

# MEDIA INFORMATION

## GOLF COURSE ARCHITECTURE

THE GLOBAL JOURNAL OF GOLF DESIGN AND DEVELOPMENT

2016

# WHY ADVERTISE IN GCA?

*Golf Course Architecture* is the definitive publication for golf course developers and owners

- ✓ 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
- ✓ Our readers go to *GCA* for ideas and solutions to help make informed decisions and **operate more profitably**
- ✓ *GCA* is the **only publication devoted entirely to golf design and development** – known and read throughout the industry
- ✓ Now in its eleventh 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 among the **lowest cost per thousand** readers in the industry

“Love your publication – it’s THE best”

Drew Rogers, Golf Course Architect, J Drew Rogers

# CONTROLLED CIRCULATION POLICY

Our controlled circulation policy is designed to maximise the publication's reach to your target audience

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. *GCA* is one of the only publications to reach a comprehensive range of roles at golf clubs, including owners, operators, managers, head greenkeepers and superintendents.

## **In Europe**

Every golf club in Europe will receive at least one copy of *GCA* each calendar year.

## **In North America**

Each edition of *GCA* is sent to over 1,000 of the highest profile clubs in North America.

## **In the rest of the world**

7 per cent of our distribution is to readers throughout Asia, covering developed golfing nations such as Japan and South Korea as well as rapidly growing markets such as China and India.



J. DREW ROGERS  
GOLF COURSE ARCHITECT



“Great magazine to see which architects will fit your developer's dream.  
It certainly influenced me.”

Will Smit, Golf Course Developer, Owner & Operator, Netherlands

# CIRCULATION PROFILE

Golf Course Architecture's circulation is focused on the golf industry's most influential decision makers



Decision makers by location



Decision makers by type

Annual print run: **28,000** | Digital subscribers **27,000** | Annual website visits: **143,000**

Annual website page views: **536,000** of which: 56% Americas; 31% Europe; 7% Asia; 5% Oceania; 1% Africa

Total of page views includes digital edition.



“Excellent magazine, keep the good work going. Congratulations”

Mr Brian Huggett, M.B.E.

# OUR READERS

Here is a small sample of the unsolicited praise we have received from readers of *GCA*

Reach the  
industry's most  
influential  
decision  
makers

“Wow, just saw the cover shot and article on Cape Wickham – looks fantastic! Thanks for the great story. Wonderful job and keep up the great work spreading the word about *GCA*. Even more special being on the 10-year anniversary cover.”

**Mike DeVries, MD, DeVries Designs, Inc.**

“Each and every issue is a treasure for anyone who enjoys the game and history.”

**Vicki Martz, Arnold Palmer Design Co.**

“I just read the issue and wanted to tell you what a wonderful job you and your staff have done. I’m glad we could contribute.”

**Damian Pascuzzo, Pascuzzo & Pate Golf Design**

“Thank you for blending together the old and the new. Really enjoy being able to stay informed on new projects around the world as well as learning the history of the classic courses and the great architects of the past.”

**Kevin A. Hammer, Merrill Lynch Global Wealth Management**

“It’s always a pleasure to read your magazine, when I get to rescue it from my greenkeeper’s hands.”

**Hugo Blanchet, Manager, Golf de Marivaux**

“Tobacco Road is delighted to be included in your Architects’ Choice Top 100. We would like to blow up a copy of the two-page spread to frame and put on the clubhouse wall.”

**Joe Gay, PGA Director of Golf, Tobacco Road GC**

“You have a beautiful presented, well written magazine that we all love very much. It really is a cut above all of the other publications and you are to be congratulated.”

**Doug Barton**

“Keep up the good work at Golf Course Architecture, it is a very smart publication – you should all be proud of it.”

