



GOLF.COM

2021 Pro Shop Opportunities



A Seamless Blend of Content and Commerce

In 2020 GOLF.com launched the Pro Shop, an editorially curated marketplace offering readers the opportunity to purchase our staff's favorite products. The Pro Shop has grown tremendously since launch, achieving steady month-over-month growth due to consistent strategic optimization.

17,865 total orders in 2020

\$1.6 Million total order value in 2020

1,383 Pro Shop orders in December 2020
+154% vs. average 2020 month

4,382 orders processed in November/December 2020
456% growth compared to Jan/Feb 2020



Reaching Buyers on GOLF.com

Your brand can reach GOLF's avid audience through the following packages that feature tactics proven to drive conversions:



Pro Shop Takeover

Prominent exposure among an audience as they make decisions about what to buy



'Buy Now' Product Showcase

Authentic editorial highlighting your product with distribution tactics proven to drive sales



GOLF.com 'Buyer Bullseye'

Reaching proven buyers wherever they are on GOLF.com

Pro Shop Packages

GOLF.com Pro Shop Takeover

Traffic to GOLF.com's Pro Shop grew +252% in Q4 2020. Through new inventory, content and functionality, the Pro Shop will continue to reach more buyers every month in 2021. Your brand can capture the attention of this audience through the Pro Shop Takeover which includes:

- Promotional header on the GOLF.com Pro Shop, linking directly to a product description page on GOLF.com
- Co-branded, high-impact ad creative across GOLF.com featuring your brand's products and
 - Co-branded units to feature GOLF branding adding editorial credibility
- Placement in Editor's Picks carousel on Pro Shop homepage
 - "Buy Now" shop card linking to PDP

Introducing the new
GOLF.COM PRO SHOP

Our editors have tested and worn hundreds of products so that you don't have to.

Pro Shop
WELL PLAYED

LATEST STYLES — CLASSIC FAVORITES — EDITOR-APPROVED
VISIT GOLF.COM/SHOPNOW

SPEND \$30 TODAY AND GET A FREE 1 YEAR SUBSCRIPTION TO GOLF MAGAZINE

Pro Shop

Limited-Edition Jack Nicklaus caps are back!

SHOP NOW

Pro Shop Packages

'Buy Now' Product Showcase

With this unique partnership opportunity, participating brands will be guaranteed to have their products featured in our content. GOLF's editorial team drives the purchase behavior of readers, providing in-depth, authentic reviews of the latest products. This opportunity blends our editorial expertise with tactful distribution channels to showcase your product and includes:

- [1x expert editorial showcase](#)
 - Product review, Deal of the Week, Sale Alert, etc.
 - Includes "Buy Now" shop cards within article (see right)
- Inclusion in 1x "Best Of" or round-up type article
- 1x IG story 'swipe up' leading to GOLF.com article
- Native inclusion in Top Stories Editorial Newsletter



MNML x GOLF Stand Bag

\$330

We've partnered with our friends at [MNML Golf](#) — originators of the highest-tech bag on the market — to bring you a limited-edition GOLF...

BUY NOW



GOLF.com drove
17k orders and \$1.7 million of sales in
Year 1 of our
commerce push

Pro Shop Packages

GOLF.com 'Buyer Bullseye'

With every transaction on GOLF.com, we are learning more and more about our audience. Your brand can use this data to target shoppers wherever they are on GOLF.com's platforms, not just within the Pro Shop. This includes:

- Reaching our most engaged email audience through a custom E-blast to openers of our Pro Shop newsletters
- Re-targeting people who have visited the GOLF.com Pro Shop with high-impact custom flex ads
- Promoting product to a targeted social audience
 - Sale/Discount inclusion recommended
- Pro Shop newsletter inclusion

GOLF.com's Pro Shop sees a **200% avg daily increase** of orders on days we send our Pro Shop Newsletter



