

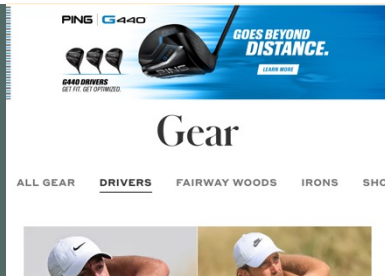


# GOLF – Products & Capabilities



GOLF.com & GOLF Magazine offer a variety of products designed to achieve any KPI.

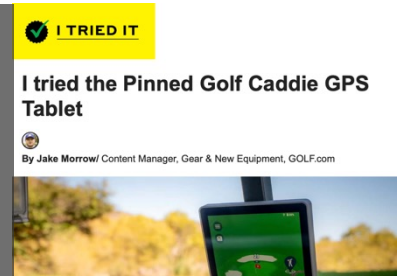
HIGH-IMPACT  
MEDIA



CONTENT  
CREATION &  
INTEGRATION



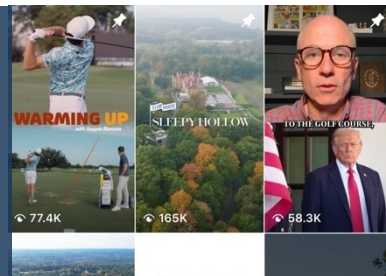
EMAIL



AUDIENCE  
TARGETING



SOCIAL



BRANDED  
CONTENT &  
DISTRIBUTION



GOLF MAGAZINE



PODCAST



EVENTS



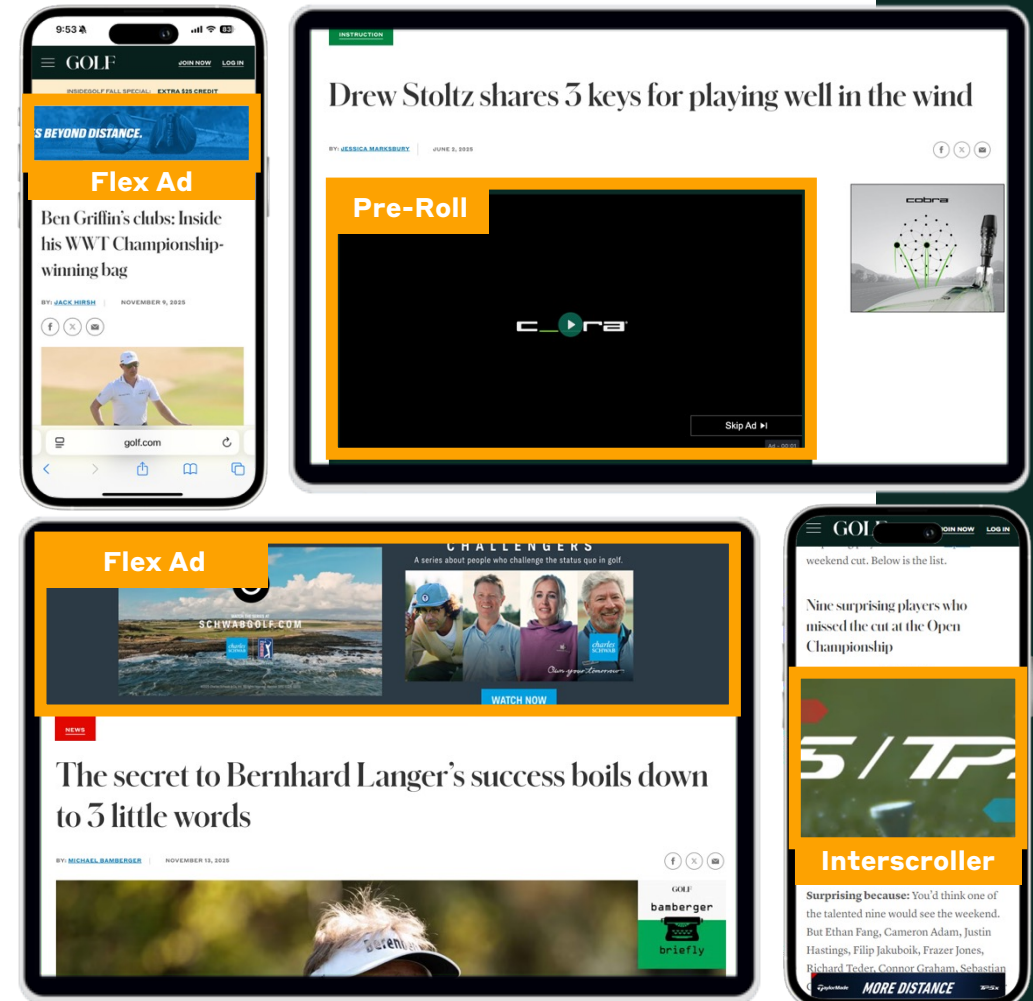
# Flexible, Dynamic High-Impact Media

## GOLF – Products & Capabilities

GOLF.com will work with your brand to turn regular banners into a big, bold, beautiful experience for users. Available ad creatives across GOLF.com include:

- [Fully built Flex Ads](#) that can combine video and display assets, sticky format on Desktop
- [Mobile Interscroller](#) that lives in a scrollable ad format that dynamically moves creative as the user scrolls past
- Pre-Roll – 06/:15/:30 (:30 skippable at :05)
- Additional Ad-Units – 970x250, 300x600, 300x250, 320x50

GOLF is constantly making updates to enhance our user experience and that of our partners. The 2026 roadmap includes vertical video implementation, sticky mobile units and more.





# Activating Against Your Target Audience

## GOLF – Products & Capabilities

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.



# GOLF Magazine – Golf’s Leading Publication



## GOLF – Products & Capabilities

Like all mediums, the magazine reader is different today than 5, 10 or 20 years ago. Golfers pick up GOLF Magazine for evergreen feature storytelling they can’t find anywhere else.

GOLF Magazine has continued to invest in quality. We are listening to the consumer and focusing on BIG stories in 2026 – moving to a 6-issue publishing cadence to better showcase world-class storytelling.

<b>January/February</b> On Sale: 1/27/26 Issue Close: 12/1/25	<b>The Golfer’s Issue</b> Tommy Fleetwood Can’t-miss travel destinations 10 swing moves to consider
<b>March/April</b> On Sale: 3/10/26 Issue Close: 1/12/26	<b>The Product Issue</b> What’s behind golf’s latest tech? We Tried It: Product Review 10 things our gear team loves
<b>May/June</b> On Sale: 5/26/26 Issue Close: 3/30/26	<b>The Get Ready Issue</b> Game-improvement trends How to play your best this year
<b>July/August</b> On Sale: 7/28/26 Issue Close: 6/1/25	<b>The Genius Issue</b> Golf’s movers and shakers
<b>September/October</b> On Sale: 9/15/26 Issue Close: 7/20/25	<b>The Experience Issue</b> How to plan your next trip Golf’s coolest clubhouses
<b>November/December</b> On Sale: 12/1/26 Issue Close: 10/5/26	<b>The Courses Issue</b> Top 100 Courses in the U.S.

