

# GOLF COURSE ARCHITECTURE

GREEN PAGES 2024

*The golf course supplier directory*



MEDIA INFORMATION



\*Cover subject to change

Photo: Kevin Murray

# INTRODUCTION

*GCA Green Pages 2024* will be published and distributed alongside the January 2024 issue of *Golf Course Architecture* magazine. This special supplement – now in its fifteenth year – represents an excellent low-cost opportunity for you to profile your organisation to a very large and engaged audience of *Golf Course Architecture* readers, which includes head greenkeepers/course superintendents, club managers/owners/operators and golf course developers.

*GCA* magazine is widely read in the golf industry (see box) and our website and social media channels continue to grow and are reaching a wider audience than ever before.

There are three levels of participation available within *GCA Green Pages 2024*, as outlined in this document. I hope these meet your promotional requirements, and thank you for your interest and support.



**Toby Ingleton**

Publisher, *Golf Course Architecture*

[toby.ingleton@golfcoursearchitecture.net](mailto:toby.ingleton@golfcoursearchitecture.net)

## *GCA Green Pages 2024* – Readership

- ✓ 3,500 copies of *GCA Green Pages* will be printed and distributed with the January 2024 issue of the print edition of *Golf Course Architecture*.
- ✓ Over 25,500 copies of the digital edition of *GCA Green Pages* will be e-mailed directly to the inboxes of our digital subscribers.
- ✓ The *GCA Green Pages* online directory, accessible via [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net), will be available to our over 300,000 unique visitors.

## Our partners

*Golf Course Architecture* and *GCA Green Pages* are published with the support and guidance of the European Institute of Golf Course Architects, the American Society of Golf Course Architects and GEO Foundation.



# PARTICIPATION OPTIONS

Organisations that sign up to appear in *GCA Green Pages 2024* can choose from three levels of participation, as follows:

**Online business listing** – within our *GCA Green Pages* Supplier Directory, available via [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net) for the duration of 2024.

**Printed business listing** – a half page profile in the printed edition of *GCA Green Pages 2024*, which is distributed with the January 2024 edition of *Golf Course Architecture*.

**Digital edition listing** – your half page profile will also appear in the digital edition of *GCA Green Pages 2024*, which is distributed to all our digital subscribers.

**Search prioritisation** – your business listing in the online *GCA Green Pages* Supplier Directory will be prioritised in search results.

**Full page advertisement** – promoting your business to be included in the printed and digital editions of *GCA Green Pages 2024*.

**Two-page article** – written by one of your team to be included in the printed and digital editions of *GCA Green Pages 2024*.

**Online branding** – your logo and profile will appear on the home page of the online *GCA Green Pages* Supplier Directory.

**Publication branding** – your logo will appear on both the cover and the sponsors page of the printed and digital editions of *GCA Green Pages 2024*.

\*Gold sponsors can choose either a full page advertisement or a full page article.

	Silver	Gold	Platinum
Online business listing	✓	✓	✓
Printed business listing	✓	✓	✓
Digital edition listing	✓	✓	✓
Search prioritisation		✓	✓
Full page advertisement		✓*	✓
Two-page article			✓
Online branding			✓
Publication branding			✓
	£395	£895	£1,395

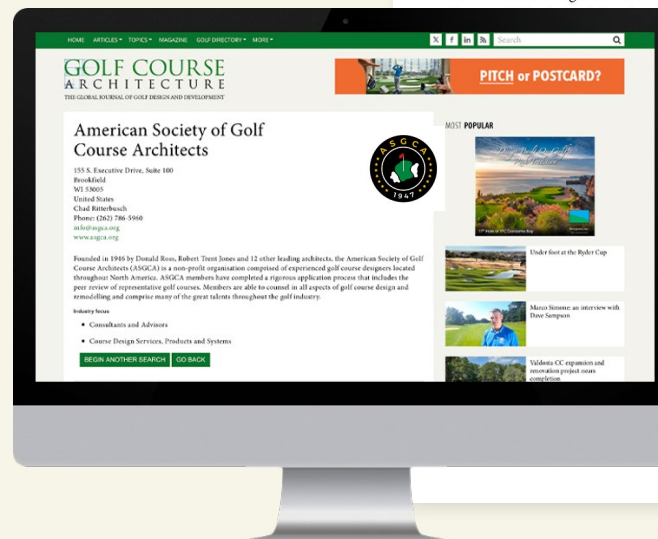
# YOUR LISTING

Once you have confirmed your decision to participate in *GCA Green Pages 2024*, you can submit your organisation's listing details online, using a simple step-by-step process, within the Supplier Directory section of: [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net).


You will be asked to provide some basic company information, descriptions of your business and its activity, and to upload a company logo.

