



2025

# Products & Capabilities

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# GOLF

2025 Products & Capabilities

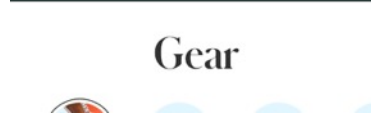
# GOLF: Products & Capabilities

GOLF.com & GOLF Magazine offer a variety of products designed to achieve every KPI in the most efficient way possible.



HIGH-IMPACT  
MEDIA

PODCAST



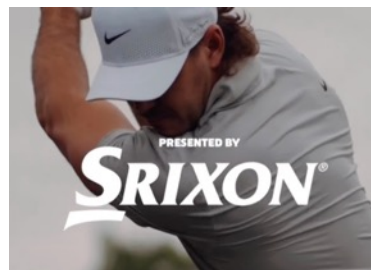
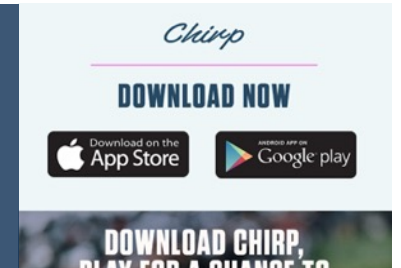
AUDIENCE  
TARGETING

SOCIAL



GOLF  
MAGAZINE

EMAIL



INTEGRATED  
STORYTELLING

CONTENT  
DISTRIBUTION

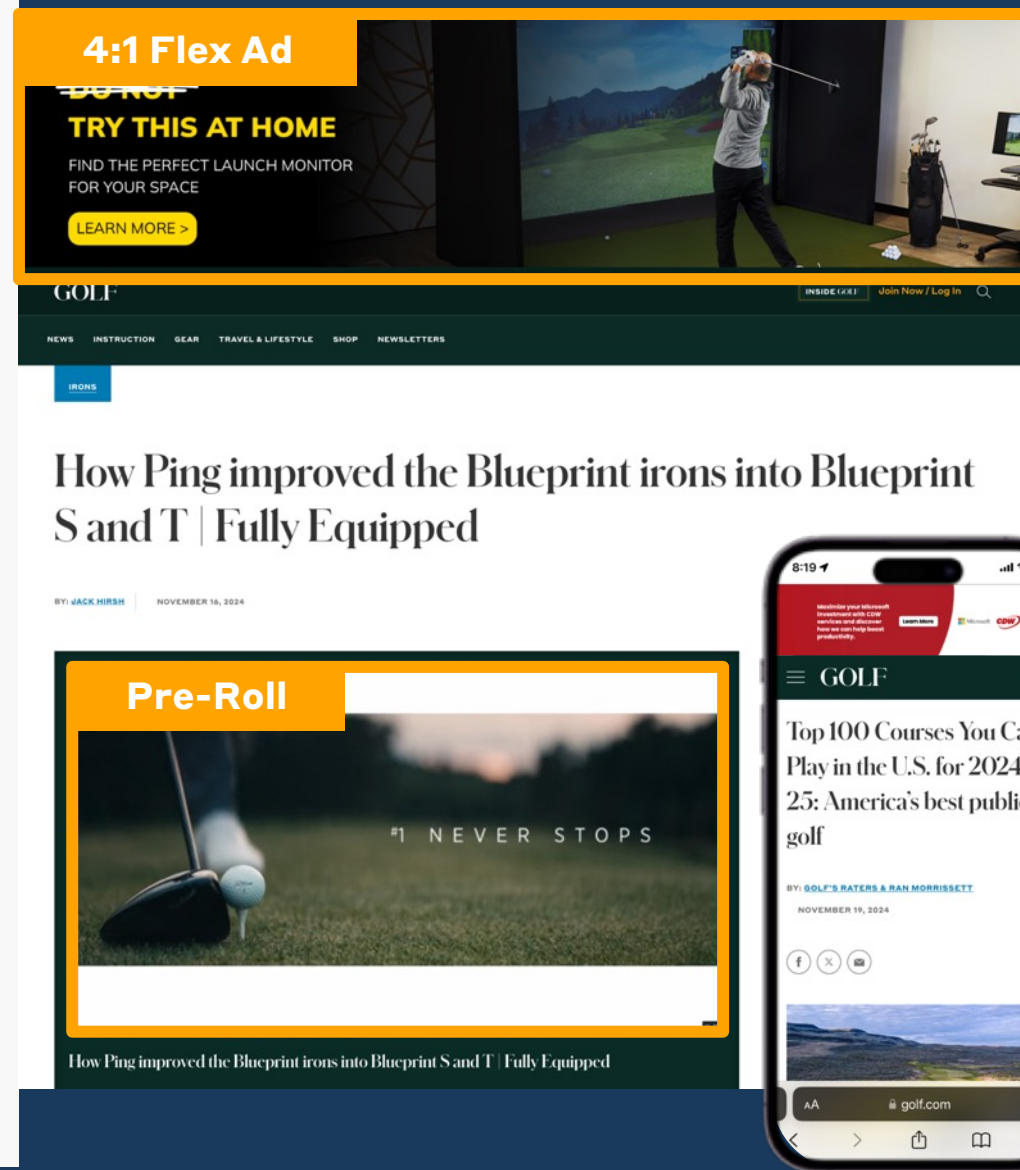


# High-Impact Media: Dynamic, Flexible Creative

GOLF.com will work with your brand to turn regular banners into a big, bold, beautiful experience for users. These high impact flex ad units will run across GOLF.com alongside your brand's standard ad creative to efficiently reach the most loyal and engaged audience in golf.

High-Impact Display/Pre-Roll:

- [Fully built flex ads](#) that can run within any ad-served placement on GOLF.com (except for pre-roll)
  - Up to **4x higher CTR** vs. standard banners
- Additional Ad-Units – 970x250, 300x600, 300x250, 320x50
- Pre-Roll – 06/:15/:30 (:30 skippable at :05)



