



 USA TODAY SPORTS

Golfweek

WHERE GOLF FANS GO.

2021 GOLF OVERVIEW

Contact USATSMStrategy@usatoday.com to learn more!

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

 **USA TODAY + Golfweek**

PARTNERSHIP



PARTNERSHIP

Formal alignment with all major governing bodies



REACH



LARGE AND HIGHLY-ENGAGED AUDIENCE

3MM+ Monthly Uniques

5.2 Avg. Minutes Per Visit

Contact USATSMStrateav@usatoday.com to learn more!

REACHING 65% OF U.S. GOLFERS

6.4MM+

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

22.2MM+

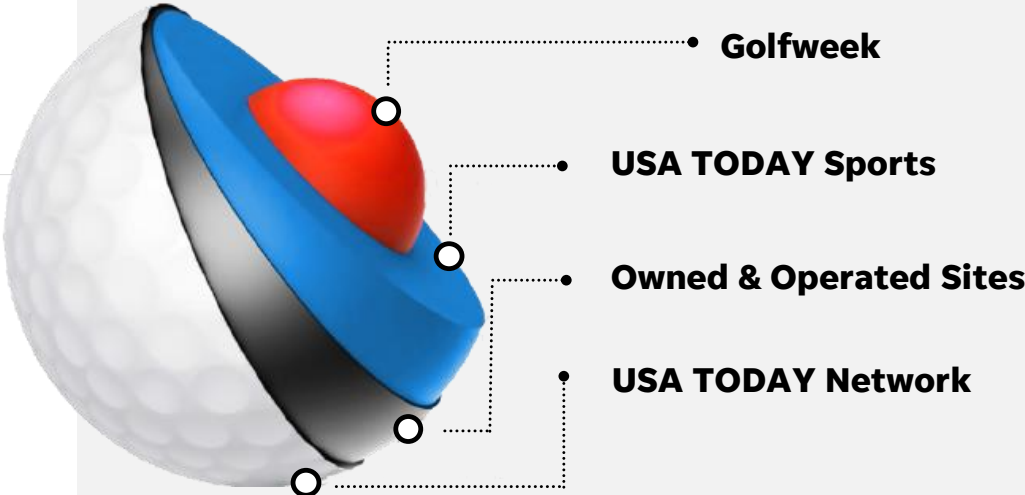
**GOLF FANS OUT OF
34.5MM NATIONWIDE**
(MRI survey: Rated 5+ out of 10 for
level of golf interest)

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*



UNDUPLICATED AUDIENCE

	Unduplicated Audience (% of audience who do not visit the competitor)	
WEBSITE	USA TODAY Golf Platform	Golfweek.com
GolfDigest.com	96%	70%
Golf.com	94%	49%
PGATOUR.com	96%	85%
GolfChannel.com	95%	88%

Contact USATSMStrategy@usatoday.com to learn more!

Audience: A18+

CONFIDENTIAL Sources: 2021 comScore//GfK MRI Multi-Platform Fusion (Trended: Aug-Oct 2020/S20); © 2021 comScore, Cross Visiting, Multiplatform, Dec 2020; USA TODAY Golf Platform = Golf enthusiasts across USA TODAY Network (Play, watch, attend/listen to golf OR buy equipment/shoes/apparel)

GOLF PURCHASERS, GOLFERS, & FANS

AUDIENCE



WEBSITE



Purchased golf balls/clubs
in last 12 months

INDEX



Played golf once a month+
in last 12 months

INDEX



[Super Fan]
Interest in golf

INDEX



Bought golf shoes or
clothing/past yr

INDEX

Golfweek.com

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GolfDigest.com

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Golf.com

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PGATOUR.com

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GolfChannel.com

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REACHING A BUSINESS AUDIENCE

