



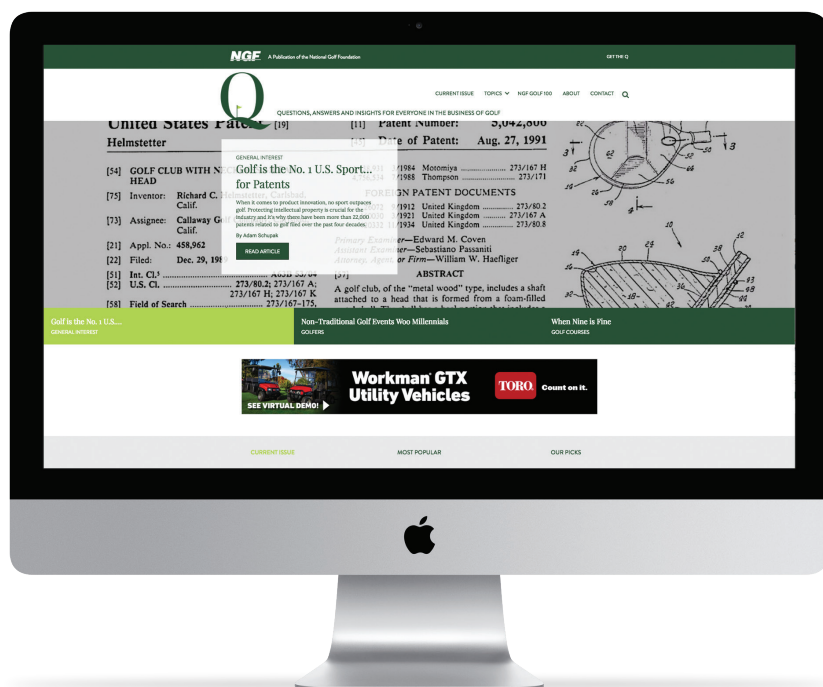
Questions, Answers and Insights for Everyone in the Business of Golf

2019 Monthly e-Magazine Sponsor Guide





A monthly source of knowledge, insight and inspiration for decision-makers in golf.



More than **70,000 of golf's most important decision-makers** look to The Q for content they can't get anywhere else. Lead by Editorial Director Eric Matuszewski who built his stellar reputation at *Bloomberg News* and *Forbes*, The Q mines **every category in golf** to deliver sterling reportage unique to the industry. If you want to influence golf's influencers, there's only one choice: sponsor in The Q.



FIND OUT MORE. CONTACT GREG NATHAN AT (561) 354-1622 or gnathan@ngf.org.



We believe in a smarter, more energized golf business.

THE Q AUDIENCE AT A GLANCE



50,000 Facility Decision-Makers

- **19,000 Management and Administration** (includes GMs)
- **18,000 Grounds Maintenance** (Superintendents and staff)
- **10,000 Golf Staff** (Pros, Directors of Golf)
- **5,000 Other** (Membership, F&B, etc.)



20,000 Golf Business Leaders



Our members, who represent golf's leading brands in every industry segment, make possible NGF's mission of fostering the growth and vitality of the game. It is through their support that the NGF can continue delivering the highest level of service, best practices and marketing support to help our members create smarter, more energized businesses.

WORLD-CLASS EDITORIAL ENVIRONMENT FOR YOUR BRAND

Contributors include some of the leading voices in the business of golf.



Featuring research-driven content as only the NGF is capable of generating, The Q aims to provide unique ideas and insights conveyed by some of the game's best writers.



ERIK MATUSZEWSKI
Editorial Director

Before joining the National Golf Foundation, Erik spent more than two decades with *Bloomberg News*, both as a writer and editor, with a focus on sports business and the golf industry. The New Jersey resident has also written about golf for outlets that include *Forbes*, *LINKS* and *The Met Golfer*.



JOE BEDITZ

Joe joined the NGF in 1984 and has served as president and chief executive since 1989. A leading expert on the business of golf, he has published numerous studies on the state of the game and, as a sought-after speaker, he shares insights on consumer and economic trends affecting golf.



MIKE BUTEAU

Mike was a senior golf business writer for *Bloomberg News*, where he focused on the most significant companies, organizations, people and trends in the industry. He still writes about the game as an Atlanta-based communications specialist.