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# Audience Targeting: Activating Core Golfers

We leverage first-party data on **content consumption** across GOLF.com and **user behavior** across the 8AM Golf family to target audiences that no other brand can access. These include:

## Avid Golfers

Loyal visitors/customers of GOLF.com and 8AM Brands

## Commerce

Product-first audience with affinity for 8AM brands

## Gearheads

Technology and equipment nuts, always tinkering

## Traveling Golfers

Avid readers of Top 100 Rankings and Travel content

In addition to 1<sup>st</sup>-Party targeting, GOLF can leverage 3<sup>rd</sup>-party targeting to reach your desired audience.

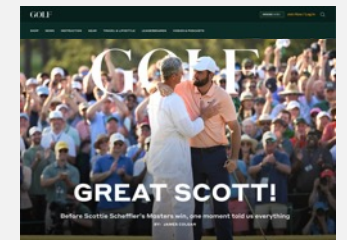
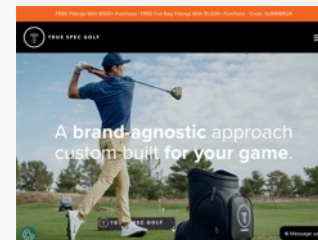
## CONTENT CONSUMPTION

Users behind our most engaging editorial franchises



## USER BEHAVIOR

Loyal visitors & purchasers on GOLF.com & 8AM Golf brands



**53% CTR lift** for 1st-party targeting vs. site benchmarks

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# GOLF Magazine: The Game's Ultimate Storytelling Platform

GOLF Magazine inspires and entertains golfers of all ages and skill levels in every aspect of the game they love. We are the...

