involvement with superintendents and the desire to provide insight and help superintendents succeed.”

— **Kyle Johnson**, Carolina Country Club, Raleigh, N.C.

Online Marketing

Golfdom.com

Page views: **29,000***

Sessions: **20,849***

Users: **16,674***

**Google Analytics (monthly average January-August 2017)*

How readers use Golfdom.com

Desktop **52.5%****



Mobile **40.3%****



Tablet **7.2%****



***Google Analytics (monthly average January-August 2017)*



Ad Types + Sizes

- 1** Wallpaper (minimum 1,280x800 pixels)
- 2** Expandable Leaderboard (970x415 and 970x90) or Super Leaderboard (970x90)
- 3** Roadblock (640x480)
- 4** Medium Rectangle (300x250)
- 5** Filmstrip Rectangle (300x600)

Online Marketing

Retargeting **NEW**

Where they go, you go. Retargeting uses a simple code to anonymously follow your audience all over the web. With this technology you can advertise to your website visitors as they browse other sites on the Internet. This expanded presence improves your ad impressions and click through rates.



- 1 Web surfer browses our page
- 2 Web surfer visits other popular websites
- 3 Web surfer sees your ad
- 4 Web surfer clicks your ad and is taken to your website

Golfdom.com Mobile

Ad Types + Sizes

- » Medium Rectangle (300x250)
- » Banner (320x50)



Golfdom.com Platinum Sponsorship

With *Golfdom's* Platinum Website Sponsorship, your digital ads will frame the home page 33% of the time, and the remaining 66% 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.

Sponsorship Includes:

- » Clickable Wallpaper (minimum 1,280x800 pixels)
- » Interstitial Roadblock (640x480)
- » Expandable Leaderboard (970x415 and 970x90) or Super Leaderboard (970x90)
- » Top Medium Rectangle (300x250)
- » Mobile Medium Rectangle (300x250)
- » Filmstrip (300x600)
- » *Golfdom* Insider Leaderboard (728x90)
- » *Golfdom* Insider Top Medium Rectangle (300x250)
- » *Golfdom* Hot Products Spotlight - Gold Spotlight



Golfdom E-Newsletters

Get in Front of *Golfdom*'s Targeted E-newsletter Recipients

29,162*

Average E-Newsletter Subscribers



Golfdom Insider

19,023* average recipients

We provide the latest golf course maintenance industry news to 17,500 subscribers every other Tuesday in our *Golfdom Insider* e-newsletter. The content is created by our editors and features unique, hand-picked content for optimal reader engagement.

METRICS

| Scoreboard Category | March 14 2017 |
|---------------------|-----------------|
| Delivered | 17,223 (98.33%) |
| Open Rate | 24.84% |
| Click Rate | 9.03% |



Golfdom Hot Products

10,139* average recipients

Promote your product or service in our monthly *Golfdom Hot Products* e-newsletter. You provide a logo or photo and up to 100 words of copy, and we handle the rest. The email is sent on the third Monday of every month to nearly 10,000 subscribers. Our email newsletters are optimized across web browsers and delivered in a responsive format so they scale to tablets and smartphones. These steps ensure excellent delivery, open rates and ROI.

METRICS

| Scoreboard Category | Jan. 16 2017 |
|---------------------|----------------|
| Delivered | 9,965 (99.42%) |
| Open Rate | 25.33% |
| Click Rate | 4.59% |

*Average net delivery provided by Verified Audit Circulation Report Oct. 1, 2015–Sept. 30, 2016

Golfdom Custom Sole-Sponsored Webinar

- Registration hosted by *Golfdom*
- Dedicated moderator and webinar producer
- Collaboration on content and presenter selection
- 2-minute “Word from our Sponsor”
- Email invitations created and sent to selected target audience

- One full-page, four-color ad in *Golfdom* magazine
- Pre- and post-webinar promotion
- Email reminders and notifications sent to registrants
- Contact information for all attendees and registrants
- Link on *Golfdom.com* of on-demand version indefinitely

Content Marketing

Custom E-newsletter

Golfdom custom e-newsletters are the perfect marriage of education and promotional information delivering unmatched ROI. Ad types for custom e-newsletters include a leaderboard, skyscraper, medium rectangle, banner and mobile ad sizes.



Custom Email Blast

Golfdom's custom eblasts are fully customizable and perfect for special offers, programs and product launches. Numerous audience selections available including by quantity, title, type of business and/or geographic location.