**Lyne Morrison, MD, Lyne Morrison Golf Design**



# EVENTS

During 2016, the *GCA* team will be at the following events together with copies of the magazine

<b>EIGCA AGM &amp; Conference</b> Belfast .....	13–16 April,
<b>ASGCA Annual Meeting</b> Bethesda .....	24 April
<b>IOG SALTEX</b> Birmingham .....	2–3 November
<b>HSBC Golf business forum</b> .....	2016 TBA
<b>Golf Club Managers Association</b> .....	2016 TBA
<b>European Golf Business Conference (EGCOA)</b> .....	2016 TBA
<b>GCMA Conference</b> .....	2016 TBA
<b>BIGGA Turf Management Exhibition (BTME)</b> Harrogate .....	17–19 January 2017
<b>Golf Industry Show</b> Orlando .....	4–9 February 2017

“I must congratulate you on the quality of the magazine.”

Richard Latham, Woodhall Spa Golf Management

# OUR GOLF ARCHITECT PACKAGES

We have designed a range of promotional packages specifically for golf course architects

*Our most popular package!*

## Gold

- ✓ 4 x full page ad
- ✓ 4 x sponsor logo plus company profile
- ✓ Feature comment\*
- ✓ On site article\*
- ✓ 20 copies

**£1,325/issue**  
£5,300/year

## Platinum

- ✓ 4 x double page ad
- ✓ 4 x sponsor logo plus company profile
- ✓ Online advertising
- ✓ Feature comment\*
- ✓ Opinion article\*
- ✓ On site article\*
- ✓ 25 copies

**£1,950/issue**  
£7,800/year

## Bronze

- ✓ 4 x quarter page ad
- ✓ 10 copies

**£575/issue**  
£2,300/year

## Silver

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

**£850/issue**  
£3,400/year

- ✓ 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

*Turn the page for our supplier packages*

\*All editorial contributions are subject to relevance

# OUR GOLF SUPPLIER PACKAGES

We have also designed a range of promotional packages specifically for golf course suppliers

*Our most popular package!*

<h2>Bronze</h2> <ul style="list-style-type: none"><li>✓ 4 x quarter page ad</li><li>✓ 10 copies</li></ul> <p><b>£575/issue</b> £2,300/year</p>	<h2>Silver</h2> <ul style="list-style-type: none"><li>✓ 4 x half page ad</li><li>✓ Feature comment*</li><li>✓ 15 copies</li></ul> <p><b>£850/issue</b> £3,400/year</p>	<h2>Gold</h2> <ul style="list-style-type: none"><li>✓ 4 x full page ad</li><li>✓ 4 x sponsor logo plus company profile</li><li>✓ Feature comment*</li><li>✓ Opinion article*</li><li>✓ 20 copies</li></ul> <p><b>£1,325/issue</b> £5,300/year</p>	<h2>Platinum</h2> <ul style="list-style-type: none"><li>✓ 4 x double page ad</li><li>✓ 4 x sponsor logo plus company profile</li><li>✓ Online advertising</li><li>✓ Feature comment*</li><li>✓ 2 x Opinion article*</li><li>✓ 25 copies</li></ul> <p><b>£1,950/issue</b> £7,800/year</p>
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\*All editorial contributions are subject to relevance

- ✓ Packages are by far the best-value way to advertise
- ✓ All packages require a one-year commitment
- ✓ Invoiced in four parts after each publication

*Turn the page for special position pricing*



# SPECIAL POSITIONS

Maximise impact with special positions, available on a first-come, first-served basis available as an add-on to both architect and supplier packages

Contact us  
for information on  
inserts, bellybands  
and other special  
promotional  
options

Section sponsor.....	<b>£1,250</b> extra
First double page.....	<b>£400</b> extra
Back cover .....	<b>£500</b> extra
Inside front cover.....	<b>£350</b> extra
First right hand page.....	<b>£300</b> extra
Inside back cover.....	<b>£250</b> extra

All special position prices are premiums per issue available on the Gold and Platinum package prices only



- ✓ Special positions are available only as part of an architect or supplier package
- ✓ Contact us for pricing for inserts, bellybands, etc.
- ✓ Advertisement production service available – quote available upon request

# SINGLE ISSUE ADVERTISEMENT PRICING

If you are not able to commit to a full-year, four issue package, you can still book advertising space on an issue-by-issue basis

Quarter page advert (portrait) .....	£745
Half page advert (landscape).....	£1,150
Full page advert.....	£1,725
Double page advert.....	£2,525