**Largest & Most Engaging Golf Publication**

**3.7M readers:** 40% more readers/copy than Golf Digest

**44 min** spent reading on average: +15% in last 4 years

**Standard in Premium Format**

**90% heavier** cover stock, **66% heavier** internal stock & **18% larger** paper size than Golf Digest

**Premier Platform to Reach the Affluent Golfer**

**5.5X more likely** to play at least once per month, **2.7X more likely** to hold a C-Suite job title



RATER'S TAKE

**Rodolfo Barreto**  
AGE: 44 / HCP: 3.3  
SÃO PAULO, BRAZIL

Golf in California, from the outside looking in

"Bernard Darwin once wrote that some courses are the perfect meeting of land and sea. As a young golfer growing up in Rio de Janeiro, my version of that perfection was the recently renovated Gaves Golf CC, with part of the course playing through a tropical forest overlooking the sea. Later, I enrolled at Stanford and played on the golf team. While living in Palo Alto, I explored up and down the West Coast, playing the best courses from the Golden Age as well as the recent renaissance. And in some ways, it reminded me of my native Brazil. São Paulo GC and Santapazienza enjoy similar hilly terrain to that of the precious California Golf Club at San Francisco and LACC. Still, the West Coast's variety and abundant great golf are unmatched, and even better, courses like Pebble Beach, Pasatiempo and the Bandon complex are open to everyone. Memorable holes, 'wow' moments, clever strategy and routings that take advantage of the natural elements—the West Coast has it all!"



# Integrated Storytelling: Brand-First Content Creation

GOLF is committed to building engaging and innovative content around our top creators, resulting in **80% growth** in reach of GOLF shows & franchises this year. Here's how your brand can get involved:

**Brand integration** into GOLF's top performing content franchises like 'Warming Up', 'The Scoop', 'Destination GOLF' and more.

**Content alignment** by surrounding relevant editorial content and peak traffic moments through tournament.

**Branded content** built by GOLF with your brand assets and messaging, to effectively convey your messaging to our qualified audience.



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# Podcast: GOLF Audio Network

GOLF's podcast network include:

[GOLF's Subpar](#)

[Fully Equipped](#)

[Kostis & McCord: Off Their Rockers](#)

[Destination GOLF \(NEW\)](#)

Partnership opportunities across GOLF's podcast shows include:



## Show Sponsorship

**Live reads** in full episodes (Pod/YouTube) promoting sponsor & special audience promo

**Organic social** published from GOLF and show social accounts, sponsored by your brand

**Sponsor mention** in YouTube and podcast episode descriptions

## Brand Integration

**Outfitting hosts &/or studio** with product during sponsorship across YouTube, Social and GOLF.com

**Shoppable moments** integrated into article promotion podcast shows

**Custom merch** designed around Subpar's "Birdie Juice" line - with \$500K in sales in just 3 years

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# Social: Trending in GOLF

GOLF's social footprint is rooted in interactive, shareable content behind the authentic voices of our top content creators.

Here's how your brand can activate our **2M+ cross-platform following:**

**Brand & ambassador integration**

**Brand alignment**

**Brand tag &/or collaboration**

**Audience-targeting boosted social**  
(see slide 10 for more)





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# Email: The Ultimate Golfer's Inbox

GOLF's email products drive action whether it be product sales, sign-ups or website traffic. Our subscribers are passionate golf fans, equipment junkies, swing tinkerers and customers of 8AM Golf...

**2.25M+ Subscribers**

+5% subscribers and +63% newsletter clicks  
year-over-year

Products include **Dedicated E-Blast** and **Newsletter sponsorship & integration.**



# Content Distribution: Amplifying Brand Messaging

GOLF offers a variety of unique ways to amplify brand messaging and creative. This includes:

**Native promotion** of branded content or partnered content through guaranteed promotion on GOLF.com's homepage and article pages.

**Boosted social promotion** of brand creative and/or partnered content with GOLF, catered to your brand's desired audience and KPI.

**Newsletter distribution** of content, creative and/or product through GOLF's editorial newsletters.





## Partnership Case Studies

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# GOLF

GOLF – Case Studies

# GOLF: Your Best Partner

GOLF provides white glove service to our clients throughout every phase of partnership.

