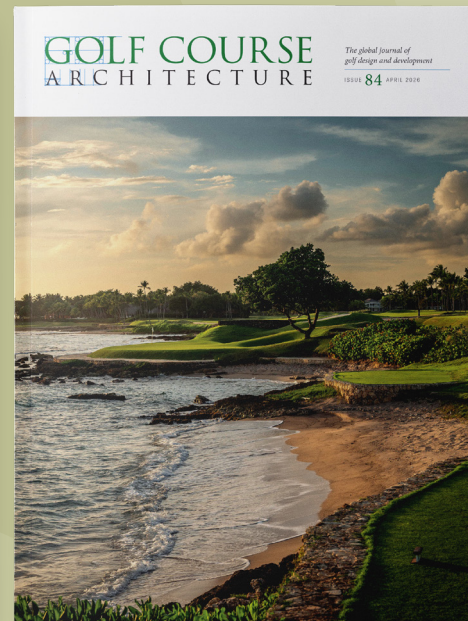
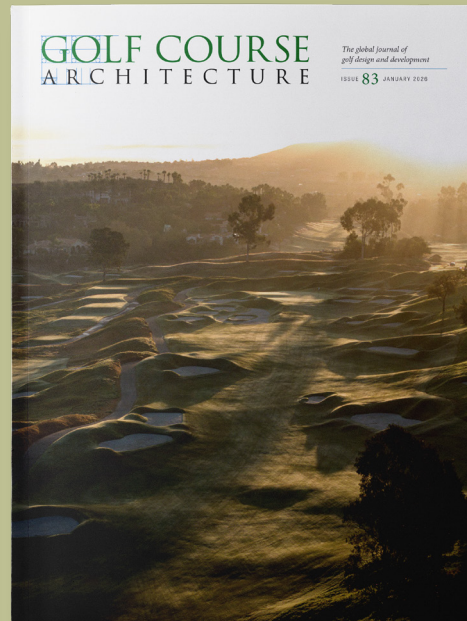
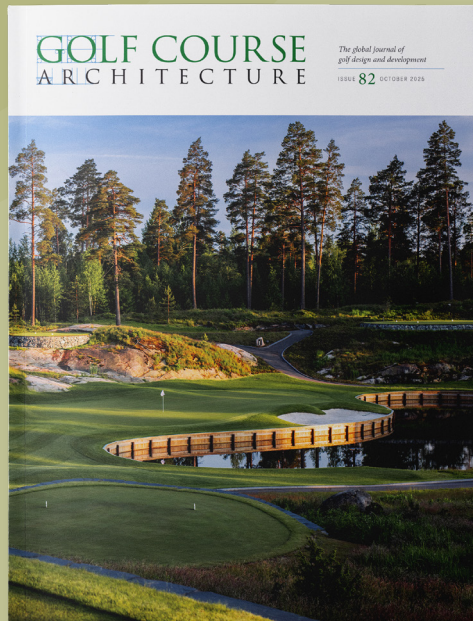


GOLF COURSE ARCHITECTURE

2027

Media information



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, *Golf Course Architecture*

toby.ingleton@golfcoursearchitecture.net

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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 21st 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 21st year of publication. The brand spans print, digital, online, email and social channels.



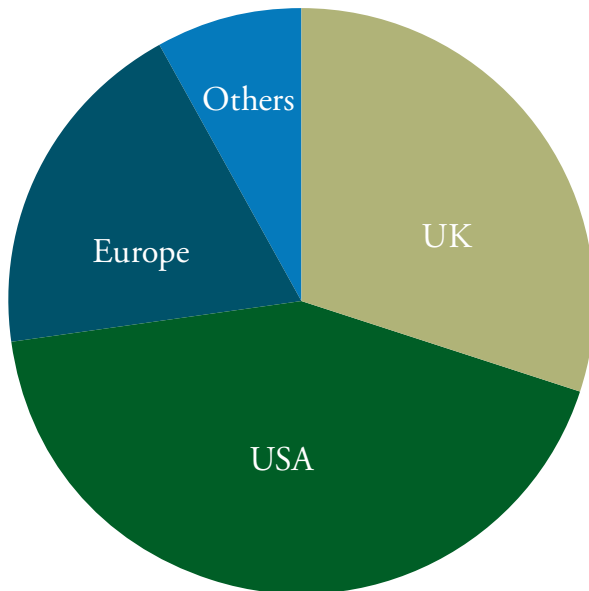
- Our **printed magazine** is published quarterly
- The *GCA Green Pages* supplier guide is distributed free with the January issue
- The magazine is also available as a free **digital edition**
- The **website** is updated with news and features on a daily basis
- Our **monthly newsletter** provides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