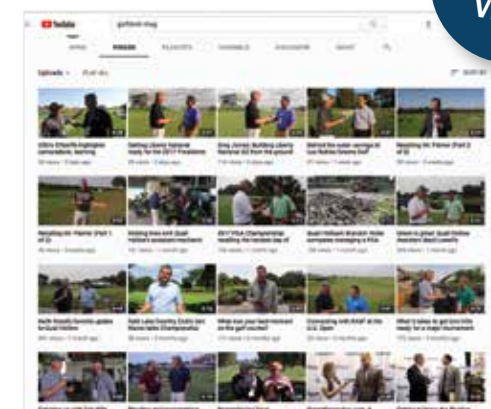


Sponsored Video

Video advertising is **growing**. Many users find videos helpful when making purchase decisions online. To ensure the effectiveness of *Golfdom's* video advertising, we've developed a package of digital media support elements to complement and drive traffic to your video.



Industry
Leader in
Video



Social Media

Golfdom offers social media sponsored posts and advertising on our Twitter, Facebook and YouTube channels. These limited opportunities will be custom developed in collaboration between *Golfdom* and our advertising partners.

Tap into *Golfdom*'s Social Network

8,508* Social Media followers



twitter.com/*Golfdom*



facebook.com/*Golfdom* Magazine



youtube.com > *Golfdom* Magazine



Twitter Total Reach

1,640,507*

7,812 followers on Twitter with an average reach of 182,279+ per month* and a 4.60%* engagement rate

*Golfdom's Twitter Engagement is more than 6x higher than the average!***



Facebook Total Reach

35,353*

582 followers on Facebook with an average reach of 3,928+ per month* and an engagement rate of 5.58%*



YouTube Content Viewed

38,217*

minutes of content viewed by 114 subscribers with an average of 4,252 minutes viewed per month and a 2.5% engagement rate

*Publisher's social media data (Facebook, Twitter, YouTube) as of September 30, 2017. Total Reach is defined as number of impressions *Golfdom* tweets or Facebook posts received from January 1 to September 30, 2017. **TrackMaven, B2B Social Media Engagement Rates, published March 2016. ; Twitter engagement based on analysis of 316 B2B brands' Twitter accounts.

Data Marketing

Lead Nurturing

NEW

Further qualify potential customers who have previously taken action or expressed interest in your product or service. Utilize scheduled follow-up marketing, such as email blasts, to bring interested parties further down the sales funnel and one step closer to purchase.

Appended Data

NEW

Add demographics to your database from the most comprehensive database in the Golf Course Maintenance industry. Our subscriber data is updated constantly through online engagement, reader inquiries and annual renewal efforts.



Step 1:

You share with *Golfdom* (confidentially) the database you want to update.



Step 2:

We confirm with you how many records we can append/update.



Step 3:

We append your clients and prospects database — updating the job title, primary business, company size, address and/or phone number — for each contact shared between our two companies. (Sorry, no email sharing/appending allowed.)



Step 4:

Golfdom returns your appended database, with a fee charged for each updated record.

Lead Qualification

NEW

During our audience requalification, we offer one advertiser exclusive rights to add up to three questions to our standard audience form. We'll target the market segments most important to your business. You'll receive the leads weekly. Each lead includes the answers to your questions, plus our standard form fields.

Research/Survey Opportunities

Want to learn more about the audience for your products and services? Need to test a new product concept or new advertising campaign? Whether via focus group, phone or online, *Golfdom* has the audience and resources to help. We'll collaborate on the best methodology and questions for your study, field the research and provide insights on the results.



NEW

Brand Engagement Audience Report


Measure the exposure and engagement your brand receives via our print and digital platforms. We'll share metrics on paid and earned media featured by *Golfdom*. Paid print and digital ads, news, published articles, press, video views, white papers and more will be included in the report.



Integrated Media Packages **NEW**

Our audience consumes content through a wide variety of media (print, web, email newsletters, social media, face-to-face events, custom content, etc.). Therefore, we recommend an integrated mix of media to make certain our audience finds your brand where they're consuming.

Increase your exposure with an integrated multimedia campaign

| Winning Combinations for Marketers | Print Advertisement (in print and digital editions) | Golfdom.com Medium Rectangle (300X250) | Golfdom Insider Email Newsletter Medium Rectangle (300X250) | Golfdom Hot Products Email Newsletter Standard Listing | Golfdom "Product of the Day" Golfdom.com | Golfdom "Product of the Day" On Twitter | Custom Email Blast to 5,000 <i>Golfdom</i> Third Party List Subscribers |
|---|---|--|--|---|---|--|---|
| Dominant Package 12 Time 8 Time 4 Time |  <div>FULL PAGE</div> | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Competitive Package 12 Time 8 Time 4 Time | <div>HALF PAGE</div> <div>HALF PAGE</div> | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Present Package 12 Time 8 Time 4 Time | <div>1/4 PAGE</div> | | | | ✓ | ✓ | |

Contact your Account Manager for details and rates.