We offer the following:



## STRATEGIC PLANNING

Campaigns engineered to achieve your brand's goals



## CREATIVE CONSULTATION

Custom ad builds and feedback on creative direction



## CONTENT DEVELOPMENT

Engaging content built to support brand messaging



## DISTRIBUTION & REACH

Find the right audience – wherever they are



## CAMPAIGN MANAGEMENT

Frequent communication and real-time optimizations



## RESEARCH & MEASUREMENT

Regular reporting and analysis with a complete campaign wrap up

# Cincoro: Integration & Storytelling at Golf's Majors

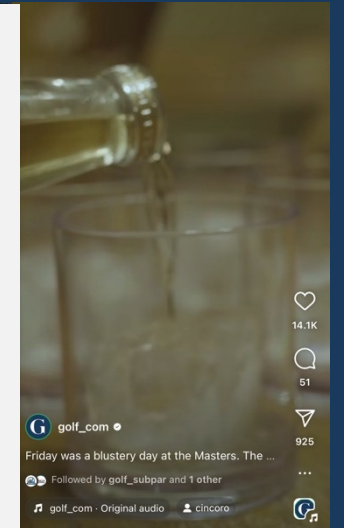
## Campaign Goal

Showcase Cincoro through GOLF's most popular video franchises.

## GOLF Solution and Results

Integrating Cincoro product into storytelling across all platforms – Instagram, YouTube, GOLF.com, Podcast and more. Highlights:

- ✓ **4.7M video views** across **10x** full-length episodes & **26x** social clips (6.5X goal) around Seen & Heard at the Masters & PGA
  - ✓ **4.5X the viewership** for Seen & Heard at the PGA year-over-year
  - ✓ Engaging brand-integrated social content including Saturday Seen & Heard at the Masters beating Instagram view benchmarks by **4x**
- ✓ **18% overdelivery** across on-site sponsorships, engagement highlighted by 2x higher CTR for 4:1 PGA flex ad



**Description**

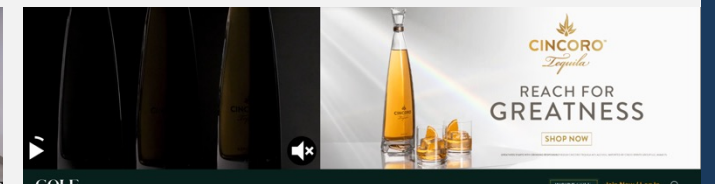
How to improve your chipping with Short Game Chef Parker McLachlin | SubPar

103 Likes 9,472 Views Mar 19 2024

SubPar

On this week's episode of GOLF's SubPar, PGA Tour winner Parker McLachlin joins Colt Knost and Drew Stoltz for an exclusive interview. The Short Game Chef talks how he started working with other Tour players, the worst case of the yips he's ever seen and playing President Barack Obama in basketball. ...more

Explore the podcast



**Tour Confidential: Nelly Korda, Rory McIlroy, PGA Championship thoughts**

BY: SOLE EDITORS | MAY 13, 2024

# Genesis: Title Sponsor Event Amplification

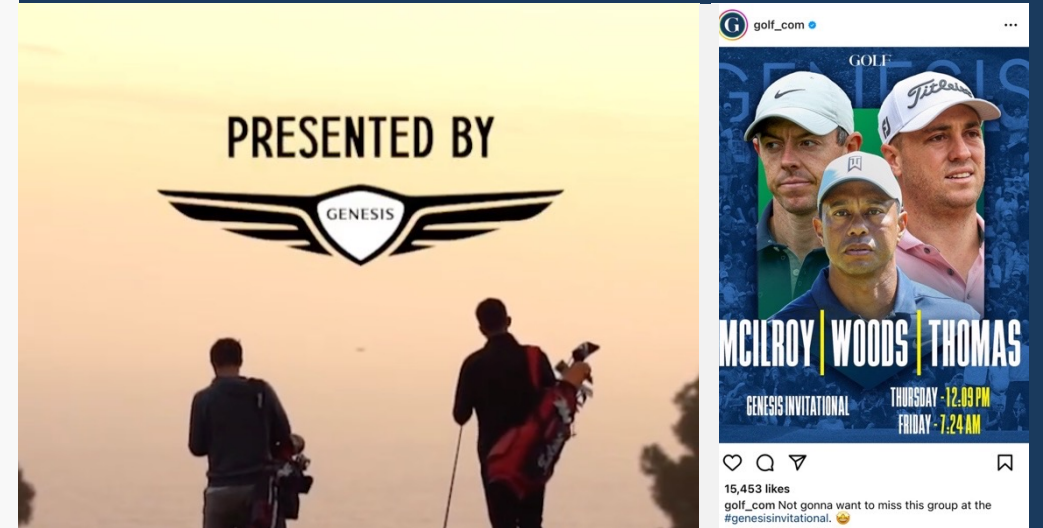
## Partner Goal

Generate excitement and buzz around Genesis within the golf vertical during the brand's key timing