C-SUITE

BUSINESS DECISION MAKER

9.6MM
USA TODAY
NETWORK

Index: 111

180K
GOLFWEED

Index: 131

2.3MM
USA TODAY
NETWORK

Index: 123

48K
GOLFWEED

Index: 164

13.5MM
USA TODAY
NETWORK

Index: 124

315K
GOLFWEED

Index: 183

28.5MM
USA TODAY
NETWORK

Index: 117

546K
GOLFWEED

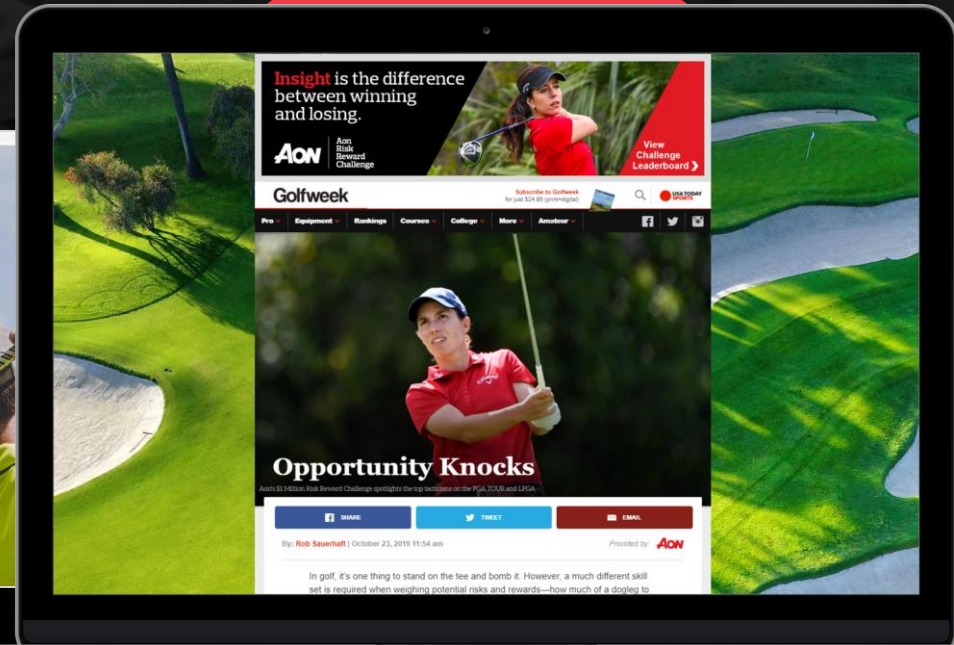
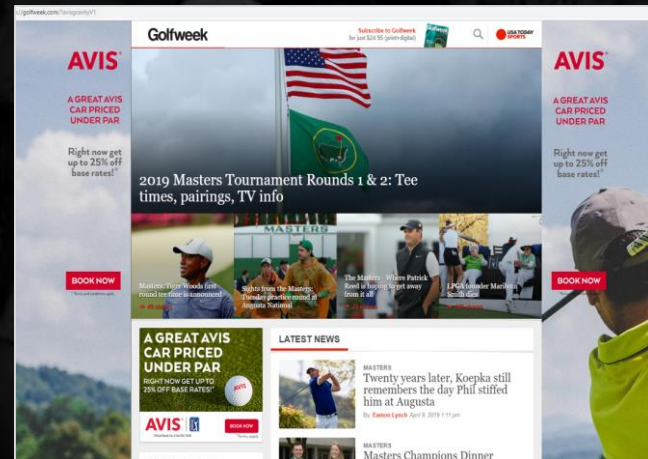
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SMALL BUSINESS OWNER

BUSINESS DECISION MAKER FOR IT/TECH/COMM

PGA TOUR / LPGA

PARTNERSHIPS



Partner Since
2012



Partner Since
2017

Golfweek/USA TODAY: Covering the game unlike any other golf media outlet

- Committed coverage on **year-round basis** for both Tours, highlighting on- and off-course content
- Alignment with Title Sponsors and Official Marketing Partners to **develop and distribute content** and brand messaging campaigns

Quicken Loans



AVIS

Contact USATSMStrategy@usatoday.com to learn more!