8th annual Golfdom Summit

Exclusive, Invitation-Only Event
Bringing Together Superintendents
and Leading Suppliers



What is the *Golfdom* Summit?

2018 will mark the 8th year of the *Golfdom* Summit! The Summit is an invitation-only event that brings together qualified superintendents with suppliers of products used for the maintenance of golf courses.

Only Qualified Superintendents Invited

- Attending superintendents are from major golf courses across the U.S. To pre-qualify, they must have an annual spend more than \$750,000 and oversee course maintenance initiatives. Once qualified, *Golfdom* provides them a full complimentary travel and participation package, which guarantees their commitment to attend.

What Sets the Summit Apart?





- Limited number of sponsorships
- 40-50 superintendents in attendance
- The invitation-only, hosted audience format:
 - One-on-one Meetings: Sponsors are guaranteed 25 pre-arranged meetings with superintendents.
 - Boardroom Presentations: Limited number of sponsor presentations to the entire group of attending superintendents.
 - Golf Tournament: Always a highlight! Scramble format with prizes.
 - Additional Networking: Welcome reception, all meals including a BBQ, entertainment and more!

Limited
Sponsorships
Available

"The *Golfdom* Summit is one of the best events of the year. It is a great opportunity to have one-on-one demonstrations with industry leaders from around the country. It's not just the scheduled presentations, but the whole event. We get the chance to share our story and learn how to better serve our customers in an enjoyable environment."

—**SCOTT C. KINKEAD**, EXECUTIVE V.P., TURFCO MFG

2018 Editorial Calendar

| | Issue Theme | | Super Science Research | The Shop | Special Sections |
|---|--|---|------------------------|---|---|
| JANUARY Ad Close: 12/12 Materials: 12/19 | Herb Graffis Businessperson of the Year |  | Winter injury | » Top dressers » Verticutters » Batteries | GIS Preview  golf industry show |
| FEBRUARY Ad Close: 1/12 Materials: 1/22 | Small budgets, big ideas (focus on low-budget courses) | | Spring Dead Spot | » Greens mowers » Fungicides » Insecticides » Pond maintenance | 2017 <i>Golfdom</i> Summit review Golfdom Summit |
| MARCH Ad Close: 2/2 Materials: 2/9 | Debunking bunkers (bunker technologies) | | Nematodes | » Nematicides » Utility vehicles » Course accessories | |
| APRIL Ad Close: 3/5 Materials: 3/12 | School of hard knocks (learning from the best in the business) | | ABW | » Trucks and SUVs » Irrigation equipment » Course accessories | Putting Surface Guide  |
| MAY Ad Close: 4/4 Materials: 4/11 | 2018 US Open preview | | Dollar Spot, PGRs | » Wetting agents » Carts » Blowers/fans | |
| JUNE Ad Close: 5/1 Materials: 5/8 | Focus on Plant Health | | PGRs | » Pond maintenance » Light equipment » GPS technologies | 2018 Fungicide Report  |

In Every Issue
Industry Unique and
Sponsorable Sections

**Starter**

News section includes shorter, punchier stories covering the latest in the industry.

**Super Science**

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

**Golfdom Gallery**

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

2018 Editorial Calendar

| | Issue Theme | Super Science Research | The Shop | Special Sections |
|---|-------------------------------|-------------------------|---|----------------------------|
| JULY Ad Close: 6/4 Materials: 6/11 | 2018 PGA Championship preview | Weed control | » Aerators » Hover mowers » Fairy ring products | |
| AUGUST Ad Close: 2 Materials: 7/11 | Snow mold and winter prep | Snow mold | » Fairway mowers » Spreaders » Hand-held equipment | Fall Fertilization Guide |
| SEPTEMBER Ad Close: 8/7 Materials: 8/14 | Irrigation Renovation | Fall fertilization | » Dollar spot products » Propane conversion » Shop upgrades | Signet Research Ad Study |
| OCTOBER Ad Close: 9/5 Materials: 9/12 | Early Order Programs | Silvery-thread moss | » Herbicides » Humates » Bunker renovations | Early Order Programs guide |
| NOVEMBER Ad Close: 10/3 Materials: 10/10 | Restoration & Renovation | Annual Bluegrass | » Driving range accessories » Fuel additives » Seed | Internet guide |
| DECEMBER Ad Close: 10/29 Materials: 11/5 | State of the Industry | Overseeding, Fertilizer | » Grinders » Sharpeners » Bedknives | |



In Every Issue
Industry Unique and
Sponsorable Sections



The Shop

The Shop is the readers' guide to the latest must-have equipment. New products and services are featured each month.



My Second Office

Golfdom readers let us into their offices and show us what is unique and important to them.



The 19th Hole

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

The **Golfdom** Team

The Industry's Most-Preferred

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