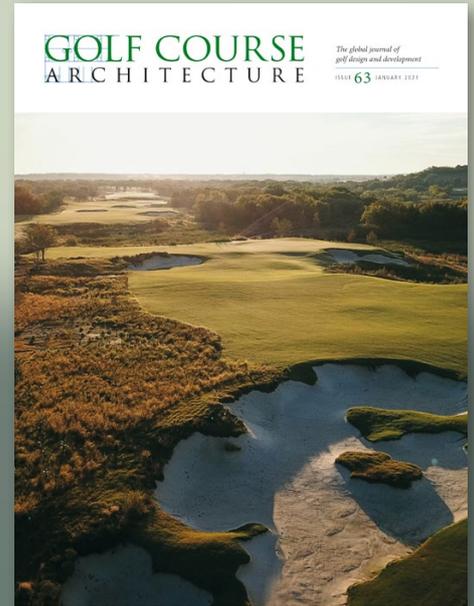
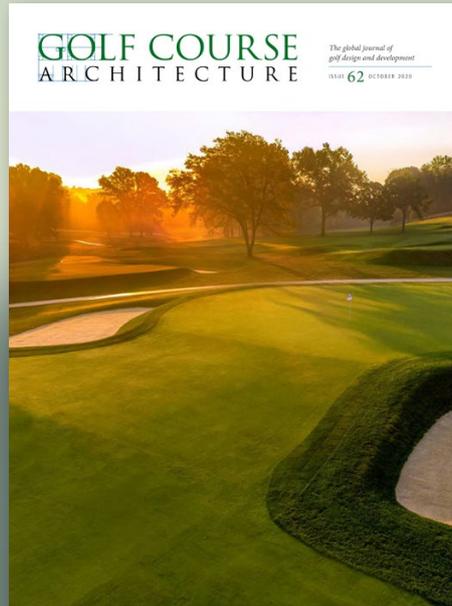
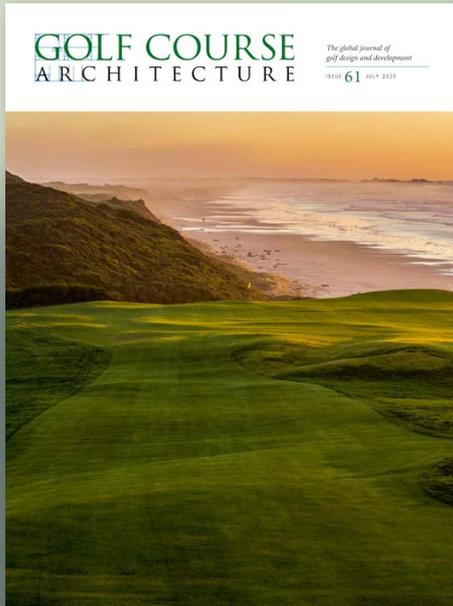


GOLF COURSE ARCHITECTURE

Media Information

2021



Welcome

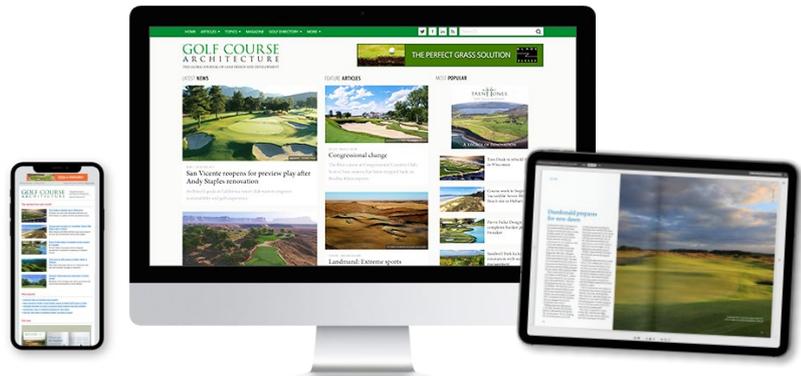
Thank you for your interest in promotional opportunities in *Golf Course Architecture* and its associated media channels. This document outlines the ways in which you can reach our loyal and engaged readership of golf industry participants.

Many of our sponsors – including architects, construction firms, turf suppliers, irrigation and equipment manufacturers 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 fifteenth 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**

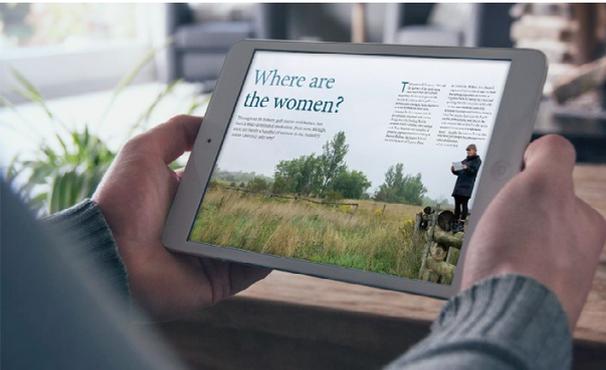


Golf Course Architecture

Golf Course Architecture is now entering its fifteenth 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, Twitter and LinkedIn