Circulation

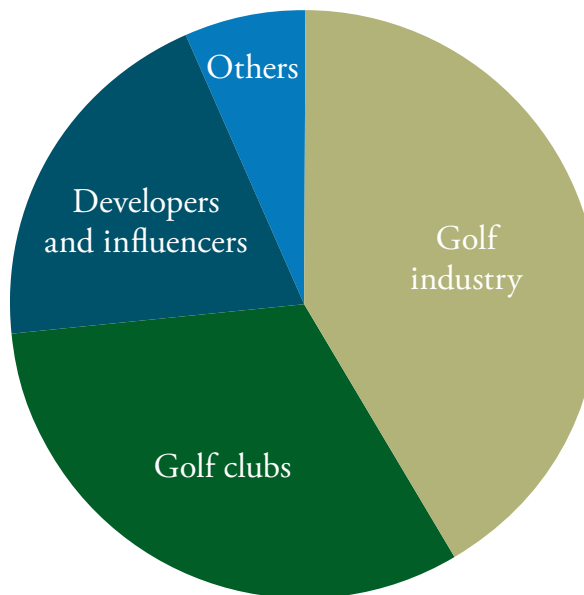
Our large controlled circulation database ensures that *Golf Course Architecture* reaches the most important decision makers in the worldwide golf development market, with senior management of development firms throughout the world receiving the printed magazine.