SUCCESS WITH ENDEMIC GOLF BRANDS



- Under Armour & Golf Galaxy sweepstakes for winner and guest to win golf/lodging/apparel and trip to premium golf resort
- 4x custom videos of the trip published on Golfweek.com
- Drove nearly 20,000 entries



- Unique custom unit promoting Callaway's Chrome Soft Triple Track golf ball
- Educated and engaged users by guessing average driving distance
- Users chose their different Callaway clubs to hit the Chrome Soft ball accurately

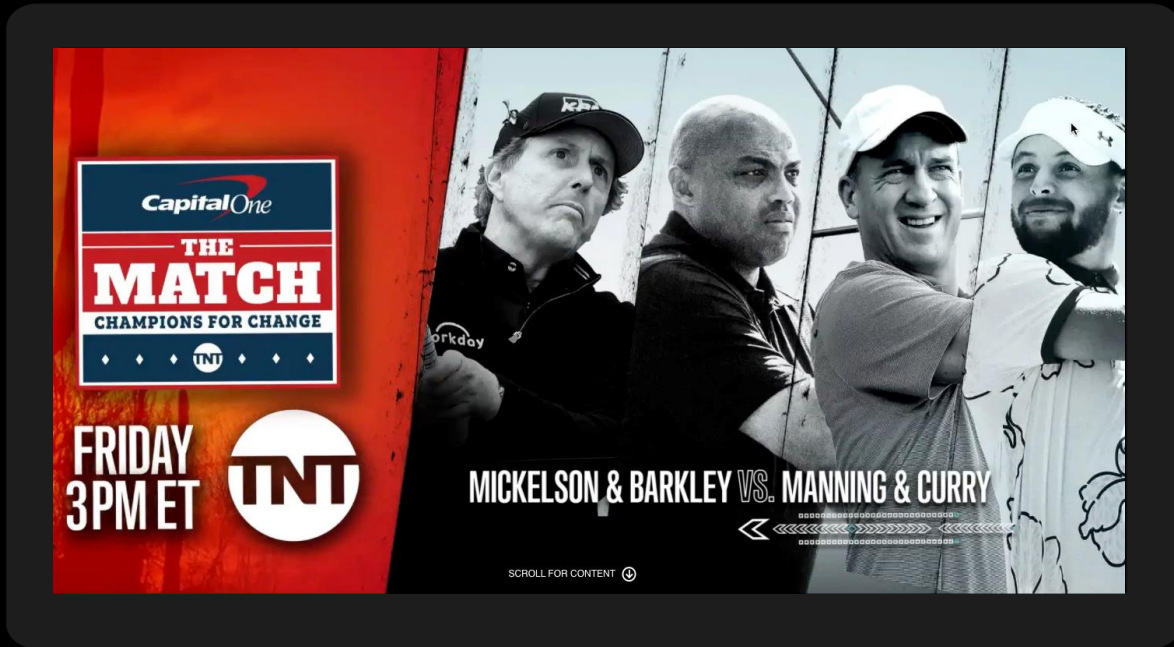


- Produced two custom videos highlighting PING's heritage and advanced club technology
- Promoted and distributed across Golfweek and USA TODAY Network
- Exceeded standard benchmarks in completion rates and CTR

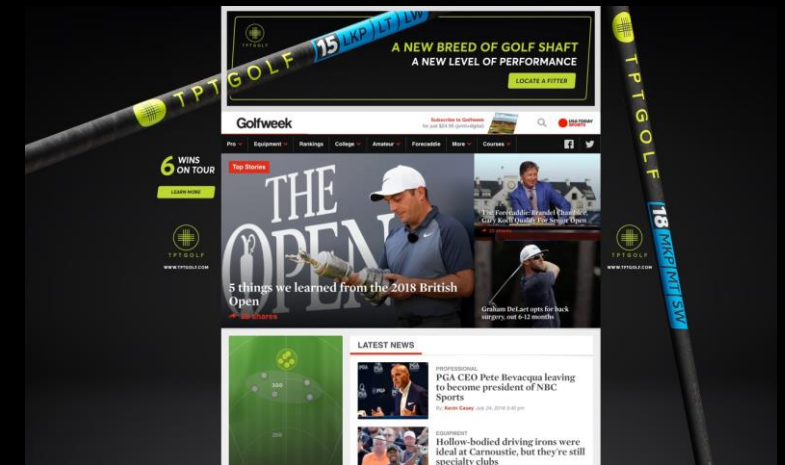
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HIGH-IMPACT MEDIA