The information you submit online will also be used to generate your listing for the printed and digital editions of *GCA Green Pages 2024*, examples of which are pictured here.

If you appeared in the 2023 edition, you can simply leave your details as they are, or login using your username and password that was generated when you first entered your listing.



COMPANIES A-Z

 **althaus**  
GOLFDESIGN

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Althaus Golf Design is a unique, international qualified golf course architecture practice passionate about creating exciting, visually stunning, and highly individual golf courses. Covering all phases of golf course architecture, the company is currently working on a further major remodel of Germany's highly acclaimed Golf Club Föhr. After the 12-hole newbuild in 2014, the current phase now includes the construction of 10 new greens and several fairways. Some recent projects include the extensive renovation of Cologne-Marienburg; newbuilds in Zogswalde; newbuilds in Esserburg-Anholt; Leon-Rot. Besides masterplans and



# YOUR ADVERTISEMENT

Gold and Platinum sponsors can supply a full page advertisement to appear in the printed and digital editions of *GCA Green Pages 2024*.

Please note the following mechanical specifications for your advertisement artwork:

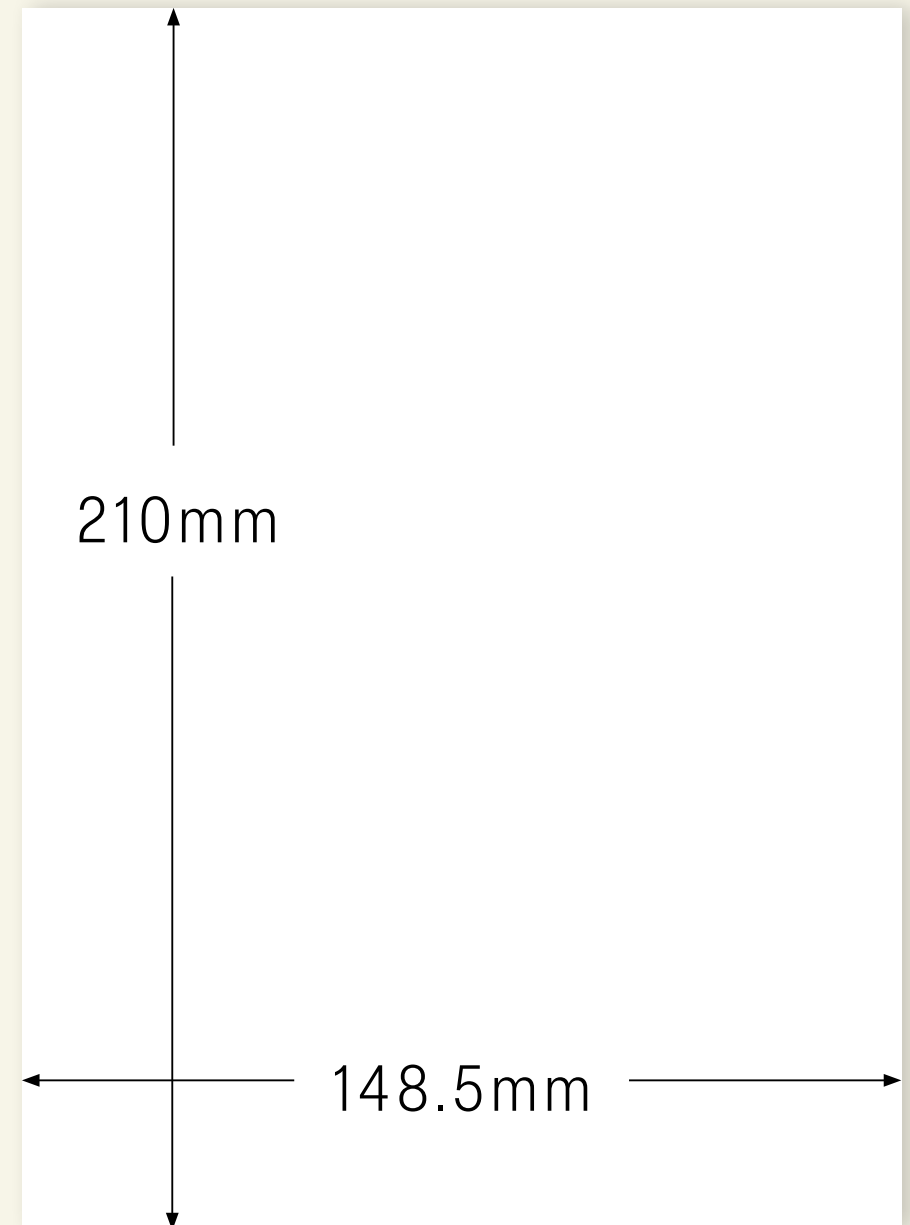
- Supply your artwork as a high resolution PDF file
- Advertisement dimensions are 148.5mm x 210mm
- Include crop marks, and 3mm of bleed.