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

3,500

Printed magazine circulation

23,500+

Digital subscribers

360,000+

Website users per year

580,000+

Website page views per year

620,000+

Digital edition page views per year

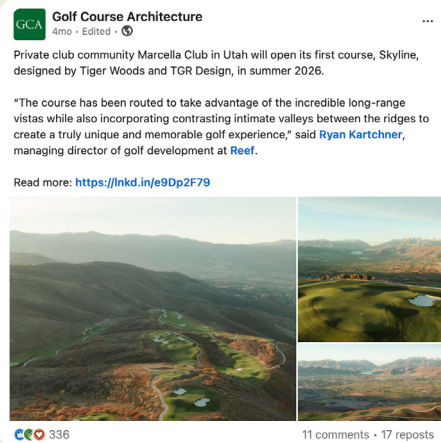
40,000+

Followers on social media

Digital audience

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

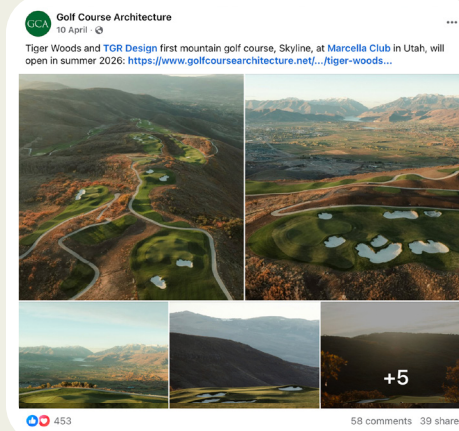
17,920 followers



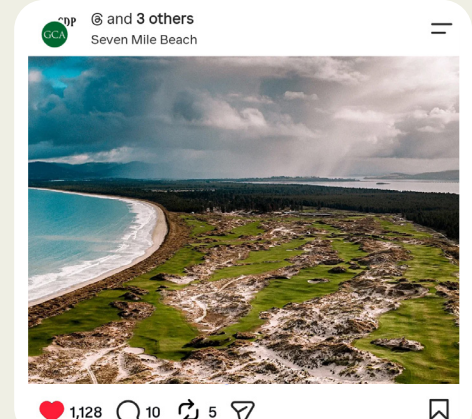
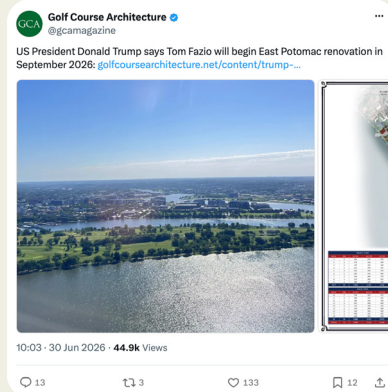
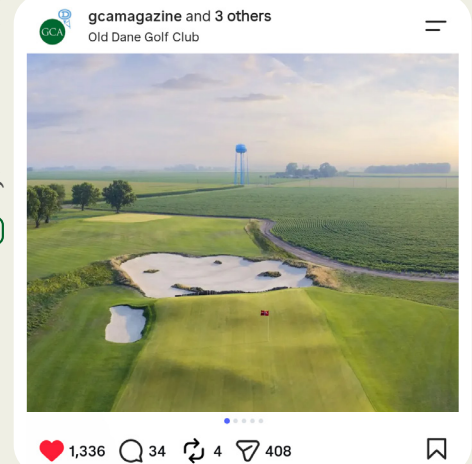
10,000 followers



9,700 followers



2,811 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).

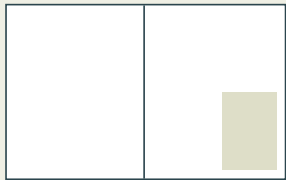
Turn the page for more details and pricing for our promotional packages.



Promotional packages

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

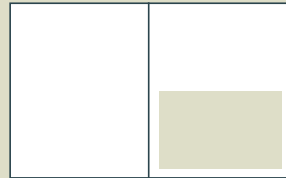
BRONZE



£895/issue (£3,580/year)

- ✓ 4 x quarter page ad
- ✓ 5 printed copies

SILVER



£1,295/issue (£5,180/year)

- ✓ 4 x half page ad
- ✓ Feature comment*
- ✓ 5 printed copies

GOLD

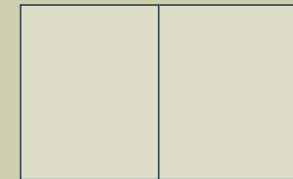


£1,895/issue (£7,580/year)

- ✓ 4 x full page ad
- ✓ 4 x sponsor logo plus company profile
- ✓ Feature comment*
- ✓ Dedicated article*
- ✓ 5 printed copies

Our most popular package

PLATINUM



£2,745/issue (£10,980/year)