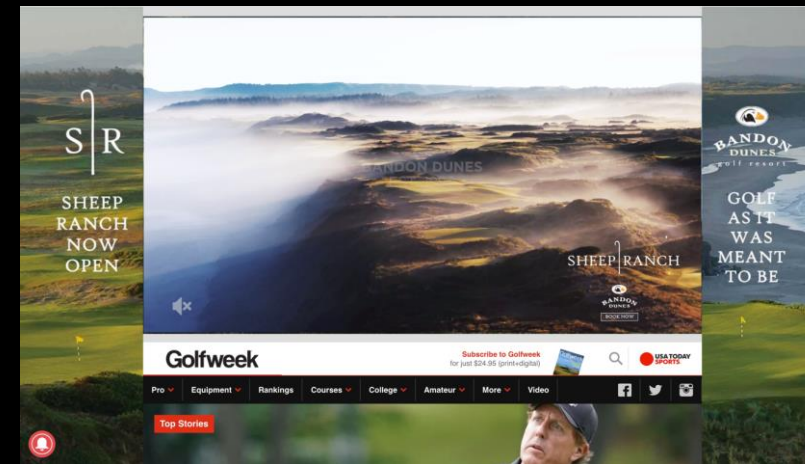
GOLFWEEK GRAVITY HOMEPAGE TAKEOVER



ROTATIONAL TAKEOVER



PARAMOUNT



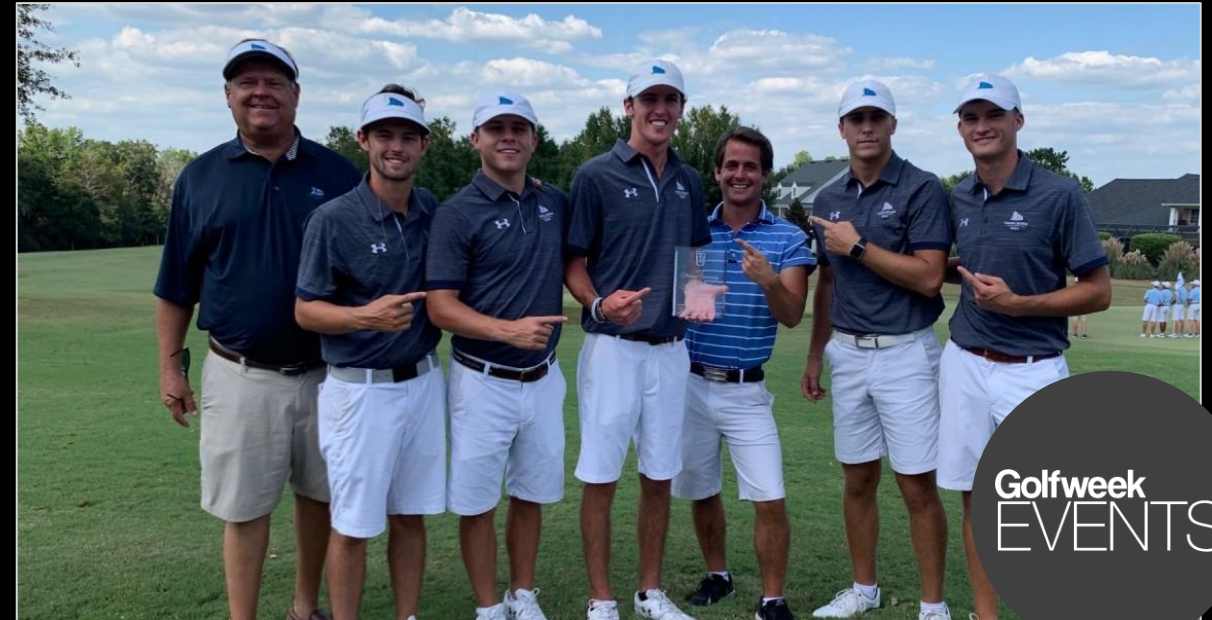
USA TODAY & Golfweek offer a range of dynamic, high-impact media placements to help maximize your brand message. From the Gravity unit, a full-screen experience, to our versatile Paramount unit with the flexibility to run cross-platform, our products are equipped to deliver engagement and results.

Other High-Impact Placements Include:

- Pre-roll
- Enterprise Interactive Unit
- Velocity

Contact USATSMStrategy@usatoday.com to learn more!

