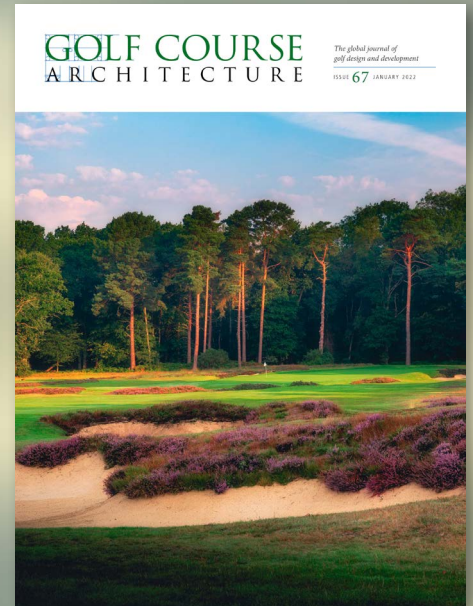


GOLF COURSE ARCHITECTURE

Media Information

2022



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.

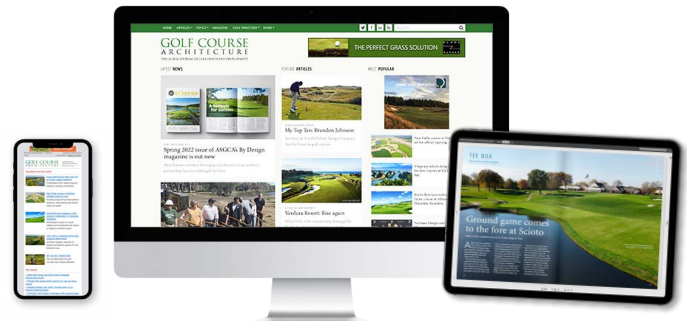
Whatever your reason, we are very grateful for your support, and look forward to working with you in the months and years ahead.



TOBY INGLETON: PUBLISHER

CONTENTS

- 03 Why advertise?
- 04 Golf Course Architecture
- 05 Circulation
- 06 Digital audience
- 07 Promotional packages
- 09 Single issues and special positions
- 10 Advertisement specifications
- 11 Digital advertising
- 12 Contact us



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 in its sixteenth 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

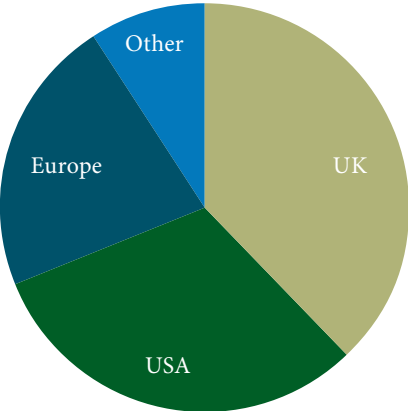


Circulation

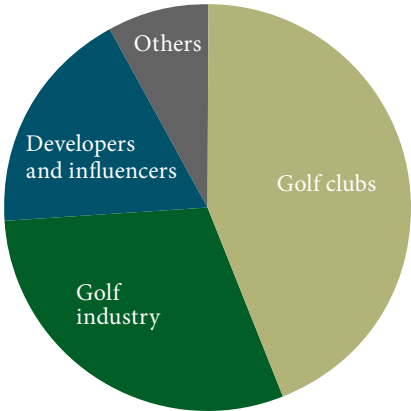
Our large controlled circulation database ensures that *Golf Course Architecture* reaches the most important decision makers in the worldwide golf development market, with senior management of development firms throughout the world receiving the printed magazine.

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

4,250
Printed magazine circulation

24,133
Digital subscribers

298,491
Website users per year

1.7 million
Page views per year

17,601
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.

7,711 followers

GCA GCA magazine
@gcamagazine

"St Patrick's is close to being the best piece of golfing land I have ever seen," says editor Adam Lawrence on Tom Doak's new design at [@Rosapenna1893](#)



golfcoursearchitecture.net
St Patrick's Links: Rolling and tumbling
To know, from the very start of a golf project that if the result isn't a course worthy of being ranked in the top five in so golf-rich a country as Ireland, the ...

11:42 AM - Oct 26, 2021 - Hootsuite Inc.

