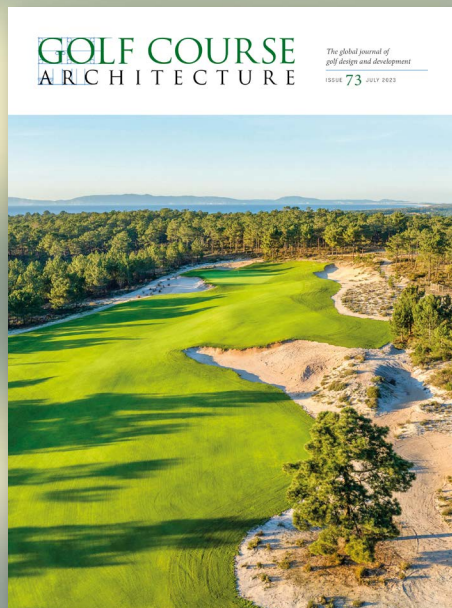
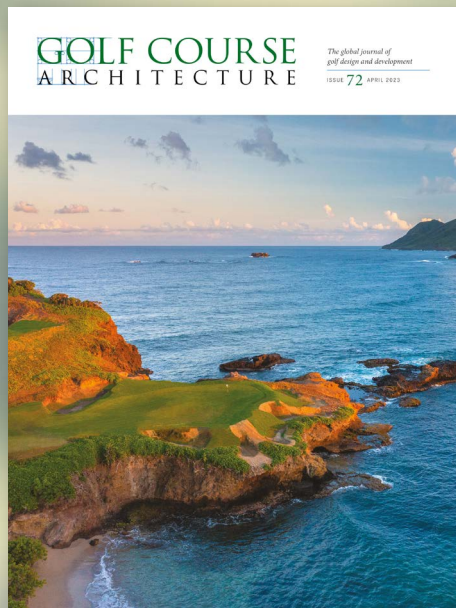


GOLF COURSE ARCHITECTURE

Media Information

2024



Welcome

Thank you for your interest in promotional opportunities in *Golf Course Architecture* and its associated media channels. This document outlines the ways in which you can reach our loyal and engaged readership of golf industry participants.

Many of our sponsors – including architects, construction firms, turf suppliers, irrigation and equipment manufacturers, bunker specialists and a range of other firms that provide products and services to golf clubs – choose to promote their businesses in *Golf Course Architecture* to showcase their brands and share details of their golf projects to our large readership. But others also support us because they believe that we are a pioneer and important voice in the industry – promoting the craft and expertise of golf course architects and their project partners, and the benefits of engaging with professionals for all types of golf course work.

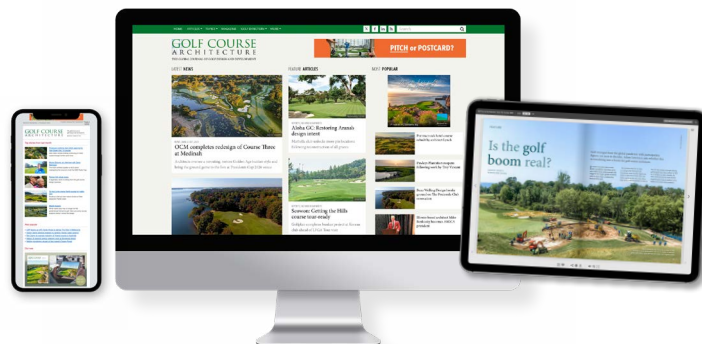
Whatever your reason, we are very grateful for your support, and look forward to working with you in the months and years ahead.



TOBY INGLETON: PUBLISHER

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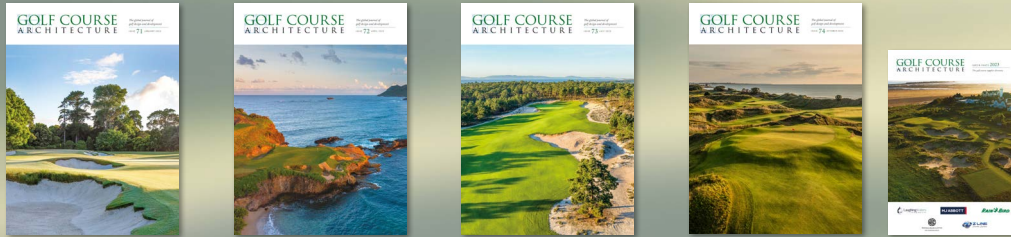
Why advertise?