DRIVING TRAFFIC + REVENUE FOR YOUR PROPERTY THROUGH EXPERIENTIAL OPPORTUNITIES



Golfweek's advertising partners have the exclusive opportunity to host select Golfweek Events.

We execute 45+ turnkey events annually at some of the best resort and real estate properties domestically and internationally.

- **Golfweek Raters:** Golfweek's team of esteemed course raters travel the world ranking the best courses and golf properties. Attracting this elite group of peer influencers to your property provides you the opportunity to showcase its offerings and have the chance to be ranked among Golfweek's Best Courses. Hosting a group of raters can be a self-liquidating investment for your facility.
- **Golfweek Events:** Golfweek's junior, collegiate, senior and standalone events offer brands a unique experiential opportunity to connect directly with avid golfers. Hosting a Golfweek event drives revenue from rounds, F&B and accommodations when available.

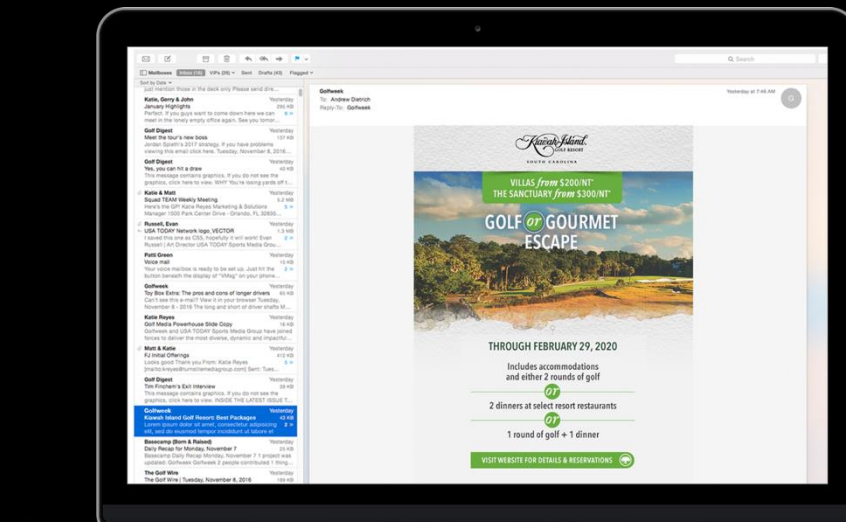
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GOLFWEEK EMAIL OPPORTUNITIES

Golfweek has a robust database of highly engaged golfers, and through **dynamic** and **diverse email offerings**, your brand has the opportunity to connect to this avid core golf audience.

Dedicated E-Blast

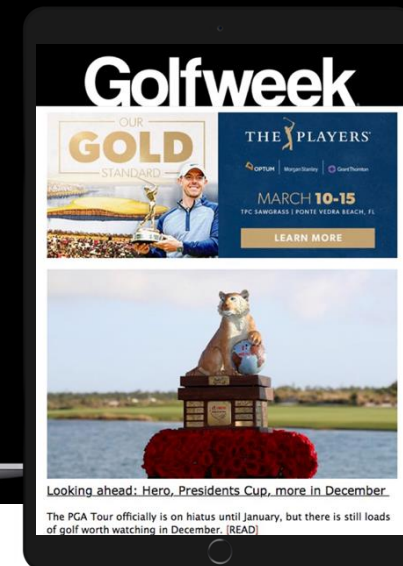
- Sent to subscribers on behalf of Golfweek
- Reaches readers without the distraction of competing messaging