PRICING

Pro Shop Opportunities

Pro Shop Takeover - \$25,000

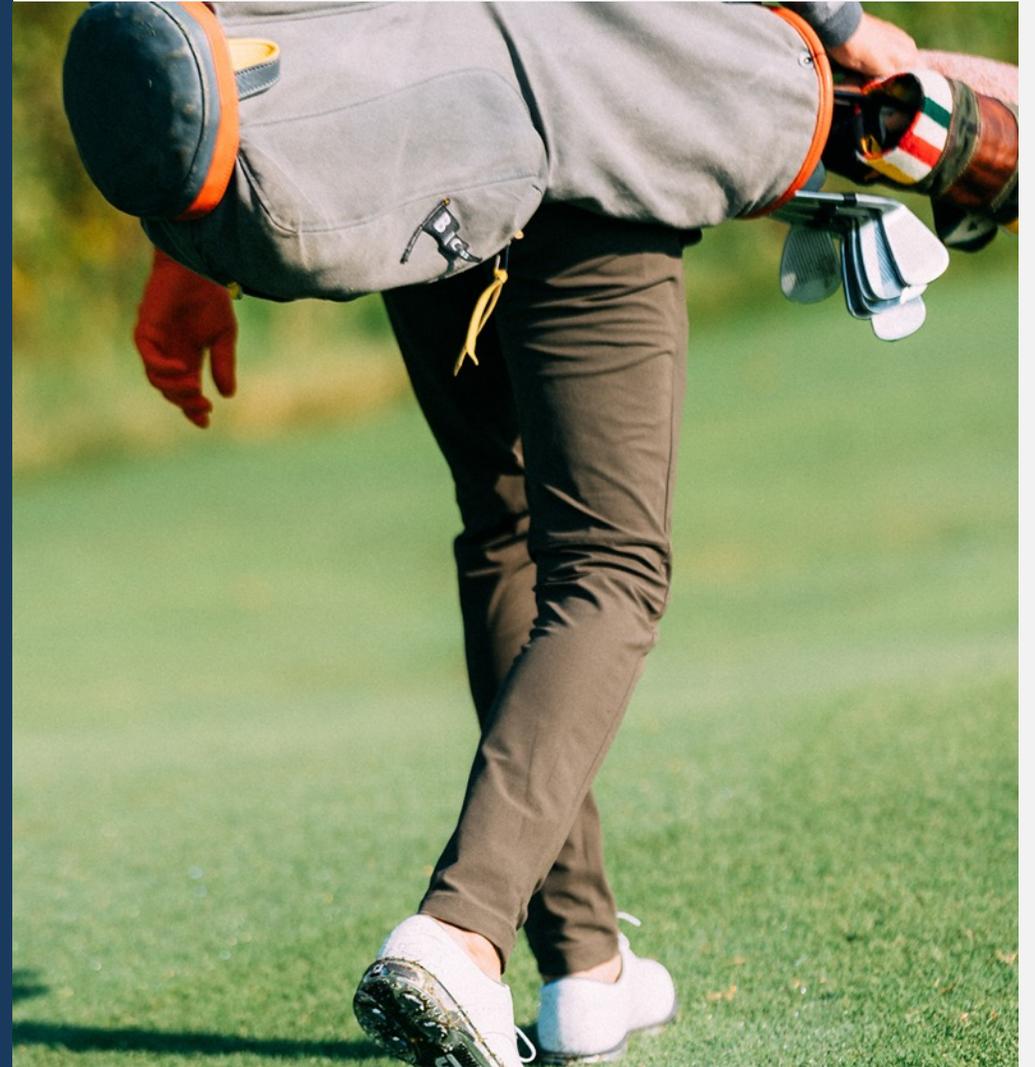
- Promotional header across all Pro Shop pages, clickable to PDP (week-long flight)
- Co-branded Pro Shop ad creative across GOLF.com
- Placement in Editor's Picks carousel on Pro Shop homepage

Buy Now Product Showcase - \$30,000

- 1x editorial feature on brand/product
 - Native inclusion in Top Stories editorial newsletter
- Inclusion into 1x "Best of..." feature
- 1x IG-Story with swipe up to editorial feature

GOLF.com Buyer's Bullseye - \$50,000 - \$75,000

- 1x dedicated e-blast to openers of Pro Shop newsletter
- High impact flex ads re-targeting Pro Shop visitors
- Dark social posts promoting product to a targeted audience
- Native inclusion in Pro Shop newsletter



2020 Performance Recap

No. 1 Destination in Golf

In 2020 GOLF.com became the **largest golf site in the country**, **growing competitive share of voice from 28% to 44%**. Audience growth highlights include:

6.45 Million UVs per month
45% YoY growth

7.2 Million UVs/month in 2H '20
95% YoY growth

11.9 Million Sessions/month
59% YoY growth

13.7 Million Sessions/month in 2H '20
80% growth YoY

August, September and November accounted for 3 of the top 4 months in GOLF.com history:

- Masters Week (11/9-11/15) **was the most trafficked week** in GOLF.com history
- GOLF.com **averaged** more sessions per month in 2020 than the highest month in 2019

GOLF.com was the only site in the competitive set with YOY traffic growth in 2020