- ✓ Our fully-paid subscriber base includes many of the **world's leading and best-known golf course developers, owners and superintendents**
- ✓ We also have a rigorously controlled circulation to ensure that **golf clubs throughout the world receive the magazine**
- ✓ Our readers immerse themselves in our **compelling and unique content** – reading the magazine cover-to-cover
- ✓ GCA is the **only publication devoted entirely to golf design and development** – known and read throughout the industry
- ✓ Now in its eighteenth year of publication, the **GCA brand is associated with trust, professionalism and credibility**
- ✓ We have developed **a range of promotional packages** to suit every type of client and budget
- ✓ Advertisement and promotional packages are priced very competitively, offering a **low-cost way to reach a large audience**

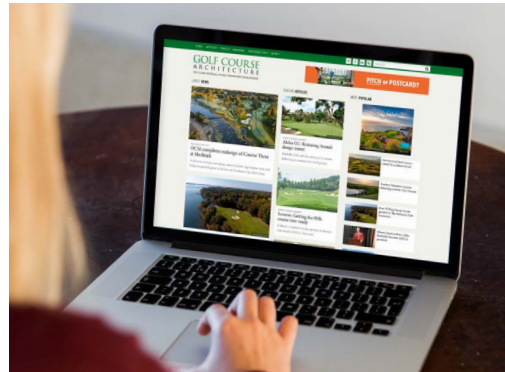


Golf Course Architecture

Golf Course Architecture is now in its eighteenth year of publication. The brand spans print, digital, online, email and social channels.



- Our **printed magazine** is published quarterly
- The **GCA Green Pages** supplier guide is distributed free with the January issue
- The magazine is also available as a free **digital edition**
- The **website** is updated with news and features on a daily basis
- Our **monthly newsletter** provides a digest of the top recent content
- All of our content is also promoted via our **social media channels** on Facebook, X (Twitter) and LinkedIn

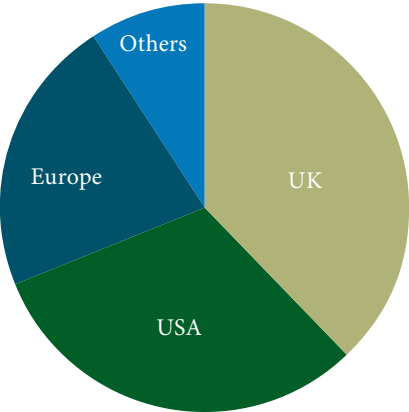


Circulation

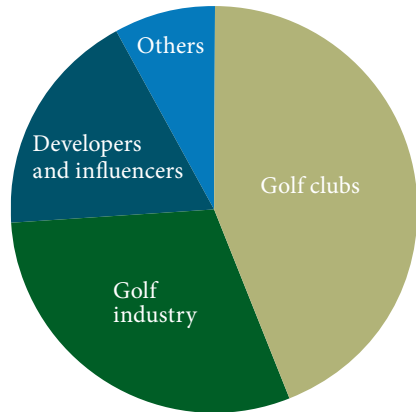
Our large controlled circulation database ensures that *Golf Course Architecture* reaches the most important decision makers in the worldwide golf development market, with senior management of development firms throughout the world receiving the printed magazine.

In addition to new developments, we also have strong circulation coverage of existing facilities. *Golf Course Architecture* reaches a large number of golf club owners, operators, managers and greenkeepers.

Print edition geographic reach



Print edition reader type



AUDIENCE

4,000

Printed magazine circulation

22,000+

Digital subscribers

250,000+

Website users per year

840,000+

Website page views per year

580,000+

Digital edition page views per year

23,500

Followers on social media

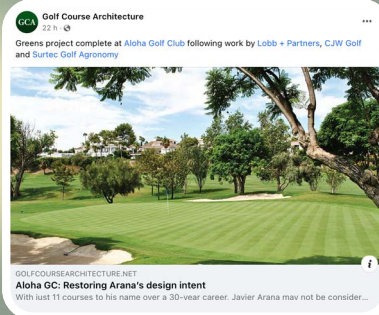
Digital audience

All of our magazine and online content is also published via Twitter, Facebook and LinkedIn. Our posts regularly get large numbers of shares and likes, helping to drive our content far beyond our own follower base and readership.