ED GETHERALL

Ed is the NGF's director of consulting services and has been with the organization since 2000. After nearly 200 operations reviews, feasibility studies and due diligence projects, he has become one of the industry's foremost experts on facility operations and municipal golf.



TOM MACKIN

An Arizona-based freelance writer and former senior editor at *GOLF Magazine*, Tom frequently contributes to *Troon Golf & Travel*, *The Met Golfer*, *Golf Monthly UK* and the USGA's website.



GREG NATHAN

The NGF's chief business officer in his second decade with the organization, Greg supports many of the leading companies in the game with market intelligence and resources that clients use to compete more effectively. His columns and blogs on the golf business appear in NGF's newsletters.



ADAM SCHUPAK

Adam has written about golf since 1997 for *Golfweek*, *Golf World*, *Morning Read*, *LINKS* and *The New York Times*. He is the author of *Deane Beman: Golf's Driving Force*.



RICHARD SINGER

Richard has been the director of consulting services for the NGF since 1997 and has more than two decades of golf facility consulting experience. He has prepared hundreds of research studies for specific golf facility projects, visited and profiled more than 2,000 golf courses and is an expert in matters related to golf facility operation.



ADAM STANLEY

Adam is a Canada-based golf journalist who has written for *PGATOUR.com*, *The Canadian Press*, *Globe & Mail*, *Sportsnet.ca*, *SCORE Golf Magazine*, *Golf Canada Magazine* and the Golf Channel. A golf analyst for CTV News and CBC News, he's also director of communications for the Golf Journalists Association of Canada.

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GOLFERS

GOLF COURSES

GOLF BUSINESS

ROUNDS PLAYED

NGF RESEARCH-INSIGHT ON TRENDS

The world's largest golf-focused research team mines data, conducts surveys and analyzes the results to deliver accurate and objective insights on the game. Here, readers will find accessible reportage that helps them better understand the business of golf and those who play the game.

FIND OUT MORE. CONTACT GREG NATHAN AT (561) 354-1622 or gnathan@ngf.org.

THE Q ENGAGES GOLF'S LEADERS

Decision-makers across the golf landscape turn to The Q for research-based content that goes beyond the headlines and uncovers actionable information for the business of golf.

DIGITAL DISTRIBUTION - 70,000

50,000

Facility Decision Makers



19,000 Management
and Administration
(includes GMs)



18,000 Grounds
Maintenance
(Superintendents and staff)



10,000 Golf Staff
(Pros, Directors of Golf)



5,000 Other
(Membership, F&B, etc.)

20,000

Golf Business Leaders



4,000
B2C Companies



5,000
B2F Companies



11,000
Other
Business Leaders

The Q is delivered by email
for the highest engagement
of golf's leaders.



Open rate for top executives

38%



Overall rate

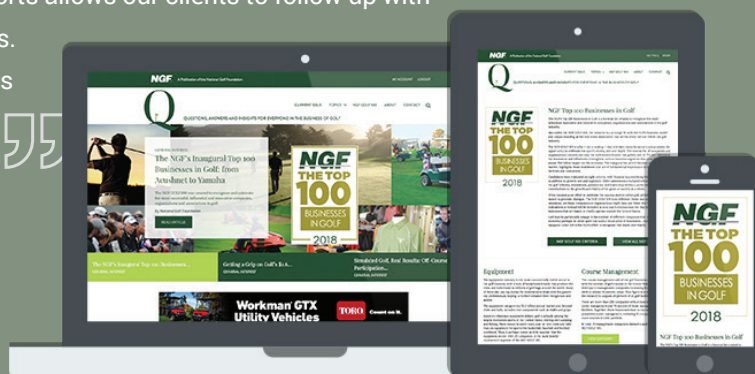
22%



We've been buying golf media on behalf of our clients for years, and the National Golf Foundation has always been part of the plan. The reporting we receive is exactly what we need to evaluate the sponsorships, and the information included in the click-through reports allows our clients to follow up with prospects that are truly interested in their products. The Dashboard was a great product, and The Q is even better. The content is fresh, and the delivery looks great on mobile or desktop. Well done, NGF.