Ask about our **low-cost** advert design service

*Larger space, much better value!*



- ✓ Issues published in January, April, July and October
- ✓ Book two issues, get 5% discount, book three issues, get 10% discount
- ✓ Four issues? A package will provide best value

# DIGITAL FORMATS

GCA continues to improve its digital reach through the web and digital editions

**iPad App** GCA is available as an App for iPad and a range of other devices

**Website** With over **143,000** visits and **535,000** page views each year, the [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net) website continues to rise in popularity

**E-mail newsletter** Our monthly e-mail newsletter is sent to over **27,000** individuals in the golf industry

**Digital Edition** GCA is emailed to over **27,000** individuals to read as a PDF file or flipbook



- ✓ Promote your brand via our website and newsletter with monthly packages
- ✓ Ask your account manager about enhancing your ad for our digital editions
- ✓ Send us your company's news for coverage on the website

# GCA WEBSITE AND NEWSLETTER BANNERS

Add a banner on golfcoursearchitecture.net to reach 12,000 visitors and 44,000 page views per month

## Leaderboard banner

£400 per month

Size: 728 x 90 px

## Box banner

£200 per month

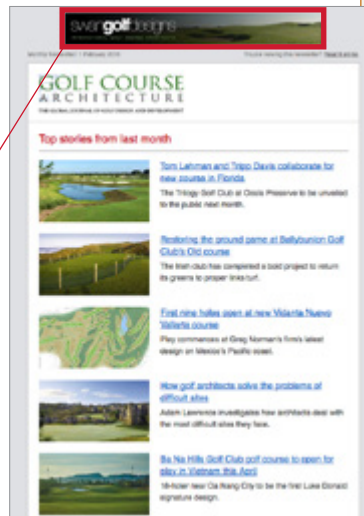
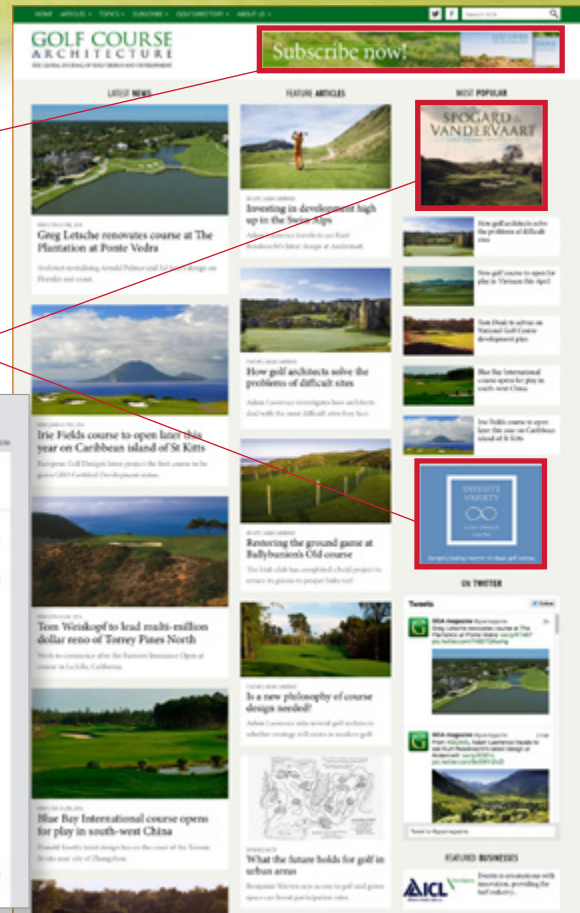
Size: 300 x 250 px

## Newsletter banner

£300 per month

Size: 468 x 60 px

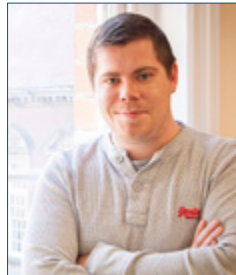
All banner advertising requires a minimum 3-month commitment



# WHAT NEXT?

Make sure your business is profiled in *GCA* throughout 2016 by contacting your publication manager

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**.



## **Benedict Pask**

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