



 **USA TODAY SPORTS**

**Golfweek**

**DOMINATE THE MAJORS**

**2021 Opportunities**

Contact [USATSMStrategy@usatoday.com](mailto:USATSMStrategy@usatoday.com) to learn more!

# 2021 MAJORS SCHEDULE



**PGA CHAMPIONSHIP**  
Kiawah Island, SC  
Kiawah Island Resort  
May 20-23, 2021



**U.S. OPEN**  
San Diego, CA  
Torrey Pines  
June 17-20, 2021



**OPEN CHAMPIONSHIP**  
Sandwich, Kent, England  
Royal St. George's  
July 15-18, 2021

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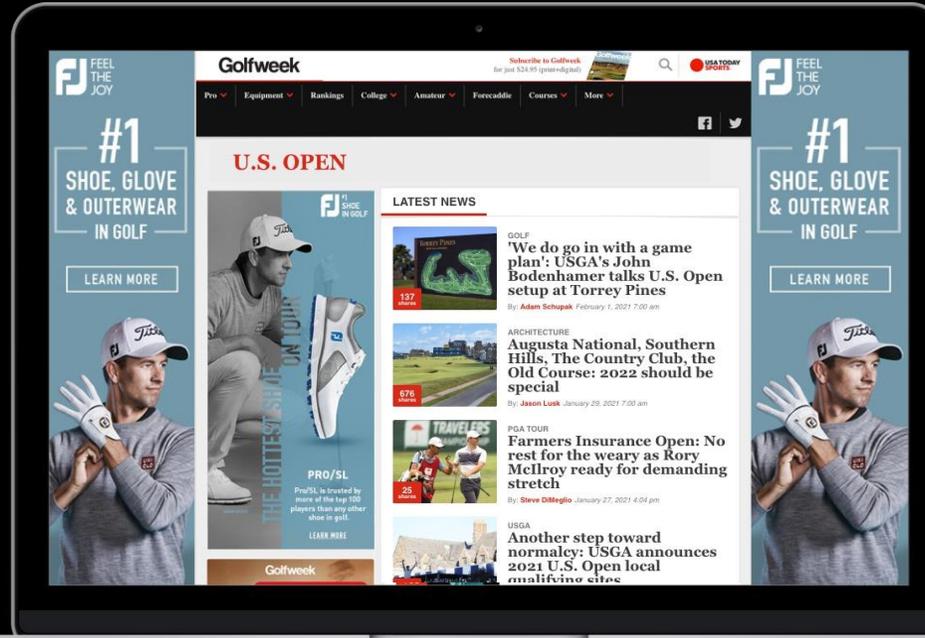
# HIGH-IMPACT MEDIA

ACROSS GOLFWEEK

Rotational Takeover

Majors Insider

Dedicated E-Blast



Align with the most exciting tournaments in golf

This turnkey media program gives your brand a prominent presence among golf fans during the most popular tournaments of the season.

## Media Details

25% SOV on Golfweek for each of the four majors

- Rotational Takeovers Mon-Mon of each major; includes skin & all cross-platform units

## Golfweek Emails

- 3x Majors Insider e-newsletter placements sent to 220k subscribers
  - 100% SOV on each newsletter, one sent during the week of each major
- 1x dedicated e-blast sent to 170k subscribers

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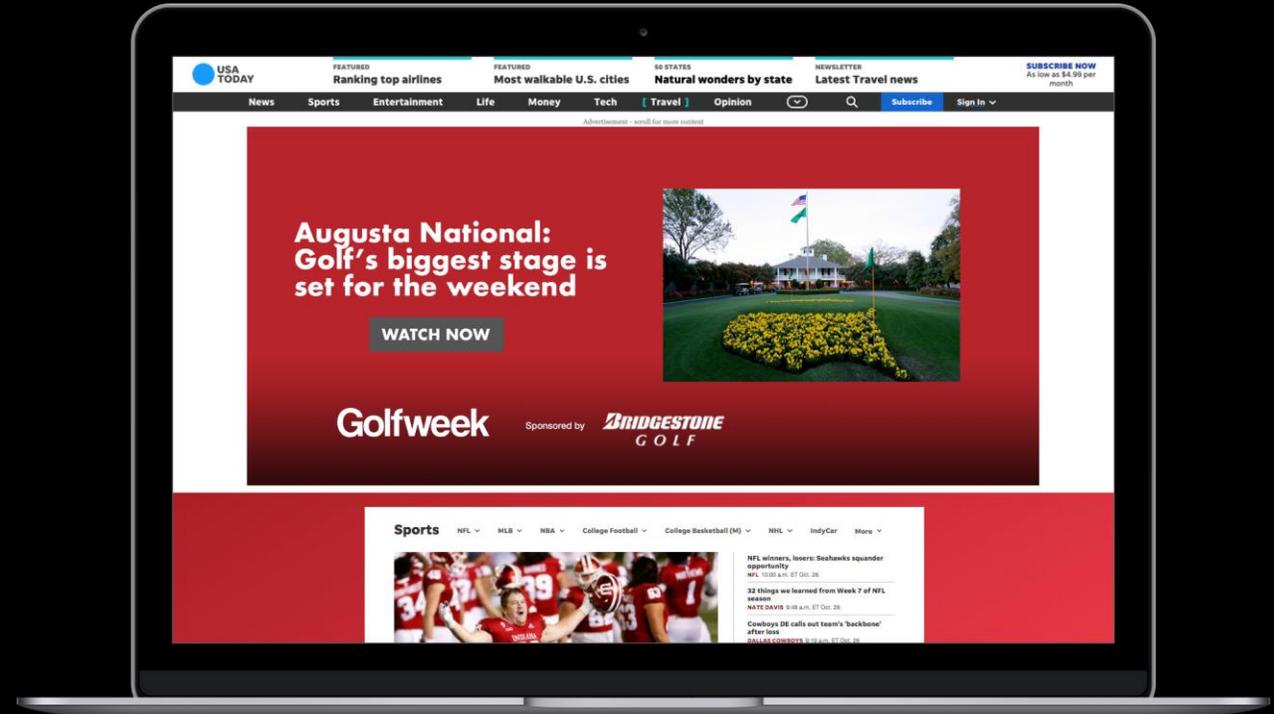
# COURSE PREVIEW VIDEOS