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BRANDS

Jack Burris
54 Brands



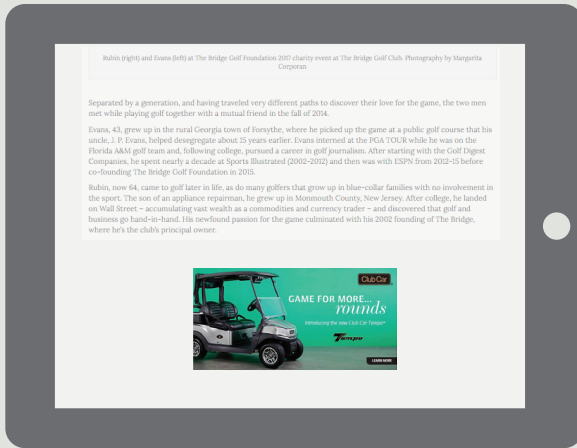
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SPECIFICATIONS

PREMIUM UNIT

Your message delivered to 70,000 of golf's key decision-makers.

EMAIL Sponsored Email Sends • Static graphic

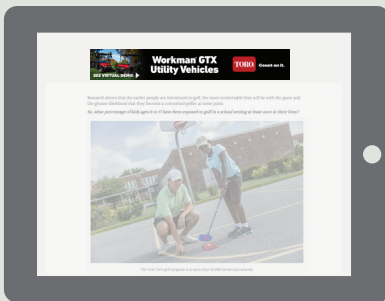


HALF PAGE

Dimensions:
600w x 300h pixels
Max file size: 80 MB

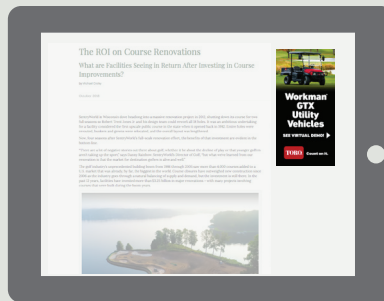
- Two emails per month
- Only one sponsor per email
- Sponsorship includes click-through report of contacts who clicked banners

WEB MAGAZINE Website Requirements



LARGE LEADERBOARD

Dimensions:
970w x 150h pixels
Max file size: 100 MB



HALF PAGE

Dimensions:
300w x 600h pixels
Max file size: 40 MB

All File Requirements

ACCEPTABLE FORMATS

gif

jpg

jpeg

swf- website only
(must also provide backup gif/jpg)

RESOLUTION

72 dpi

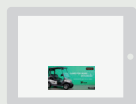
CONTACT

Submit web-ready creative to Marc Blatchley: mblatchley@ngf.org | (561) 354-1628

Sponsorship inquiries, contact Greg Nathan: gnathan@ngf.org | (561) 354-1622

PRICING

EMAIL



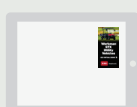
Half Page

Per Month

Sponsored Send ----- \$7,500

Sponsored Follow-Up Send ----- \$5,000

WEB MAGAZINE

Large
Leaderboard

Half Page

Per Month

Home Page ----- \$4,000

Featured Article ----- \$3,500
(2-4 per issue; sponsor gets 1)

Rounds Played ----- \$3,000

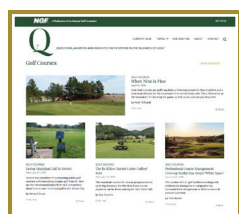
Editorial Franchises ----- \$3,000
(2-4 per issue; sponsor gets all)

Choose your package. We'll deliver golf's decision-makers.



SPONSORED EMAIL PREMIUM PACKAGE

Every month we offer two email opportunities — the **sponsored send** and the **sponsored follow-up**. Your ad reaches The Q's 70,000 influential readers right in their inbox. These units are available based on commitment levels.



FRANCHISE PACKAGE

Every month The Q's content addresses five distinct departments with insights, best practices and guidance found nowhere else in the golf space. See page 3 for more detail on our departments: Golfers, Golf Courses, NGF Research, General Interest and Rounds Played. Each department is available for sponsorship, or your ad can run on a space-available basis.

All sponsorship packages include detailed click-through reports including contact information for anyone who clicks on your advertisements. Ask us to see a sample.

Put your message alongside golf's most trusted editorial content from the National Golf Foundation and reach the entire business of golf.

Contact Greg Nathan: gnathan@ngf.org | (561) 354-1622

Check out The Q at www.thengfq.com



Trusted and insightful content environment

Engage golf's business leaders

Generate new business leads

Sponsoring The Q supports the work NGF conducts on behalf of the industry.