If you require any help with preparing advertisement artwork, we offer an [advertisement design service](#).

Please send your completed artwork directly to:



**Bruce Graham, Graphic Designer**  
[bruce.graham@tudor-rose.co.uk](mailto:bruce.graham@tudor-rose.co.uk)



# YOUR ARTICLE

Gold and Platinum sponsors can supply text and images for an article to appear in the printed and digital editions of *GCA Green Pages 2024*.

- Please supply your content in Microsoft Word format, or by email.
- Articles should be accompanied by at least one image, plus an image of the author.
- All images must be high resolution, and supplied as separate image files.
- A draft layout will be shared with you in advance of publication.

For more information, please download the full *GCA Green Pages 2024* [editorial guidelines](#).

Please send your completed text and images directly to:



**Richard Humphreys, Editor**  
[richard.humphreys@golfcoursearchitecture.net](mailto:richard.humphreys@golfcoursearchitecture.net)

WHITMAN, AXLAND & CUTTEN

## Taking a holistic approach to a Canadian gem

Keith Cullen of WAC Golf reflects on the design firm's course-wide renovation at Brantford Golf & Country Club

**B**rantford Golf & Country Club is the fourth oldest club in North America, with its origins dating back to 1879. This is an impressive feat in and of itself. However, what many may fail to realize is that their original 16-hole golf course was a Thompson, Cumming and Thompson design, with much of the design input coming from Stanley's older brother Noel Thompson. Nevertheless, Stanley did cut his teeth as a designer at Brantford. In fact, Brantford seemingly represents one of the early launching points of his solo career, and that of Canada's greatest golf course architect.

The 2021 season marked the centennial of 18 holes being played at Brantford. Many changes had occurred over that time, including a major 18-hole renovation and a reworking of the golf course in the mid-1960s by Stanley Thompson's protégé Robbie Robinson. Since then, both major and minor bunker projects had been completed and in-house adjustments made to the golf course. However, none of these efforts had been carried out in a holistic manner spanning the entire property. The result was a mixed bag of architectural styles. As such, the club sought to recognise and restore this history with a thoughtful renovation.

WAC Golf architect Rod Whitman and I broke ground on a course-wide renovation in summer 2021 following overwhelming member approval.

The project saw holistic upgrades to the bunkers and irrigation system. The bunker forms were changed significantly to better reflect the original styling of the golf course. Grassed-dunes, steep, and rumped faces were created in various forms to emulate a late 1910s, Long Island inspired, motif.

Furthermore, new greens were created at holes three, six, seven, eleven and seventeen. Thoughtful contours, both large and subtle, were crafted by our experienced design team. The new greens have been so well received by members that there have been rumblings to do more work in a few years' time.

The last layer to these improvements has been a focus on moving lines. Shortgrass areas of play have been vastly expanded, creating new recovery areas around greens, and improving the relationship between the bunkers and the fairways. New strategic angles of play have been produced through new turf and selective tree removal. We have also stretched the shortgrass right to the edge of hazards. The result is a thoughtful renovation which should uphold every level of golfer and bolster Brantford's already sterling reputation as Canadian golf. Though members have played many of the renovated holes already, because they have been completed in phases, the full experience of the renovated Brantford will become available in spring 2023. The success of this project could not have been achieved without the support of Brantford's membership, green committee, board, and management team. A special debt of gratitude needs to be extended to Dr David Pugh and golf course superintendent Stephen Hicks (and his dedicated team) for their unwavering support during the project. WAC Golf associate Kerrie Lavis did a fantastic job in helping to implement our vision. Finally, BC Golfworks, Future Green Irrigation (under the direction of irrigation consultant Tim Fredericks), Hardscapes Sand & Mixes, and Geonhorizons Soil Farms provided the materials, infrastructure, and quality to help deliver the finished product.

For more on WAC Golf, turn to page 60, or visit [www.WACgolf.com](http://www.WACgolf.com)



The WAC team has created short transitions between greens and tees, like here between the third and fourth holes.



WAC Golf's renovation at Brantford has touched the entire property.