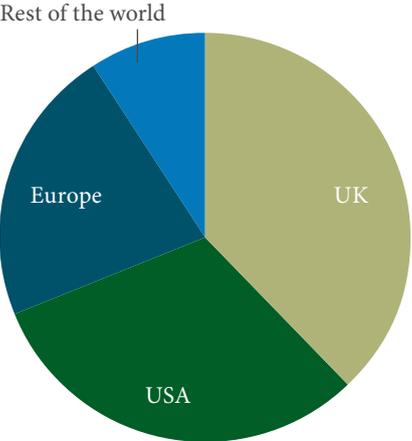


Circulation

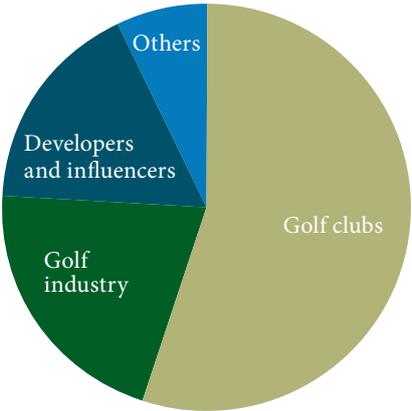
Our large controlled circulation database ensures that *Golf Course Architecture* reaches the most important decision makers in the worldwide golf development market, with senior management of development firms throughout the world receiving the printed magazine.

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

5,000

Printed magazine circulation

25,477

Digital subscribers

254,590

Website users per year

1.3 million

Page views per year

15,000

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.

7,428 followers

GCA magazine
@gcamagazine

"The quality of every golf course is dependent upon the sagacity of its custodians," says @mikeclaytongolf, partner at @cdpgolf1



Custodians of the course
During 2020's difficult months, it has been a great pleasure to contribute this monthly column to Golf Course Architecture. I hope it has taken ...
#golfcoursearchitecture.net

12:59 PM · Dec 22, 2020 · Hootsuite Inc.

27 Retweets 17 Quote Tweets 127 Likes

GCA magazine
@gcamagazine

PGA Tour player @z_blair acquires site for @TheBuckClub; a course he has designed with help from @KingCollinsGolf



Blair a step closer to realising Buck Club dream
PGA Tour player Zac Blair's long-held ambition to create his own golf course, to be known as the Buck Club, has moved a step closer after he ...
#golfcoursearchitecture.net

3:17 PM · Sep 1, 2020 · Hootsuite Inc.

33 Retweets 4 Quote Tweets 330 Likes

5,062 followers

Golf Course Architecture
1 June 2020

Easing of lockdown allows new Scottish layout **Dumbarrie Golf Links** to open for play



GOLF.COURSE.ARCHITECTURE.NET

New links course opens for play in Scotland
The new Dumbarrie Links course at Lower Largo on the south coast of Fife in Scotland ope...

61 5 shares

Mikko Ilonen
3 September 2020



GOLF.COURSE.ARCHITECTURE.NET

Mikko Ilonen enters design business with two Finland projects
New golf architecture firm Ilonen Design – a partnership between Finnish pro golfer Mikko Il...

177 7 comments 1 share

2,392 followers

Golf Course Architecture
2,352 followers

"Covid-19 had a unique impact on the golf industry, as 85 per cent of superintendents reported a surge in play during 2020," says **Jon Last** of Sports & Leisure Research Group



Demand rises for practice area projects
golfcoursearchitecture.net · 1 min read

49 · 1 comment

Golf Course Architecture
2,352 followers

"This is not a design project 'inspired' by the Lido. Our aim is to restore the Lido," says Michael Keiser on the Lido project near **Sand Valley**



Tom Doak to build Lido replica in Wisconsin
golfcoursearchitecture.net · 3 min read

56 · 1 comment

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).

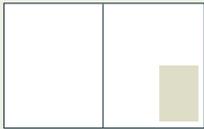
Turn the page for more details and pricing for our promotional packages.



Promotional packages

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

BRONZE



£695/issue (£2,780/year)

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

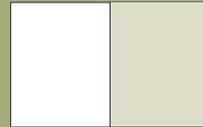
SILVER



£995/issue (£3,980/year)

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

GOLD

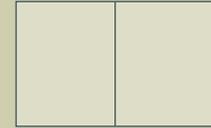


£1,495/issue (£5,980/year)

- ✓ 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



£2,295/issue (£9,180/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)	£895
Half page advert (landscape)	£1,295
Full page advert	£1,995
Double page advert	£2,995

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

First double page	£450
Back cover	£550
Inside front cover	£400
First right hand page	£350
Inside back cover	£300

- ✓ 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



Digital advertising

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

Website

Newsletter

Banner

£450/month

Size: 728 x 90 px

Box

£250/month

Size: 300 x 250 px

Newsletter banner

£350/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.

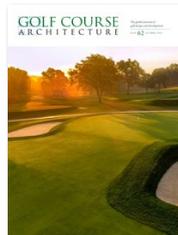
For more information on any of the material covered in this media pack, or if you have any other questions, or would like to place a booking, please get in touch.



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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:

 Twitter

 Facebook

 LinkedIn

