



2022 Category Planning

GOLF's Editorial Direction

GOLF

GOLF's Editorial Direction

GOLF in 2022

GOLF.com has established itself as the world's preeminent golf media company, with a holistic approach to covering and celebrating the game that engages, energizes and activates an audience of up to **9 million** users monthly.

In 2022, we'll double down on that success by:

- Bolstering our most popular franchises (with video focus)
- Expanding verticals where we see the most opportunity
- Producing a higher volume of content
- Offering exclusive content via our new membership program
- Growing our writers' personalities/followings
- Owning the majors/golf's biggest events
- Introducing our own events



2022 Category Planning

GOLF Verticals & Franchises

GOLF



2021: Best of GOLF Franchises

GOLF's commitment to better serving our audience with organized, better cadenced and consistent content has paid off in big ways in 2021. Here are some of the best examples from the last year:

Super Secrets

- The most trafficked GOLF.com franchise for the second year in a row, growing **42% YoY**

Monday Finish *New in 2021*

- **#1 performing** News franchise and highest engaged time of all GOLF franchises

Play Smart

- More content than any other editorial franchise on GOLF.com, outperforming site engagement and traffic benchmarks



News & Tour

Inside the Ropes

GOLF editors have created **more than 3.5x** the content dedicated to News/Tour franchises compared to last year, resulting in a more engaged and loyal user that keeps coming back for more.

What's Next in 2022

- Added weekly video via the 'Drop Zone' to existing franchises
- Blown-out coverage major from the game's biggest events, executed through new activations such as 'GOLF Clubhouse' events and increased on-site presence
- Establish live blog/video capabilities to better engage users to key moments of the year

News & Tour Franchises

- *Monday Finish*
- *Tour Confidential*
- *Bamberger Briefly*
- *The Drop Zone*
- *GOLFW*
- *The Hot Mic*



Service

Improving Your Game

This year, editors have blown out existing franchises like 'Play Smart' and created new ones like 'How to Hit Every Shot' and 'Golfer to Golfer'. In total, we've reached **6M more users** through Service franchises in 2021 compared to all of last year.

What's Next in 2022

- Increased cadence of big franchises during major weeks
- Extending editorial franchises to video, social & print
- Leaning into Top 100 Teachers in more organized and cadenced formats

Service Franchises

- | | |
|-------------------------------|---------------------------------------|
| - <i>Play Smart</i> | - <i>Top 100 Teachers Instruction</i> |
| - <i>Golfer to Golfer'</i> | - <i>How to Hite Every Shot</i> |
| - <i>Rules Guy</i> | - <i>Pros Teaching Joes</i> |
| - <i>Live Well, Play Well</i> | - <i>The Ettiquetteist</i> |