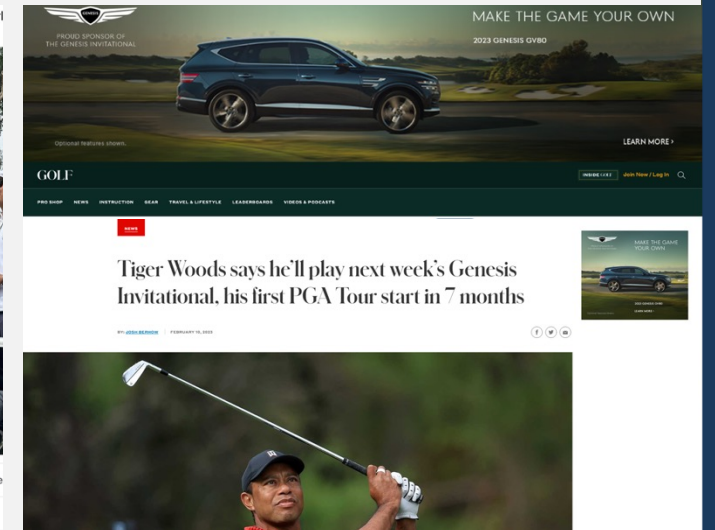
## GOLF Solution and Results

GOLF's top content creators like Dylan Dethier, Sean Zak and James Colgan led GOLF's robust tournament coverage including sponsor activations at the Genesis Invitational, resulting in:

- ✓ **#1 most trafficked** non-Major since the start of 2022, garnering 3.5M pageviews across 67 articles
- ✓ **12M+ social impressions** across 60+ organic posts



An awesome moment between Tiger and a young girl at the #genesisinvitational.



# Ralph Lauren: GOLF's Subpar Cross-Platform Integration

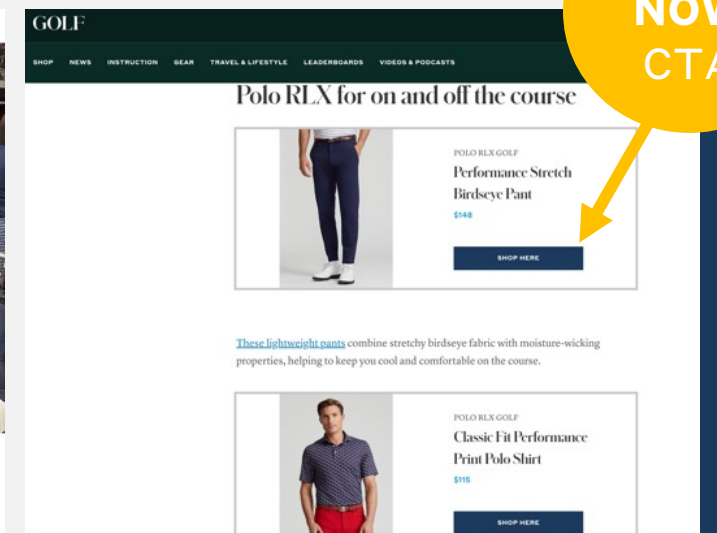
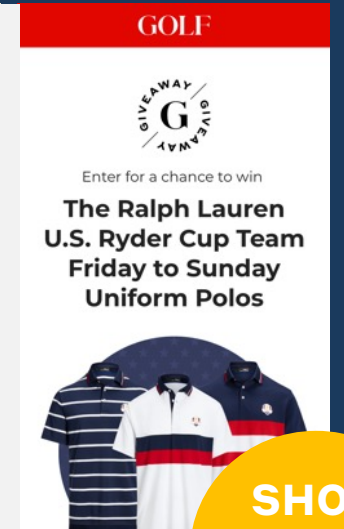
## Partner Goal