17 Retweets 6 Quote Tweets 83 Likes

5,206 followers

GCA Golf Course Architecture
20 August 2021 · 🌐

Two new courses by [Greg Norman](#) at [NovaWorld Phan Thiet](#) form part of huge development by [Tin Doan Novalanzi](#) in southeast Vietnam




GOLFCOURSEARCHITECTURE.NET
Construction complete on two new courses in Vietnam
Construction work is now complete on two new 18-hole courses, designed by Greg Norma...

335 53 comments 15 shares

4,889 followers

GCA Golf Course Architecture
4,889 followers
Since

Andrew Green aims to "protect and embrace history" of course at Tour Championship course



East Lake appoints Andrew Green to develop renovation plan
golfcoursearchitecture.net

168 · 5 Comments

GCA GCA magazine
@gcamagazine

Next up in our 'My Top Ten' series... [@jeff_mingay](#) tells us about the courses that have inspired him during his design career 📌



golfcoursearchitecture.net
My Top Ten: Jeff Mingay
For the second article in this new series, we asked Canadian designer Jeff Mingay to list his ten favourite golf courses. Frankly, I've never been a fan of ...

11:47 AM - Dec 2, 2021 - Hootsuite Inc.

10 Retweets 4 Quote Tweets 51 Likes

GCA Golf Course Architecture
15 February · 🌐

Pine Valley and Calusa Pines provide inspiration for [Fry/Straka Global Golf Course Design's](#) work at New Jersey club owned by [The Union League of Philadelphia](#)



GOLFCOURSEARCHITECTURE.NET
Huge earthmoving effort pays off for Union League National
Golf architecture firm Fry/Straka has completed 23 holes of a huge project at Union League...

37 7 comments 4 shares

GCA Golf Course Architecture
4,889 followers
Since

Major champion Justin Thomas takes on his first golf course design job, working with [Nicklaus Companies](#) at luxury Florida development Panther National



Nicklaus Design and Justin Thomas team up on Panther National project
golfcoursearchitecture.net

138 · 4 Comments

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.

<p>BRONZE</p>  <p>£745/issue (£2,780/year)</p> <ul style="list-style-type: none">✓ 4 x quarter page ad✓ Up to 10 copies	<p>SILVER</p>  <p>£1,095/issue (£3,980/year)</p> <ul style="list-style-type: none">✓ 4 x half page ad✓ Feature comment*✓ Up to 15 copies	<p>GOLD</p>  <p>£1,650/issue (£5,980/year)</p> <ul style="list-style-type: none">✓ 4 x full page ad✓ 4 x sponsor logo plus company profile✓ Feature comment*✓ Dedicated article*✓ Up to 20 copies <p><i>Our most popular package</i></p>	<p>PLATINUM</p>  <p>£2,495/issue (£9,180/year)</p> <ul style="list-style-type: none">✓ 4 x double page ad✓ 4 x sponsor logo plus company profile✓ Online advertising✓ Feature comment*✓ 2 dedicated articles*✓ Up to 25 copies
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- ✓ 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:

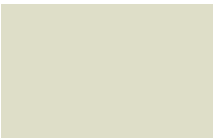
Dimensions

DOUBLE PAGE SPREAD
420 x 280mm

Please supply as two separate pages
of 210 x 280mm each including
3mm bleed and trim marks

FULL PAGE
210 x 280mm

HALF PAGE
194 x 128.5mm



QUARTER PAGE
93 x 128.5mm



- 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.
- 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.



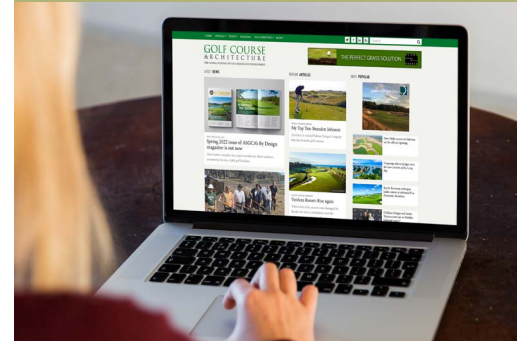
BENEDICT PASK: PUBLICATION MANAGER

Tel: +44 (0)7734 463 823

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