Gear

Gear Advice from the Ultimate Gearheads

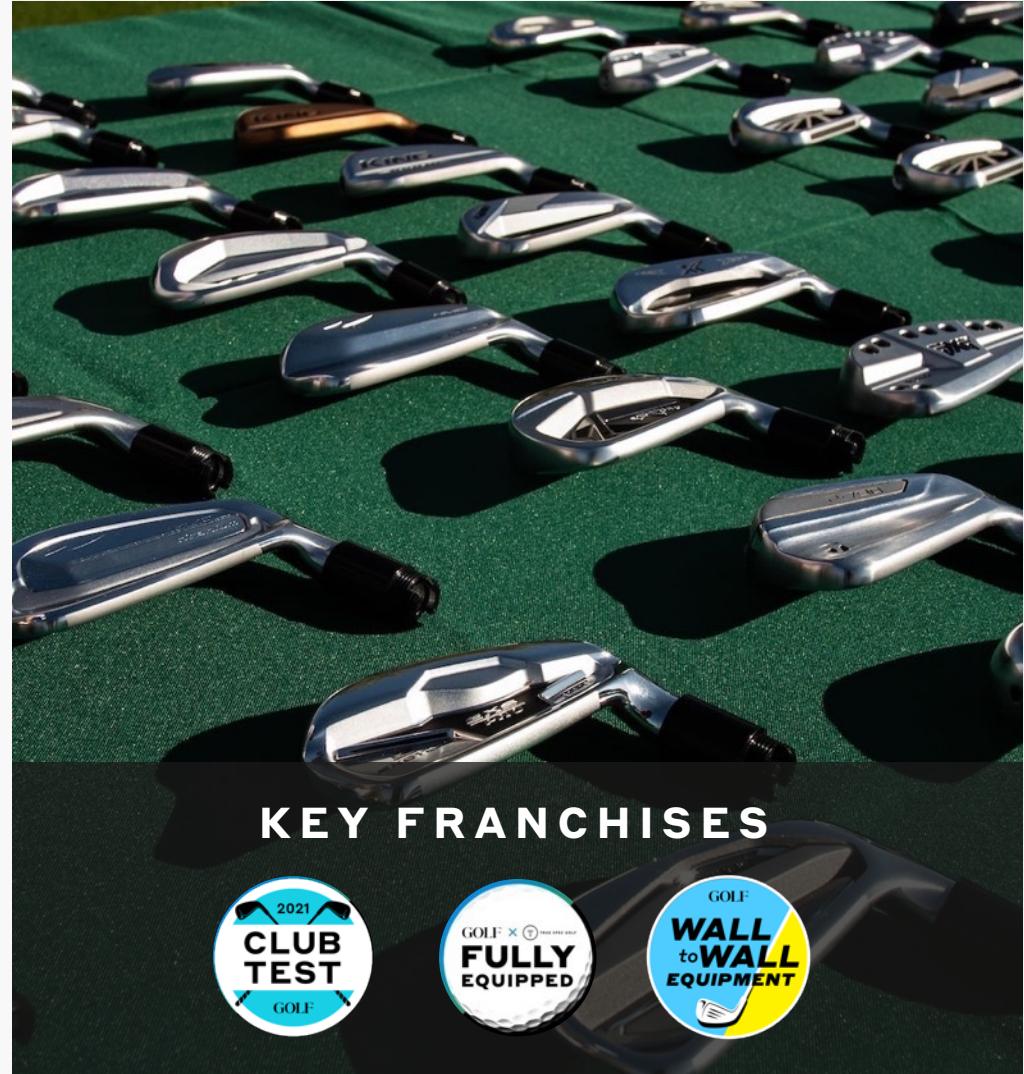
Leaning into resident gear experts more than ever before, GOLF has grown the Fully Equipped podcast threefold and doubled the number of gear franchises in the last year.

What's Next in 2022

- Partnering with Foresight Sport to increase data learnings during ClubTest, along with increased cadence to ClubTest in magazine to 3x issues
- Extending ClubTest and Fully Equipped with sub-series like 'Proving Ground', 'Fully Equipped Mailbag'
- Consistent video creation and release through the year

Gear Franchises

- *ClubTest*
- *Fully Equipped*
- *Wall to Wall*
- *Proving Ground* *New*
- *Boost Your Bag* *New*