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

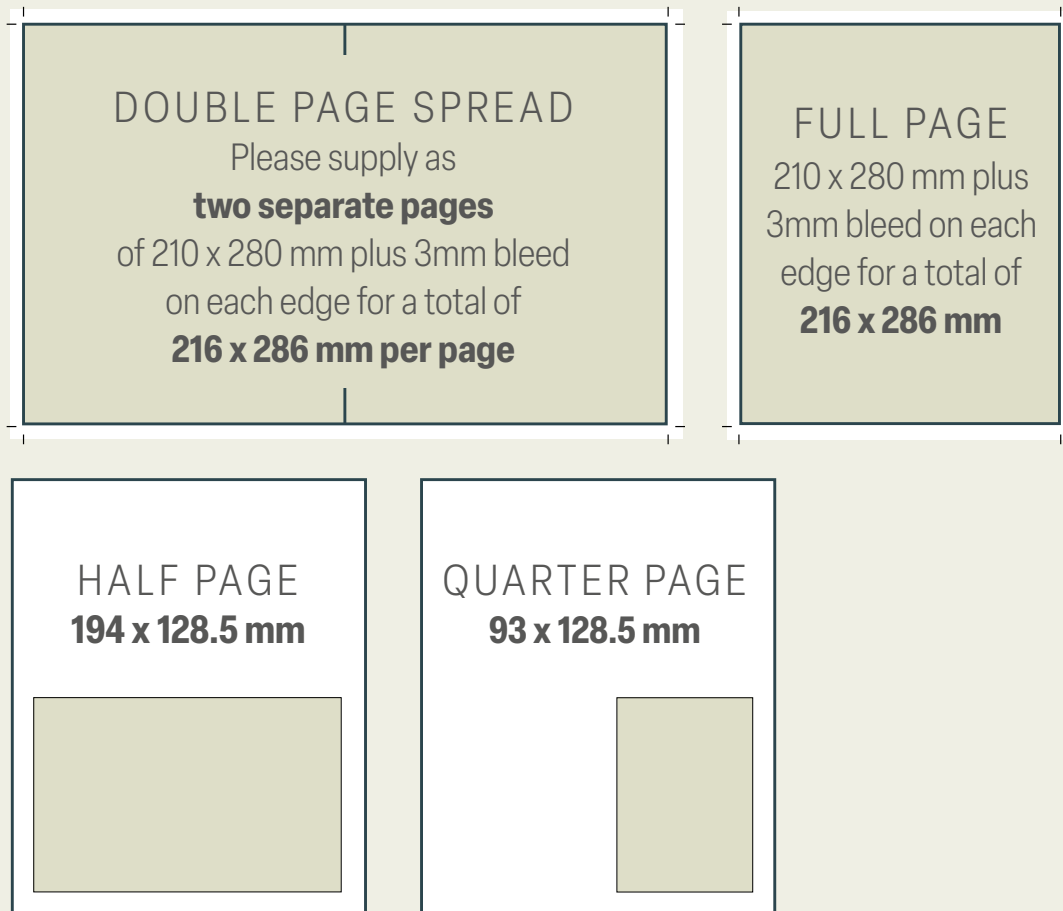
- Packages are by far the best-value way to advertise
- Spread the cost over twelve months
- All packages require a one year, four issue commitment
- Invoiced per issue after publication

*All editorial contributions are subject to relevance

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 Sophia Brinkley (sophia.brinkley@tudor-rose.co.uk) 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.

Single issues and special positions

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

Quarter page advert (portrait)	£1,150
Half page advert (landscape)	£1,700
Full page advert	£2,600
Double page advert	£3,800

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

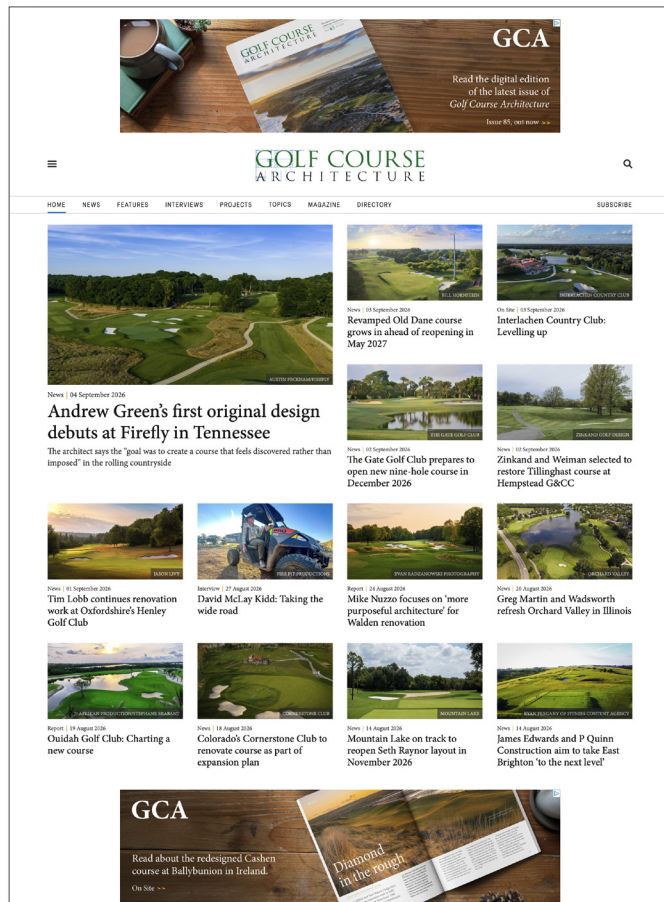
First double page	£575
Back cover	£700
Inside front cover	£550
First right hand page	£500
Inside back cover	£450