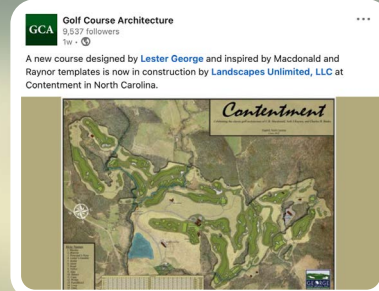
8,400 followers



5,600 followers



9,500 followers



Promotional packages

The most cost-effective way to promote your business in *Golf Course Architecture* is to choose one of our four promotional packages, each of which give you coverage for an entire year.

- Our **Bronze** and **Silver** packages provide quarter and half-page advertising spaces at a discounted rate, plus free copies of the magazine for you to share with clients and partners.
- If you choose one of our **Gold** or **Platinum** packages, you will get advertising space in every issue plus editorial coverage within the magazine and website.

Once you have signed up, a member of our editorial team will contact you to discuss coverage of your projects in the year of your sponsorship.

The prices detailed overleaf for these packages include the cost of our journalists' time – which can include a visit to your projects and writing a report for publication in the magazine (note that travel costs are extra).

Turn the page for more details and pricing for our promotional packages.



Promotional packages

Choose one of our promotional packages for architects and golf suppliers.

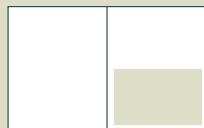
BRONZE



£745/issue (£2,980/year)

- ✓ 4 x quarter page ad
- ✓ Up to 10 copies

SILVER



£1,095/issue (£4,380/year)

- ✓ 4 x half page ad
- ✓ Feature comment*
- ✓ Up to 15 copies

GOLD



£1,650/issue (£6,600/year)

- ✓ 4 x full page ad
- ✓ 4 x sponsor logo plus company profile
- ✓ Feature comment*
- ✓ Dedicated article*
- ✓ Up to 20 copies

Our most popular package

PLATINUM



£2,495/issue (£9,980/year)

- ✓ 4 x double page ad
- ✓ 4 x sponsor logo plus company profile
- ✓ Online advertising
- ✓ Feature comment*
- ✓ 2 dedicated articles*
- ✓ Up to 25 copies

- ✓ Packages are by far the best-value way to advertise
- ✓ Spread the cost over twelve months
- ✓ All packages require a one year, four issue commitment
- ✓ Invoiced per issue after publication

*All editorial contributions are subject to relevance

Single issues and special positions

Prices for advertising in a single issue of *Golf Course Architecture* are as follows:

Quarter page advert (portrait)	£950
Half page advert (landscape)	£1,395
Full page advert	£2,195
Double page advert	£3,250

Special positions are available at the following premiums above the standard pricing:

First double page	£495
Back cover	£595
Inside front cover	£450
First right hand page	£400
Inside back cover	£350

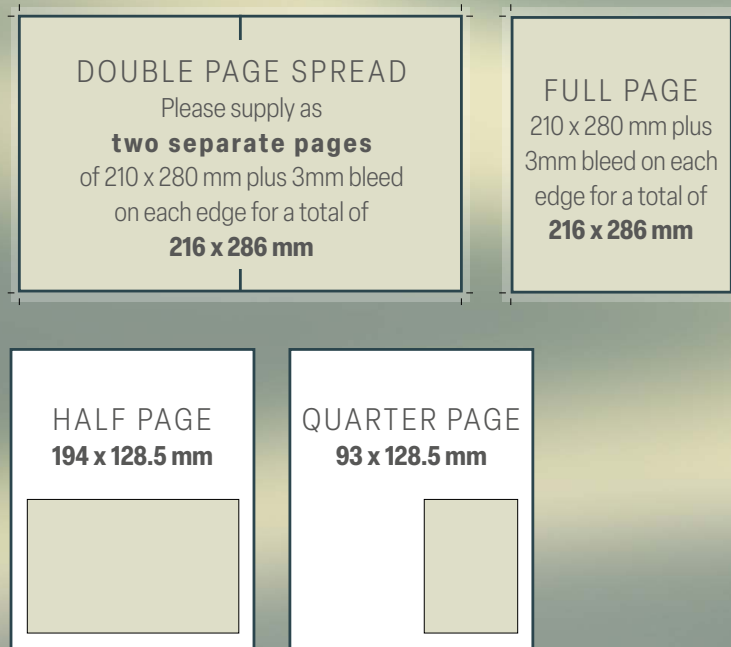
- ✓ Issues are published in January, April, July and October each year
- ✓ If you book two issues, a 5% discount is applied. Book three issues for a 10% discount
- ✓ Interested in booking four issues? One of our promotional packages will provide best value
- ✓ Special positions are available only as part of an architect or supplier package
- ✓ Contact us for pricing for inserts and other bespoke positions
- ✓ An advertisement design service is also available – contact us for pricing