GOLF Verticals and Franchises

Lifestyle

Every Angle of the Games

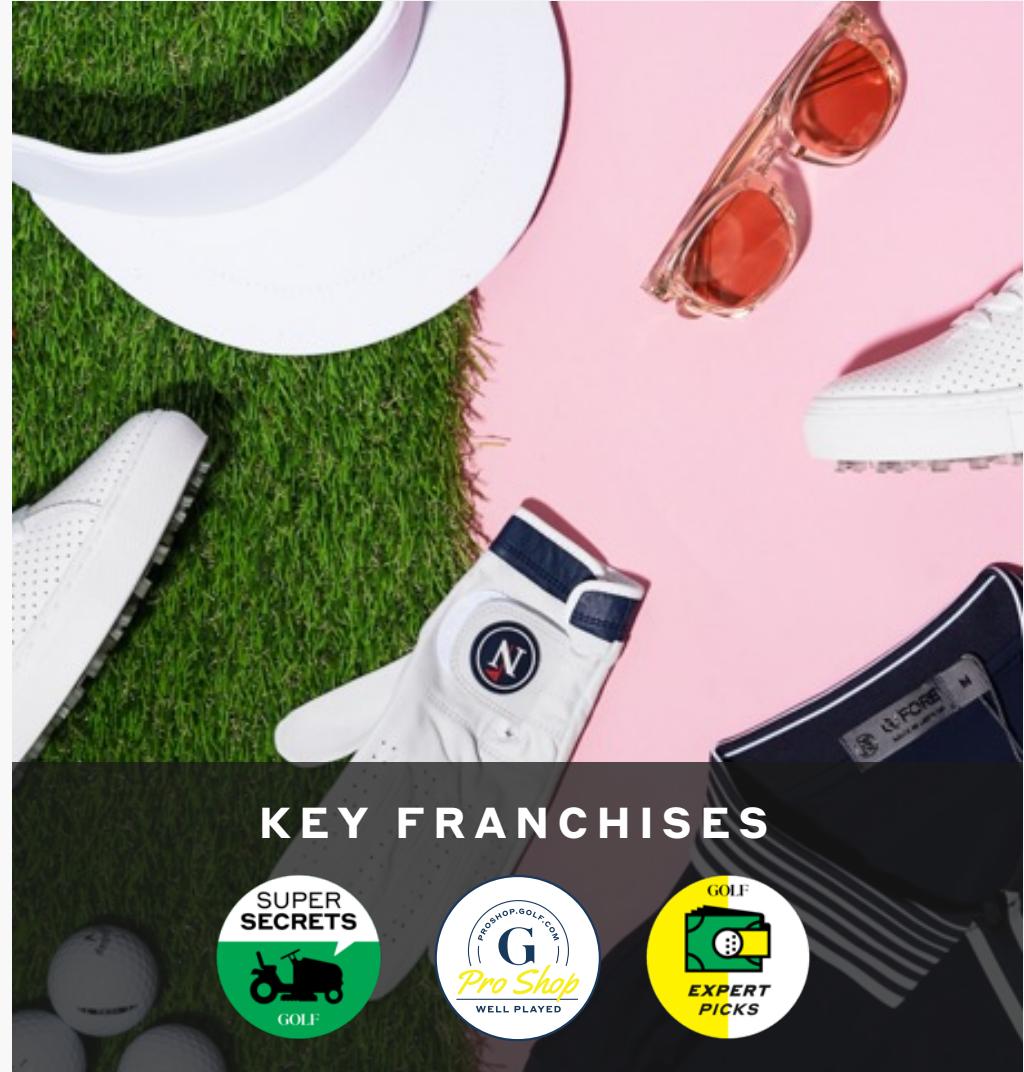
GOLF has created **85% more content** in 2021 dedicated to Lifestyle including commerce, gambling, food, celebrities and more.

What's Next in 2022

- Consistent video/social extensions to lifestyle franchises like 'Super Secrets' & 'Clubhouse Eats'
- Reimagining Pro Shop-focused content, with all-new video features and connections between commerce and content
- Consistently creation and new extension to gambling content, making GOLF.com a go-to source for all things golf & betting

Lifestyle Franchises

- *Super Secrets*
- *Clubhouse Eats*
- *Pro Shop*
- *The Hot Hand *New**
- *I Tried It *New**
- *Golf & Betting (Expert Picks, etc.)*
- *Money Game*