## ON GOLFWEEK



Narrated by golf architecture expert Jay Blasi, these course preview videos **will spotlight each major host course**, diving into the unique layouts, most challenging holes, how players might attack and more. As a sponsor of these videos, your brand will align with this engaging content fans are looking for **during the most exciting times of the season.**

## Co-Branded Paramount



## About Jay Blasi

Jay Blasi graduated with a degree in Landscape Architecture from the University of Wisconsin. After college, Blasi joined the world-renowned design team at Robert Trent Jones II, LLC where he eventually introduced his own design philosophies at Chambers Bay and The Patriot. When Chambers Bay was awarded the U.S. Open in 2015, Blasi became one of the youngest contributing golf architects to ever design a U.S. Open course.

## Media Details

- 3x videos, one for each major host course
- Videos published on Golfweek; brand has 100% SOV of video embed pages
- Brand has 100% SOV of videos, including pre-roll and on-screen logo
- Promoted via:
  - Cross-platform co-branded Paramount on Golfweek and targeted to golf fans across USA TODAY Network
  - Organic and paid social extension on Golfweek's Facebook

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# INVESTMENT OVERVIEW

Elements	Details
<b>High-Impact Media</b>	<p><b>25% SOV on Golfweek for each of the four majors</b></p> <ul style="list-style-type: none"><li>• Rotational Takeovers Mon-Mon of each major; includes skin &amp; all cross-platform units</li></ul> <p><b>Golfweek Emails</b></p> <ul style="list-style-type: none"><li>• 3x Majors Insider e-newsletter placements sent to 220k subscribers</li><li>• 100% SOV on each newsletter, one sent during the week of each major</li><li>• 1x dedicated e-blast sent to 170k subscribers</li></ul>
<b>Course Preview Videos</b>	<ul style="list-style-type: none"><li>• 3x videos, one for each major host course</li><li>• Videos published on Golfweek; brand has 100% SOV of video embed pages</li><li>• Brand has 100% SOV of videos, including pre-roll and on-screen logo</li><li>• Promoted via:<ul style="list-style-type: none"><li>○ Cross-platform co-branded Paramount on Golfweek and targeted to golf fans across USA TODAY Network</li><li>○ Organic and paid social extension on Golfweek's Facebook</li></ul></li></ul>



# APPENDIX

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# WHO WE ARE

## EXPERTISE

# 4+

### DECADES OF EXPERIENCE

Trusted editorial team with **40+ years** covering golf

**Authoritative** coverage of amateur and professional golf, equipment, travel and lifestyle

## PARTNERSHIP

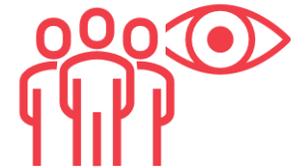


### PARTNERSHIP

Formal alignment with all major governing bodies



## REACH



### LARGE AND HIGHLY-ENGAGED AUDIENCE

**3MM** Monthly Uniques

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# REACHING 66% OF U.S. GOLFERS

6.4MM+

**AVID GOLFERS OUT OF  
9.3MM NATIONWIDE**  
(Play golf once or more per month)

22.2MM+

**GOLF FANS OUT OF  
34.5MM NATIONWIDE**  
(MRI survey: Rated 5+ out of 10 for  
level of golf interest)

29.7MM+

**GOLF ENTHUSIASTS OUT OF  
45.5MM NATIONWIDE**  
(Play, watch, attend/listen to golf OR buy  
equipment/shoes/apparel)

## GOLF WEEK - THE GOLF HUB FOR USA TODAY NETWORK

- *Producing golf content across 260 publications*
- *Targeting golfers on a national and local level*