Amplify RLX as the official outfitter of the U.S. Ryder Cup team

## GOLF Solution and Results

Alignment with GOLF's Subpar, including ad reads, outfitting Colt & Drew, live shows at RLX Ryder Cup events, shoppable editorial and product giveaways. This resulted in:

- ✓ **70K downloads** per episode – **16%** above estimated downloads
- ✓ **8M+** video views across YouTube, social, and GOLF.com
- ✓ **54 product sales** with an **order value of \$15.8K**
- ✓ **+3K email leads generated** in Ryder Cup polo



# Cisco Case Study: Social-First Digital Magazine Cover

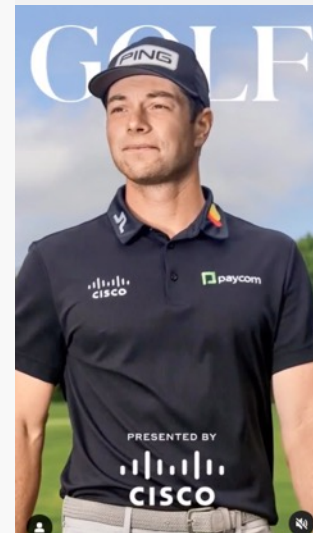
## Partner Goal

Bring awareness to Cisco's partnership with brand ambassador Viktor Hovland

## GOLF Solution and Results

GOLF.com integrated Cisco into original video and social content featuring Viktor Hovland and GOLF's editorial talent. Content was distributed across GOLF's platforms resulting in:

- ✓ **1.8M** social media impressions
- ✓ **2.4M** video views across GOLF.com, social & YouTube
- ✓ **60K pageviews** across digital cover content



Click [HERE](#) to watch Digital Cover!



# TaylorMade: Massive Reach Against a Target Audience

## Partner Goal

Deliver TaylorMade product messaging to a massive audience of PGA Tour fans

## GOLF Solution and Results

Align TaylorMade to high-traffic events on GOLF.com

Strategically select events that fall within key timing

Create content around sponsored tournaments to integrate TaylorMade

- ✓ **13.9M impression OVER-delivery (nearly \$500K in value)**
- ✓ **+20% GOLF.com traffic growth during major months**

The image shows a screenshot of a TaylorMade advertisement on the GOLF.com website. The ad features a TaylorMade Stealth 2 driver and a golfer in action. The headline reads "THIS IS FARGIVENESS" with a "LEARN MORE" button. Below the ad is a navigation bar with "GOLF" and various menu items like "SHOP", "NEWS", "INSTRUCTION", "GEAR", "TRAVEL & LIFESTYLE", "LEADERBOARDS", and "VIDEOS & PODCASTS". A secondary banner promotes the US Open with "Go inside the US Open with InsideGOLF...\$100 value for just \$20". The main article title is "Lights, camera, action! Why U.S. Open-host Los Angeles just may be the golfiest place in America" by Josh Sene, dated June 11, 2023. A vertical sidebar on the right repeats the "THIS IS FARGIVENESS" ad with a TaylorMade logo and "WHAT'S FARGIVENESS?" text.

# ESPN+: Event Tune-In and Awareness

## Partner Goal

Drive new customer acquisition and brand awareness for ESPN+

## GOLF Solution and Results

GOLF.com created “How to Watch” editorial content during key tournaments featuring ESPN+ “Sign Up Now” buttons, supported by a strategic high-impact media presence. This led to:

- ✓ **57,000 clicks** to ESPN+ sign-up page
- ✓ **More than 625 new ESPN+ subscribers** during the 2023 Genesis Invitational alone