**1,200,000 circulation**



# Authentic Storytelling

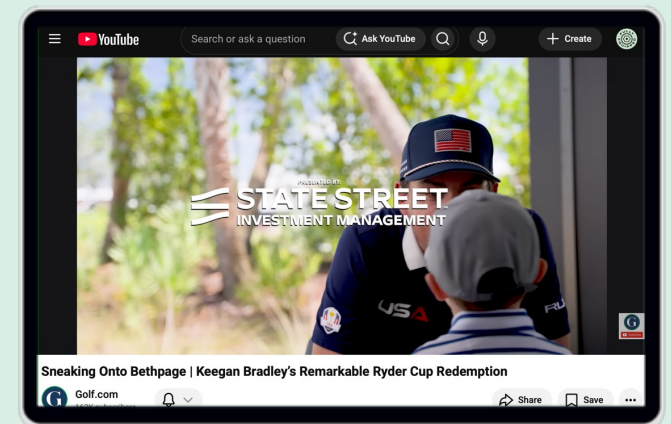
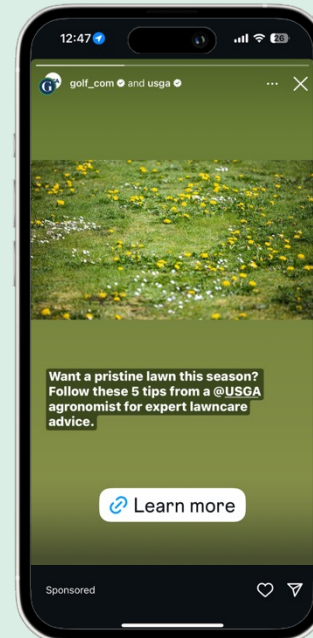
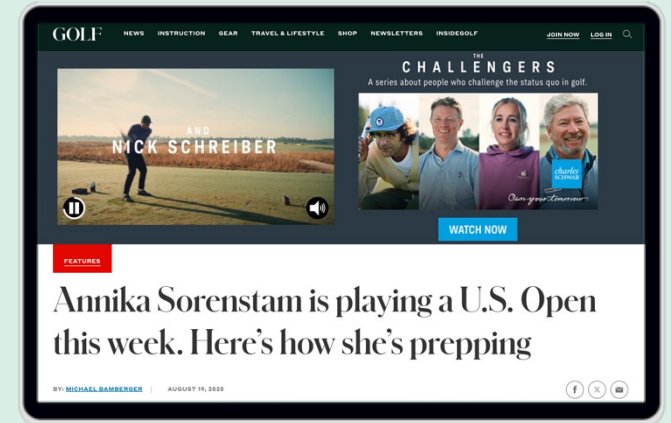
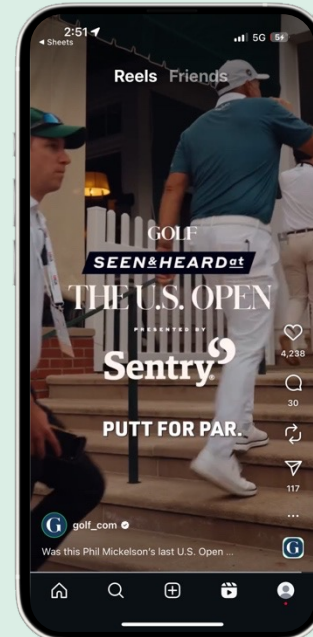
## GOLF – Products & Capabilities

GOLF is committed to building engaging and innovative content around our top creators, resulting in **105% growth** in reach of GOLF shows & franchises this year. Here's how your brand can get involved:

**Brand integration** featuring ambassadors, brand logos, storytelling, etc. 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 (see slide 25)



GOLF – Products & Capabilities

# Podcast: GOLF Audio Network

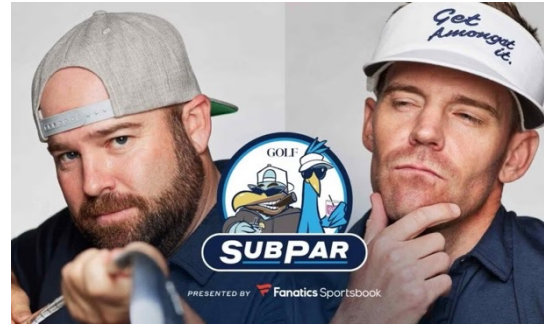
GOLF’s audio network includes:

[GOLF’s Subpar](#)

[Fully Equipped](#)

[Playing Privileges](#)

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





# Email: The Ultimate Golfer's Inbox

## GOLF – Products & Capabilities

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.

Products include:

### Dedicated Email Blast


### Editorial newsletter sponsorship integration, sponsored tiles

<b>GOLF National</b> 950,000 est. subscribers	<b>Top Stories</b> (Daily) 600,000 est. subscribers
<b>GOLF Regional</b> 155K – 235K est. subscribers	<b>Our Picks</b> (Sun/Tue/Thu) 175,000 est. subscribers
<b>8AM Customers</b> 30K est. subscribers	<b>Play Smart</b> (Wed/Fri) 395,000 est. subscribers

**I TRIED IT**

**I tried the MGI Zip Navigator electric caddy**

By Jack Hirsh / Associate Equipment Editor, GOLF.com




**TRY IT YOURSELF** MGI Zip Navigator Electric Caddy  
[Shop now →](#)

When it comes to transportation during a round of golf, call me a purist, but the only way to play the game is to walk.

I'm all for carts to expand the access of golf for people who can't otherwise stroll an 18-hole golf course, but for an able-bodied and (all things considered) healthy young person such as myself, there's no reason I can't walk the requisite four to eight miles. Even my 70-year-old dad does it just

**GOLF**  
A SPECIAL MESSAGE FROM OUR SPONSOR

**Tour Secrets.  
At Your Fingertips.**



# Branded Content & Distribution

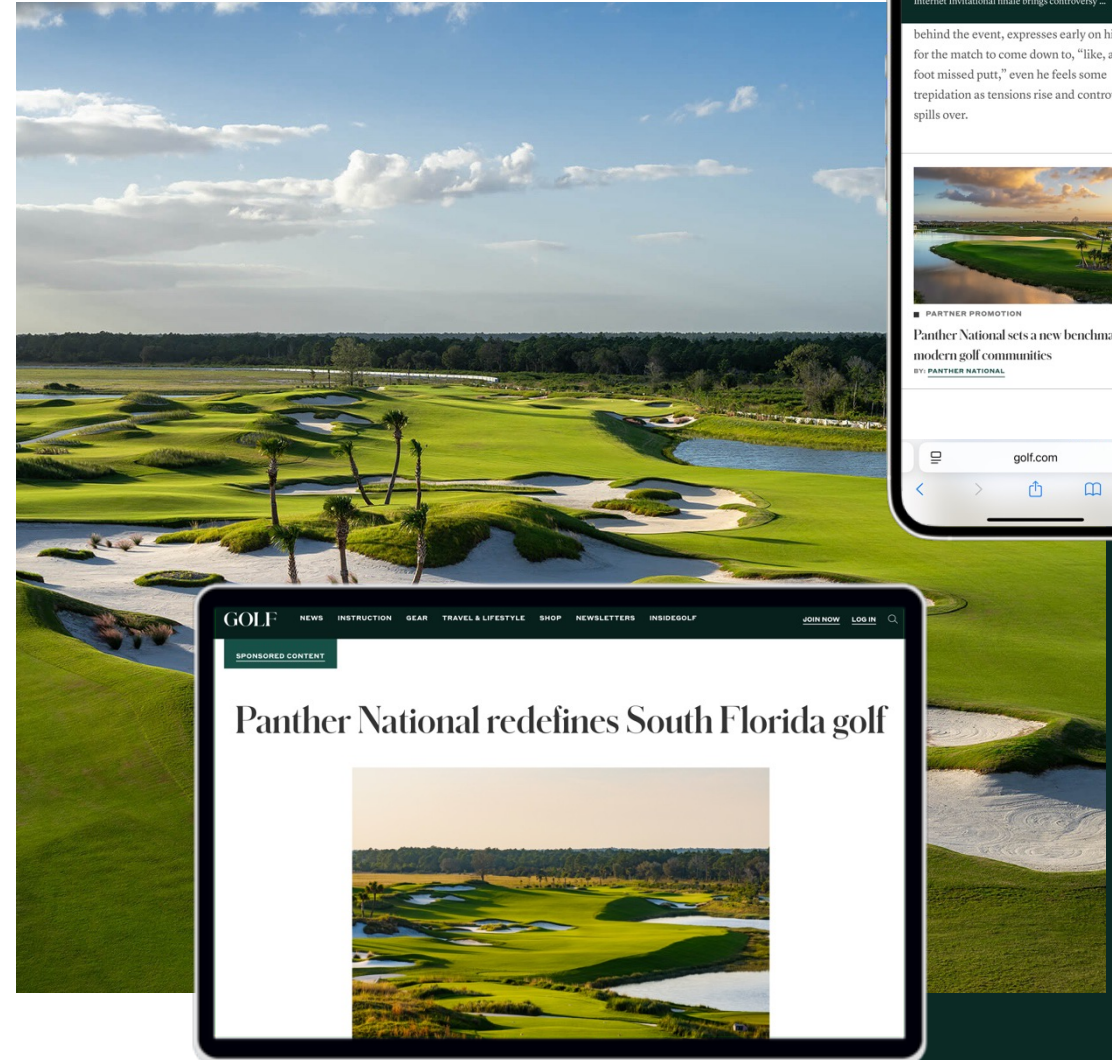
## GOLF – Products & Capabilities

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.



# GOLF & 8AM Golf Event Activations



GOLF & 8AM Golf host a variety of curated events and golf experiences built around access, education, and community:



## 8AM Invitational

**When:** April 16-18, 2026

**Where:** Wynn Las Vegas

**Details:** The 8AM Invitational is a celebrity golf tournament featuring a star-studded field of competitors handpicked by the host, Justin Timberlake.



## GOLF Schools

**When:** TBD, 1x per quarter

**Where:** TBD

**Details:** Immersive, instructional golf experiences curated for affluent, passionate golfers. GOLF Schools are hosted at globally recognized golf destinations and featuring Top 100 Teachers.



## Top 100 Teachers Summit

**When:** December 2026

**Where:** TBD

**Details:** Each year, GOLF hosts 100-150 of the world's best golf instructors for three days of networking, education, programming, celebration—and, of course, golf!