170,000 Subscribers // 27% Avg. Open Rate

Monday Rewind Email

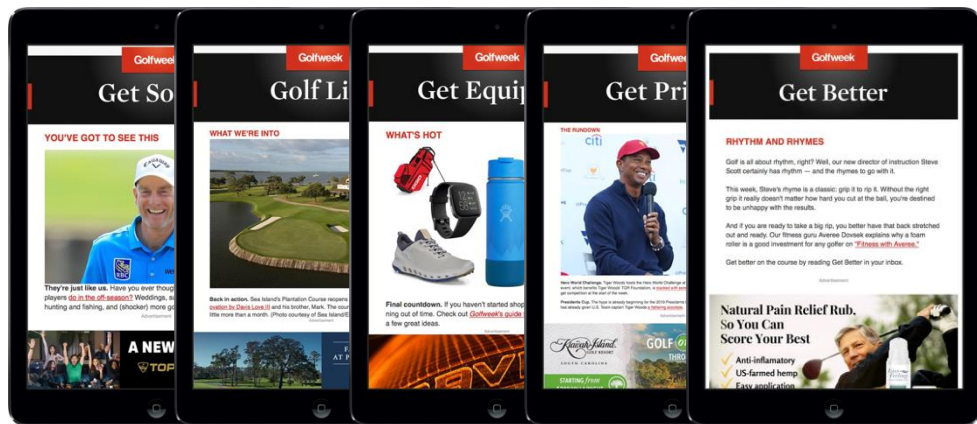
- Aggregates the week's hottest headlines across the game
- Sent Monday each week
- Click [here](#) for example



310,000 Subscribers
[22% Open Rate]

Weekly E-Newsletters [20% Avg. Open Rate]

- **Get Equipped:** Sent on Tuesdays, providing the hottest headlines on equipment and apparel, as well as quick instruction tips and tricks – **230,000 Subscribers**
- **Get Primed:** Wednesday e-newsletter gives readers all the must-know information before a tournament tees off – **220,000 Subscribers**
- **Get Social:** Sent Thursdays, this lighthearted e-newsletter keeps readers updated on golf's latest social media buzz and happenings throughout the industry – **210,000 Subscribers**
- **Golf Life:** Sent Fridays, covers golf travel, courses + real estate – **130,000 Subscribers**
- **Get Better (NEW):** Sent Saturdays, provides instruction and fitness tips & tricks to improve your game – **230,000 Subscribers**



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GOLF'S AUTHORITY ON TRAVEL, LIFESTYLE AND REAL ESTATE

Deep editorial commitment and strategic promotion of the golf travel and real estate industry, including coverage on:

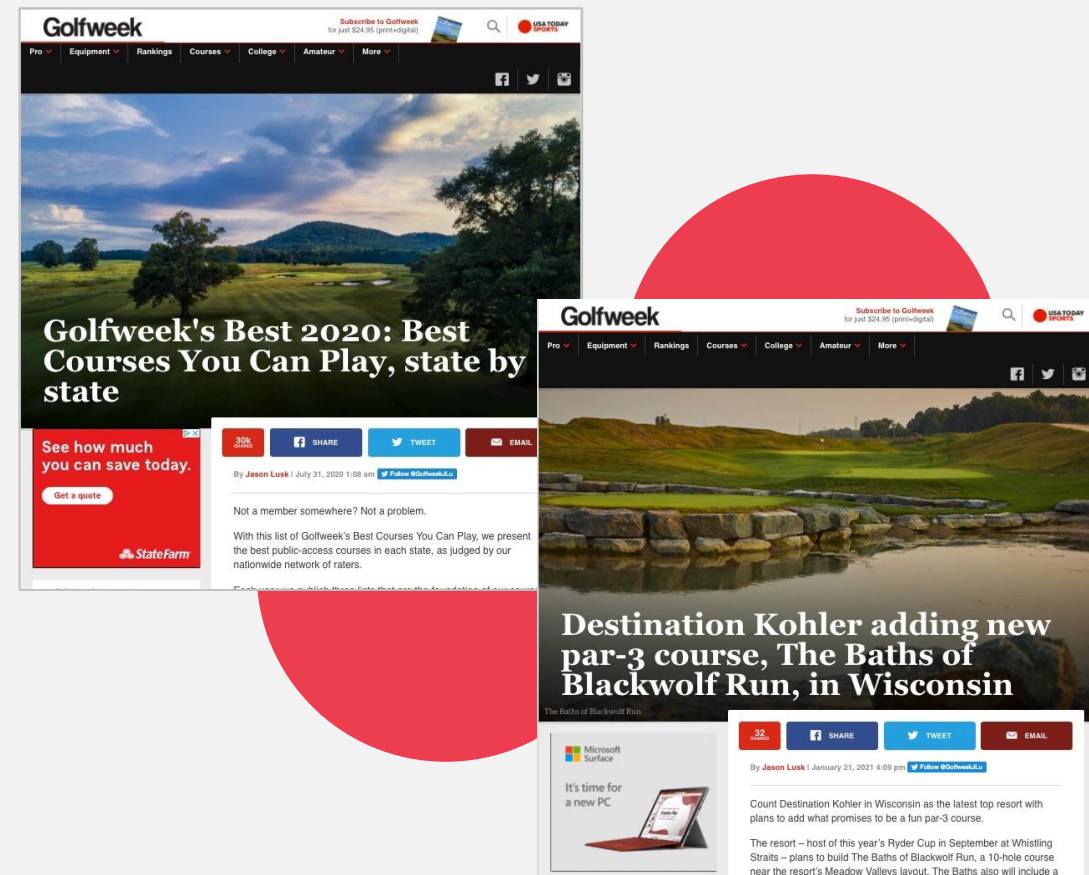
- New course and golf community openings + renovations
- Architecture
- Golf experiences, destination and lifestyle stories
- Golf's best lists of course and category rankings, including places to play