Advertisement specifications

Guidelines for printed advertisements are as follows:

Dimensions

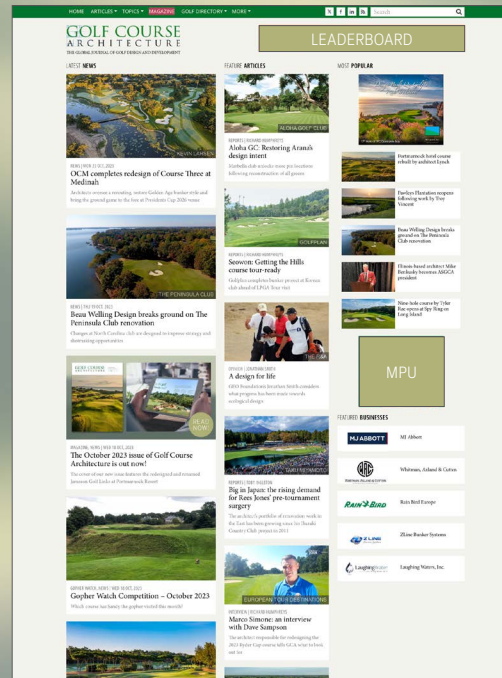


- Please supply all material as a high resolution PDF.
- All images should be 300dpi at print dimensions and all fonts should be embedded.
- If you require guaranteed colour reproduction accuracy please supply a hard copy proof.
- A keyline will be added around adverts that appear on the same page as others unless specifically requested.
- Double page and full page adverts bleed off the page – note the dimensions left.
- Please send **artwork for printed advertisements** to Benedict Pask (benedict.pask@golfcoursearchitecture.net) by the deadline you have been given.
- For help in creating advertisement material, contact Toby Ingleton (toby.ingleton@tudor-rose.co.uk) for information about our **artwork creation service**.

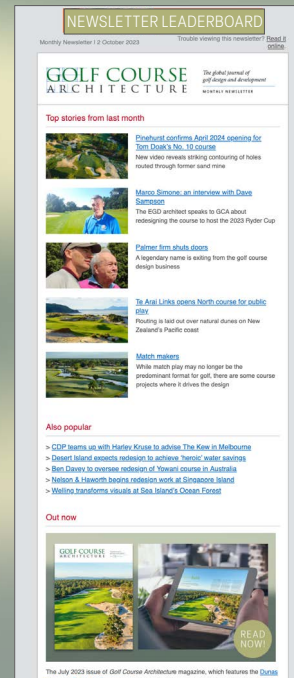
Digital advertising

Advertising positions are available on our website and within our monthly email newsletter.

Website



Newsletter



Banner **\$495/month**

Size: 728 x 90 px

Box **\$295/month**

Size: 300 x 250 px

Newsletter banner **\$395/month**

Size: 468 x 60 px

Sponsored message **POA**

In addition to the above digital advertising placements, we offer the ability to include a sponsored message within the body area of newsletter. Contact us for more information.

Contact us

We look forward to discussing your requirements for the year ahead and are confident that we can effectively promote your business to our audience of golf developers, owners, clubs and industry professionals.

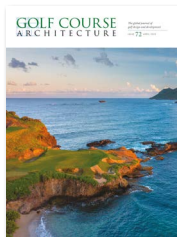
For more information on any of the material covered in this media pack, or if you have any other questions, or would like to place a booking, please get in touch.



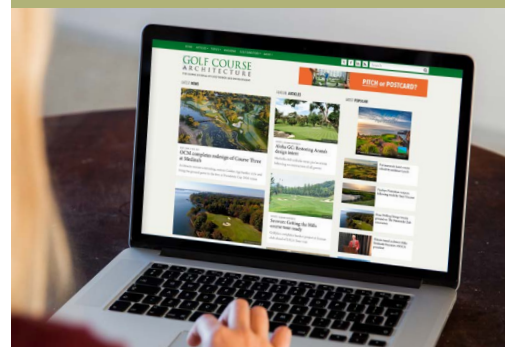
BENEDICT PASK: PUBLICATION MANAGER

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benedict.pask@golfcoursearchitecture.net



ENGAGE



- ✓ **Keep up-to-date** with the latest news from the golf course architecture industry at www.golfcoursearchitecture.net
- ✓ **Become a digital subscriber** to receive our magazines and newsletters for free at www.golfcoursearchitecture.net/subscribe

- ✓ **Follow Golf Course Architecture** on social media:

