



2017 MEDIA KIT

ABOUT GOLF NEWS NET

Golf News Net is one of the fastest-growing digital networks in golf. Our eclectic mix of content -- including in-depth analysis, longform reporting, viral videos and images, original video and podcasts -- resonates with golfers and pro golf fans alike.

In 2016, GNN reached more than 2.7 million golf fans through our website, a 119 percent increase over 2015, marking our second consecutive year of approximately doubling our audience. We anticipate a near 100 percent increase in our audience for 2017.

GNN Radio, which broadcasts a mix of terrestrial radio shows, worldwide podcasts, interviews and audio storytelling, has been well-received from its outset in June 2014. On average, 200,000 people tune into the stream each month. Our signature podcast, The 19th Hole Golf Show, is among the most popular in golf.

GNN's social presence continues to expand as well, adding fans on Facebook and Twitter while expanding onto Snapchat.

We've also expanded our reach to other platforms, including the release of a mobile app, a partnership with social golf app GolfMatch, as well upcoming TV apps for Apple TV and Roku.

GNN BY THE NUMBERS

Demographics

- Gender: Male – 78%, Female – 22%
- Median Age: 43
- Kids in Household: No Kids – 77%, Kids – 23%

- Median Household Income: \$106,500
- Education Level: College Degree – 51%, Post-Graduate Degree – 18%
- Audience Interests: Sports/fantasy sports, politics, TV, online stock trading, cruises, business info

Biggest Cities for Traffic

1. New York
2. Chicago
3. Houston
4. Washington, D.C.
5. Los Angeles

ADVERTISING OPTIONS

Golf News Net will work with advertising partners to support their goals with packages offering a host of benefits.

Options include:

- Traditional banner advertising
 - Available sizes:
 - 970x250 Billboard
 - 728x90 Leaderboard
 - 300x300 or 300x250 Sidebar rectangle
 - 300x600 Double sidebar rectangle
 - 300x250 In-article rectangle
- Native advertising
 - BYOC (Bring Your Own Content) or collaborate to create

- Real-time A/B testing
- Optimize for any of several variables
- Optional promoted socially in tandem with an affiliate-style program
- Radio and podcast sponsorship
 - Options include:
 - 30- and 60-second commercial spots, live read or pre-recorded
 - Dynamic ad injection for current and all past episodes
 - Network/show title or presenting sponsorship
 - 10-30-minute branded programming demonstrating expertise
 - 10-30-minute sponsored topical programming
- Whole site and/or blog/topic sponsorship