Affluent, highly-engaged travel audience

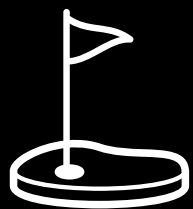
64% of Golfweek subscribers consider our travel reviews most useful when choosing a golf destination

50% of our readers typically travel with their peers or golfing buddies

Trusted advertising partner for 70+ resorts, destinations and golf communities



Contact USATSMStrategy@usatoday.com to learn more!



GOLFWEEK REAL ESTATE

Editorial Mission

Identifying news and trends that reflect the lifestyle of serious golfers who invest in real estate centered around the sport

Feature Print Editions

Every Issue – *Golf Lifestyle Living*

December – *The Ultimate Guide to Golf Course Living and Great Escapes*

Audience, Influence

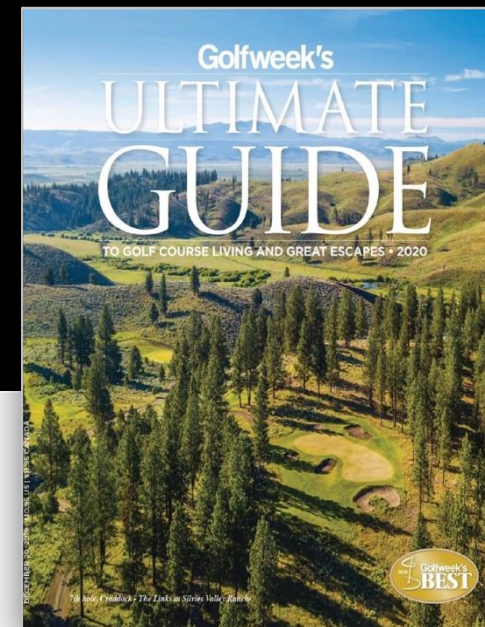
25% of our subscribers currently own a second home, 16% are looking to purchase a 2nd home for investment and/or vacation purposes

78% of our subscribers say a home being by a golf course would be a factor in making a decision to purchase a vacation home

Reach is 65% of adults Aged 35-64, HHI \$200K+ who own a vacation home

Performance

Golfweek delivers Golfweek Raters to and drives revenue for real estate properties who are media partners with us



We received 135 new customer submissions from just one email deployed to 100K recipients. Anytime our cost per lead acquisition is below \$25 that is big!

JASON BECKER, CEO Golf Life Navigators

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A GROWING TRAVEL AUDIENCE

Golfweek traffic continues to grow each month, and our dedication to comprehensive travel coverage helps garner this engaged audience. With new strategic promotion plans in place, we're attracting more and more readers to our travel content.

For example, the 2020 Golfweek's Best Courses You Can Play list saw a **380% increase in page views** from the same list in 2019!



PLAY GOLF ON VACATION

16.9MM
USA TODAY
NETWORK

Index: 114

295K
GOLFWEK

Index: 126

2.3MM
USA TODAY
NETWORK

Index: 116

44K
GOLFWEK

Index: 141

**FREQUENT TRAVELERS:
4+ DOMESTIC TRIPS/YEAR**