Courses & Travel

Inspiring Golfers and Travel Enthusiasts

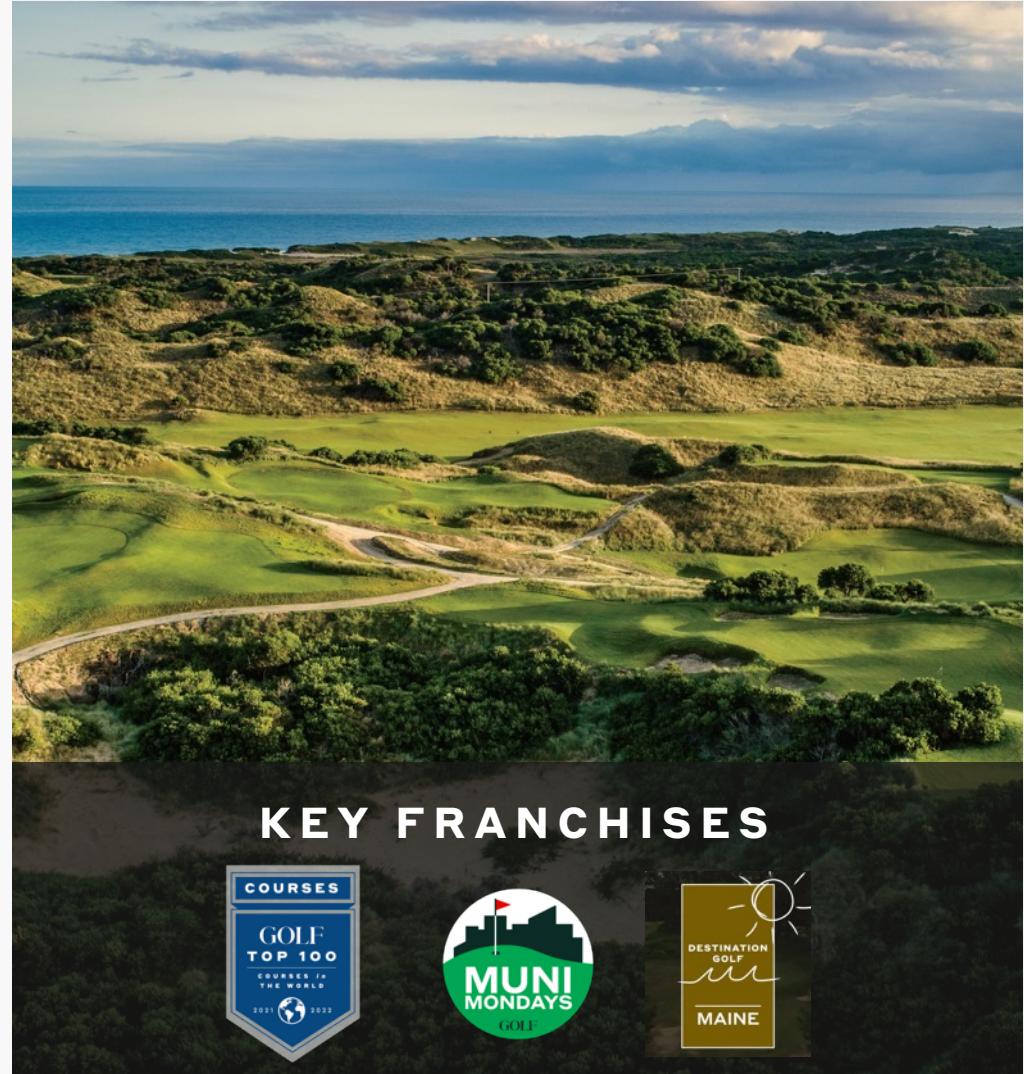
With two all-new additions to our Top 100 Travel franchise, GOLF has already engaged **15% more users** on average than all of 2020.

What's Next in 2022

- Continue to develop a cross-platform interactive user experience within the Top 100 franchise
- Introduce monthly travelogue video into Muni Mondays
- Showcasing the personalities and skills of our editors through travel content like 'Destination Golf' & 'Elite Expeditions'
- Leaning into Top 100 panel and travel experts, including all-new expert travel advice franchise 'Road Rules'

Courses & Travel Franchises

- Top 100 Travel
- *Muni Mondays*
- *Destination Golf*
- *Top 100 Courses in the UK & Ireland *New**
- *Road Rules *New**
- *Travel Mailbag *Back in 2022**
- *Couse Rater Confidential*



2021: New GOLF Franchises

GOLF editors are creating new, engaging franchises across every category in 2021 including:

Boost Your Bag (Gear)

- Each week, GOLF's gear & equipment experts focus on how to get more out of and energize one item in the bag

Road Rules (Courses & Travel)

- Hotel points, rental car rewards, SkyMiles — no one lives life on the road like pro golfers, caddies, Top 100 course raters or golf industry nuts

I Tried It! (Lifestyle)

- Quick hitting video, where GOLF staffers are sent items and review products from the Pro Shop

The Hot Hand (Lifestyle)

- GOLF's resident gambling expert shares his weekly best practices on 'The Hot Hand' video series



New Opportunities in 2022

GOLF.com Edit Calendar

In 2021, we built loyal audiences through all-new dedicated edit franchises. We've published more than **1,500 articles** underneath a franchise umbrella, **more than 3X all of 2020**. In 2022, we'll continue the push to building even bigger and more engaging platforms.

Snapshot of 2022 Weekly Franchises on GOLF.com

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
     	     	    	    	   	   	   

GOLF Tentpoles

GOLF's biggest events and tentpoles touch millions of golfers across multiple platforms.



GOLF's Top 100

The most credible, authoritative and trusted rankings in golf

- Top 100 Resorts (May '21)
- *NEW* Top 100 Course in the UK & Ireland (July '21)
- Top 100 Courses (Nov '21)
- Top 100 Teachers (Yearlong Content)



The Majors

Delivering the highest quality and quantity of content during the game's biggest events:

- PGA/LPGA Majors
- President's Cup
- In 2021, GOLF created over 1,000 articles dedicated to the game's biggest events with over 35M PVs



ClubTest

An exhaustive and data-driven approach to equipment testing, unpacking new innovations for a gear-savvy audience

- New partnership with Foresight Sports to improve data learnings
- Longer rollout in print and online, inclusive of podcast and video content

GOLF

The most widely read publication in golf.

2022

Editorial Calendar

ISSUE DATE	EDITORIAL HIGHLIGHTS	ON SALE	REGIONAL CLOSE & MATERIALS DUE	NATIONAL CLOSE & MATERIALS DUE
JANUARY/FEBRUARY	Golf: The Best Investment in Sports Instruction Fundamentals ClubTest 2022: Sneak Peek	1/11/22	11/22/21	12/6/21
MARCH	ClubTest 2022: Long Game Drivers: Tech, Lessons & Fitting	2/22/22	1/3/22	1/17/22
APRIL	MASTERS PREVIEW ClubTest 2022: Approach Game Irons: Tech, Lessons & Fitting	3/22/22	1/31/22	2/14/22
MAY	TOP 100 RESORTS PGA Championship Preview ClubTest 2022: Short Game Putter/Wedges: Tech, Lessons & Fitting	5/3/22	3/14/22	3/28/22
JUNE	U.S. OPEN PREVIEW Your Best Golf at Any Age The "Experience" Guide	5/31/22	4/11/22	4/25/22
JULY/AUGUST	OPEN CHAMPIONSHIP PREVIEW Top 100 Courses in the UK & Ireland	6/28/22	5/9/22	5/23/22
SEPTEMBER/OCTOBER	Play Smart Golf Presidents Cup Preview Best Jobs in Golf	9/6/22	7/18/22	8/1/22
NOVEMBER/DECEMBER	TOP 100 COURSES IN THE U.S. Best of Everything	11/1/22	9/12/22	9/26/22

2022 Category Planning

Partnership Opportunities

GOLF



GOLF Franchises

How to Get Involved

GOLF franchises and key editorial tentpoles offer a wide variety of partnership opportunities including:

New Opportunities in 2022



Sponsorship Campaigns

- SOV display/ pre-roll alignment with editorial franchises, tournament coverage and more...
- High-impact flex ads surrounding content relevant to sponsor messaging, timing, KPIs, etc.

Integration Campaigns

- Brand Integration and ad alignment into existing franchises that are relevant to sponsor & product
- Includes shoppable opportunities, driven by content separate from/on top of advertising

Branded Campaigns

- CUSTOM editorial content created in partnership GOLF that includes heavy sponsor integration
- Sponsor can help shape content storylines and provide feedback
- Includes ad ownership content

New Opportunities in 2022

GOLF Franchises Sponsorship Campaigns

Sponsorship of events, GOLF tentpoles and editorial franchises are at the core to many campaigns run with GOLF.

These campaigns deliver on:

- Premium inventory around big events & content
- Alignment with content tied to brand messaging
- High-impact advertising

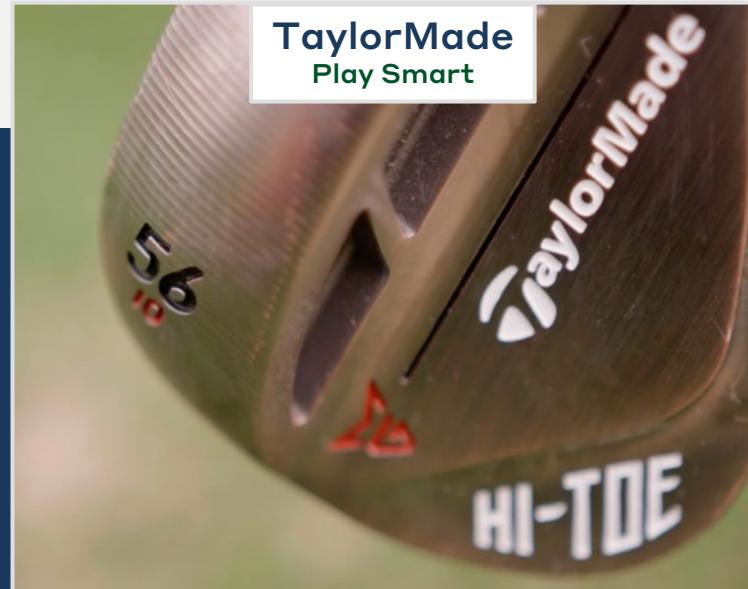
The image displays a composite of digital golf content. At the top left is a header for 'KPMG GolfW' with a 'DRIVING' section. Below it is a headline: 'How to hit longer drives, according to the longest player on the LPGA Tour' by ZEPHYR MELTON | OCTOBER 18, 2021. To the right is another header for 'PING Bamberger Briefly' with a 'FEATURES' section. Below it is a headline: 'I'm going to fight.' This pro's days are numbered but his golfing spirit endures' by MICHAEL BAMBERGER | NOVEMBER 2, 2021. A central banner reads 'Multiple Brands Tournament/Major Sponsorships' and lists four major tournaments: The Masters, PGA, U.S. Open, and The Open. The background features a scenic view of a golf course with trees and flowers.

New Opportunities in 2022

GOLF Franchises Integration Campaigns

In 2021, we built successful editorial partnerships through brand integration into some of GOLF's highest performing editorial franchises. These campaigns deliver on:

- **Organic storytelling & brand recognition**
- **Shoppable opportunities**
- **High-impact advertising**



RESULTS: Old grooves vs. new grooves



I'm not going to lie, I was expecting a difference, but I wasn't expect quite as big a difference as the one Tursky saw. From 90 yards with the new wedge, most notably, his spin jumped 1,800 RPMs (rotations per minute), which had the side effect of making the ball fly slightly shorter, improving his distance control.



New Opportunities in 2022

GOLF Franchises Branded Campaigns

Branded campaigns utilize GOLF's expert editorial direction to showcase products, services and destinations of the sponsor through content. These campaigns deliver on:

- **Custom content centered around sponsor**
- **Partner collaboration and approval**
- **High-impact advertising**

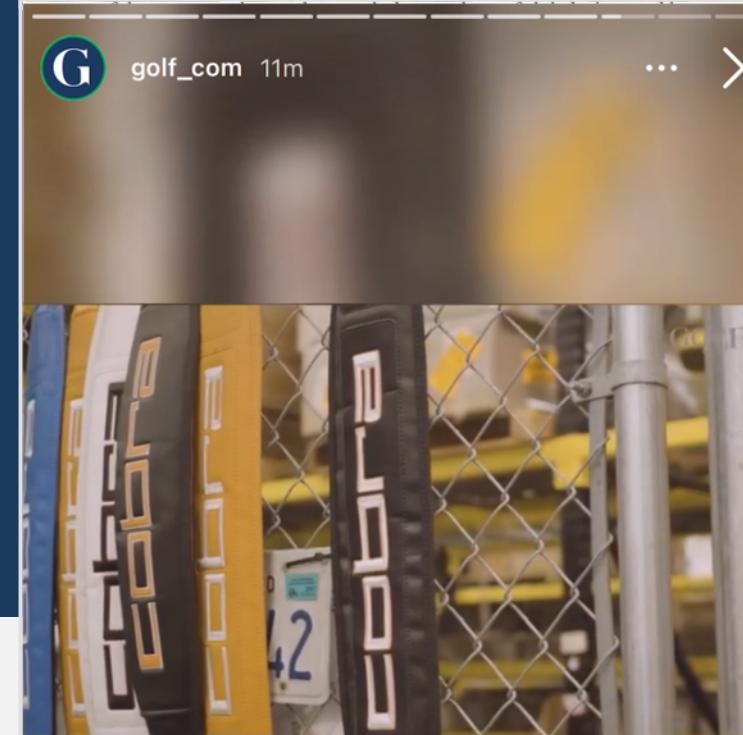
GEAR

Cobra Puma Golf Bryson Club Building

I tested Bryson DeChambeau's weirdest Cobra prototype clubs. Here's what happened

BY: ANDREW TURSKY | JUNE 21, 2021



Step 3: Rerouting the path of my hands

Speaking of the hands, we needed to get mine more comfortable being closer to my body. 'Slotting' them, to use Tour lingo, onto a path that leads the clubhead to move inside-out as it sweeps through the hitting zone. For someone who constantly rushed from top of my swing to contact, this was going to be the ultimate feel vs. real scenario. Sullivan would ask me to reach the top of my backswing and