**ESPN+ SIGN UP NOW CTA**

# Travis Mathew: Celebrating Ambassador Victory

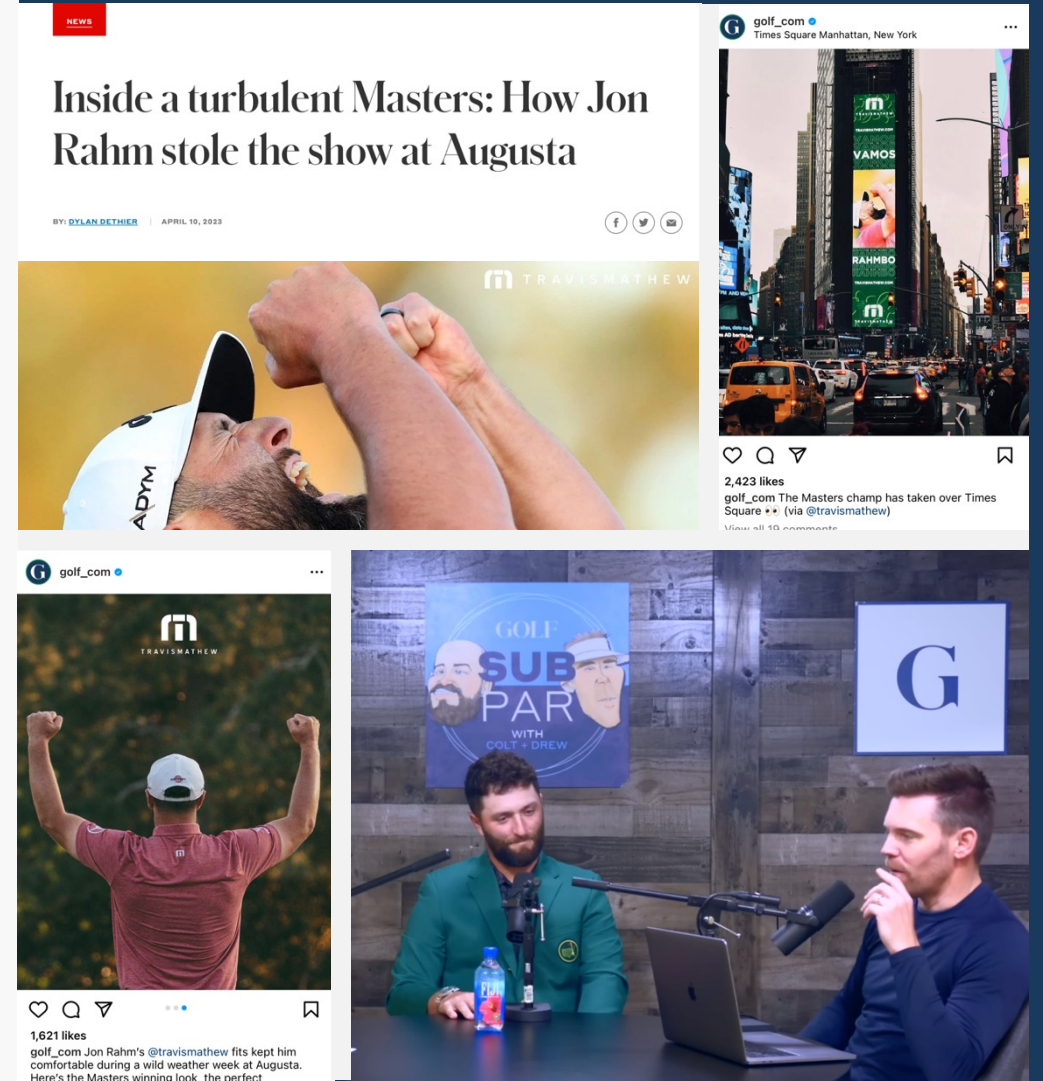
## Partner Goal

Celebrate and showcase product of brand ambassador, Jon Rahm, after winning the 2023 Masters

## GOLF Solution and Results

GOLF created custom win ads across organic social and article content, ran display banners the week after victory and featured with Rahm as guest on GOLF's Subpar podcast, resulting in:

- ✓ **375K social impressions** and **2.5M display impressions** across GOLF.com
- ✓ **115K+ podcast listens** on GOLF's Subpar: #3 most-listened-to episode of all time





# GOLF