12

## Creating long-lasting bunkers

LedgeRock Golf Club enhanced playability, reduced maintenance costs and extended bunker lifespans at its course by using Blinder Bunker Liner

LedgeRock Golf Club – a Pees Jones design near Reading, Pennsylvania – opened in 2006. No viable bunker liners were available at the time, so the bunkers were constructed by placing sand directly on the soil and drainage lines. With washouts from heavy rainfall, over time the sand became contaminated with silt and stones. The club was keen to solve this problem, so worked with superintendent Alan FitzGerald to find a permanent solution that would avoid the need to rebuild the bunkers in the future. After experimenting with several products, in 2015 FitzGerald and the club purchased with Blinder Bunker Liner, which was created in the UK in 2010 and is the original porous, seamless rubber bunker liner. For the initial trial in the US, Blinder was installed in three of the course's bunkers.

With the course approaching its 20th anniversary, the club worked with Jones and his associate Bryce Swanson on reimagining and modifying some of the course's holes. Bryce and I ran used data on how the course plays to reduce the size of bunkers while enhancing the playability of the course and reducing the long-term labour costs associated with regular maintenance. In 2022, the club rebuilt 60,000 square feet of greenside bunkers using Blinder.

By the summer, Blinder USA's certified installer George E Key Company had cleared out and drained the bunkers, installed the liners and added a new sand from Fert Soil. When the old sand was removed from the course's existing Blinder Bunkers – seven years after they were constructed – FitzGerald reported that the sand and the liner were in the same condition as the day they were installed. "By removing all points of potential failure, the entire Blinder system is the best way to ensure the longevity of the sand and the bunker itself, fulfilling LedgeRock's goal of finding a long-term solution to extend a bunker's lifespan," he said.

For more on Blinder Bunker Liner, turn to page 33 or visit [www.profession-environment.com/blinder](http://www.profession-environment.com/blinder)



Blinder Bunker Liner



Blinder USA CE rebuilt 60,000 square feet of greenside bunkers using Blinder

18

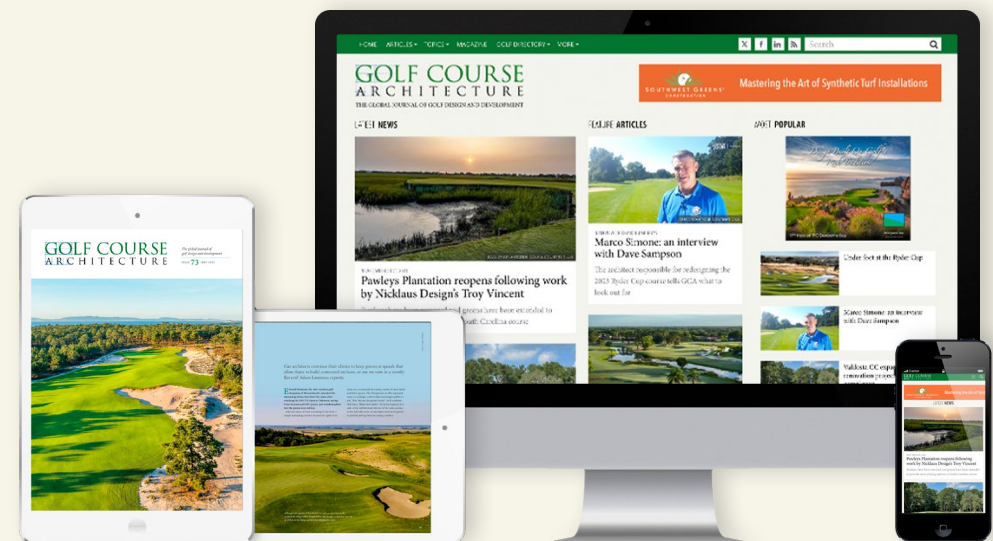
# MORE ABOUT GCA

For over eighteen years, *Golf Course Architecture* has been the global authority on golf design and development. The GCA brand delivers readers with news and insights on everything from course design and agronomy, to the environmental impact of golf courses. Our coverage extends to every corner of the globe, from established golf markets in Europe and the USA to exciting emerging regions such as China and South America.

The *Golf Course Architecture* quarterly magazine is available in print or digital format. The first edition of each year comes with *GCA Green Pages*, an essential guide to suppliers to the industry, from architects and construction firms, to suppliers of seed, turf and golf course equipment, as well as consulting and other professional services.

These publications are complemented by our website at [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net). Visitors can access the latest news and views, feature articles and supplier information, and sign up to receive content directly by email.

Sign up for the free digital edition of *Golf Course Architecture* at [www.golfcoursearchitecture.net/subscribe](http://www.golfcoursearchitecture.net/subscribe).



# NEXT STEPS

To confirm your participation in *GCA Green Pages 2024*, you will first need to complete and return a [Booking Form](#).

The final deadline for materials is 1 December 2023.

If you have any questions about the publication, or the process of getting your organisation included, please contact:



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Photo: Kevin Murray

\*Cover subject to change