- ✓ 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

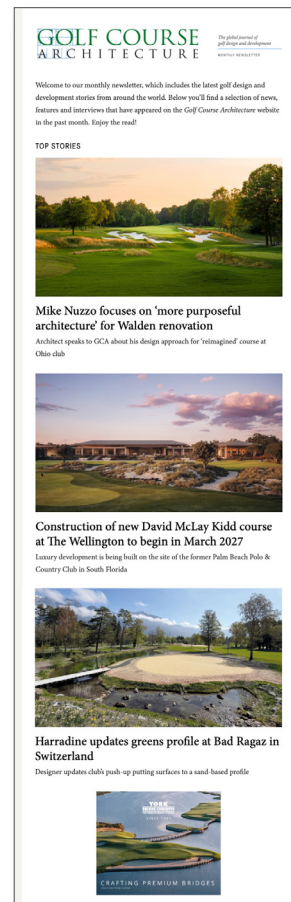
Digital advertising

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

Website



Newsletter



Home and topic page

£550/month

Placements available for four advertisers, with each appearing in each of the four home page placements, 25% of the time.

Artwork required in billboard size (970x250px) for large screens and MPU size (300x250px) for mobile devices.

Article page

- Top of page (970x250px and 300x250px): £550/month
- 'Sticky' sidebar ad (300x600px): £650/month
- Foot of article (970x250px and 300x250px): £450/month

Important notes regarding website artwork:

The pixel dimensions detailed above are suitable for standard resolution screens, but we recommend supplying artwork in three sizes to optimise display on higher resolution screens:

- Billboards: 970x250px, 1455x375px and 1940x500px
- MPUs: 300x250px, 450x375px and 600x500px
- 'Sticky' sidebar: 300x600px, 450x900px and 600x1200px

Please prepare all digital advertisement artwork at 72 dpi resolution.

Email newsletter

- First placement: £550/month
- Second placement: £500/month
- Third placement: £450/month
- Fourth placement: £350/month
- Fifth placement: reserved for event partners

All newsletter artwork: 300x250px at 72 dpi resolution.

Sponsored message

In addition to digital advertising, we can include a sponsored message in our monthly newsletter. Contact us to discuss.

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.

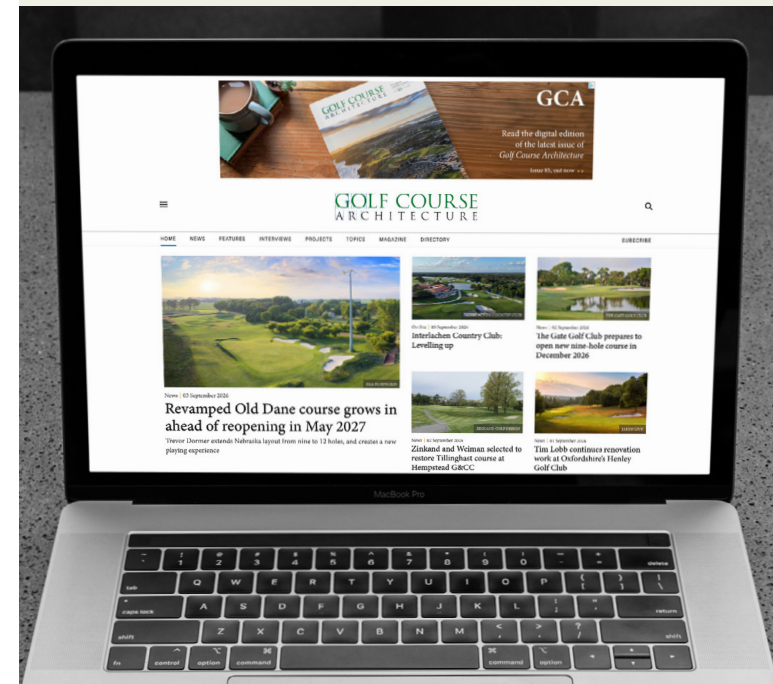
For more information on any of the material covered in this media pack, or if you have any other questions, or would like to place a booking, please get in touch.



BENEDICT PASK

Publication manager, *Golf Course Architecture*
benedict.pask@golfcoursearchitecture.net

EXPLORE



- ✓ **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:

