

bunkered **YOUR HOME FOR GOLF**

Golf is booming like never before.

A total of 22.4 million people in the UK and Ireland – roughly one in three – are engaged with the sport in some way.*

There has, quite simply, never been a better time to be involved with golf.

bunkered are right of the heart of the action – an award-winning, modern golf brand that is leading the way for UK golf media coverage with our uniquely personal approach, multi-platform flair for content, and unmistakable passion for the game.

Meet the team.



Michael McEwan
Head of Content

*2023 PPA Writer of the Year
2023 PPA Columnist of the Year*



Lewis Fraser
Performance Editor



James Tait
Gear Editor

European Long Drive Champion



Josh Lees
Content Creator



John Turnbull
Content Creator

Your Home For Golf.



Unfiltered Perspectives

We're honest and not afraid to give our point of view, while highlighting the real stories and community that make golf thrive. We keep the discussion going on social media and our podcast



Authentic Content

Every piece of content made by people who play and love the game – we have been playing golf for a combined 130 years!



Real Stories & Community

We believe golf deserves better – better stories, better access, and better representation. From grassroots facilities to global tournaments, we celebrate the brands, people and places that keep golf alive.

We are the only major golf media brand from the home of golf. There is nothing else like bunkered, and our mission is to keep it that way.

bunkered Audience

21.2K

Average issue readership⁽¹⁾

212K+

Podcast downloads 2025⁽²⁾

37.9M+

Social Media Reach 2025
Facebook, Instagram and TikTok⁽³⁾

14M+

Apple News Views 2025⁽¹⁾
(Inc. Digital)⁽⁷⁾

5K+

Circulation⁽¹⁾

3.3M+

YouTube Views 2025⁽⁴⁾

11M+

Bunkered.co.uk
Page Views 2025⁽⁵⁾

16.3K+

Newsletter Subscribers⁽⁶⁾



Align your brand with golfers who care deeply about the game, its culture and its future.

1,017,000+
monthly page
views on
bunkered.com

The **fastest**
growing golf
media podcast
in Europe.

The audience:
85% Male
Aged 30-70
56% ABC1

**Key decision makers with
disposable income**

1,199,000+
monthly page
views on
Apple News

**#1 Golf Media
Podcast in the
UK.**

324,000+
monthly site
users on
bunkered.com

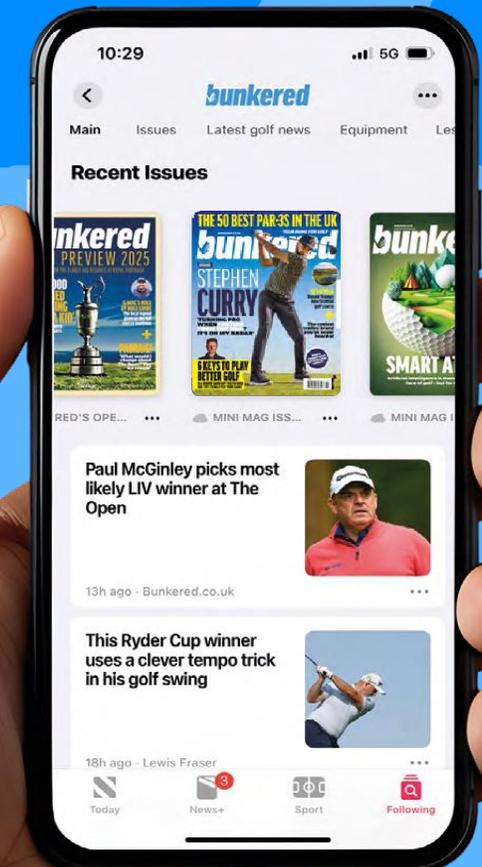


Stand for something. Join us in supporting and protecting the game through initiatives like Public Golf Counts and other purpose-led projects.

Our Apple News+ Audience

Apple News 2025

- **14,025,465**
Total Page Views
- **1,036,444**
Unique Viewers
- **184,550**
Monthly Active Users



Our North American Audience

bunkered.co.uk

131,957

- Avg. Monthly Page Views
from North America

73,228

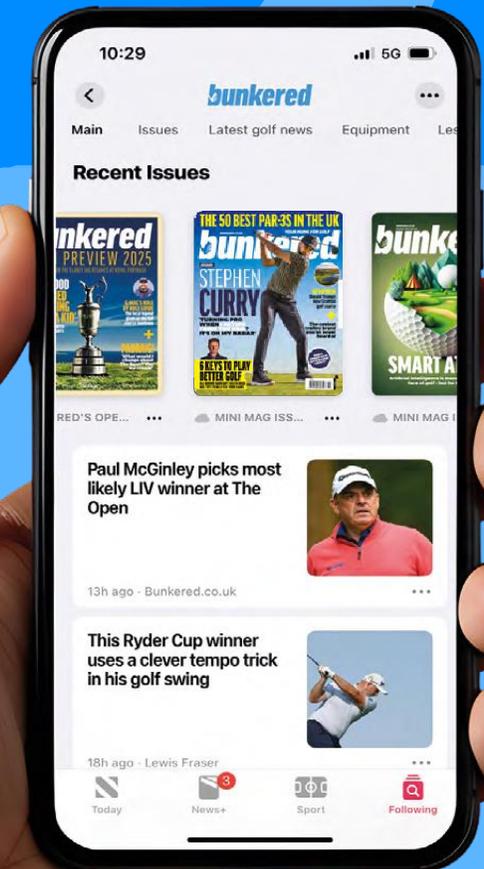
- Avg. Monthly Users
from North America

Top Regions

- Ontario
- Florida
- California
- Texas
- British Columbia

Apple News 2025

- 14,025,465
Total Page Views
N.Am Share: 8,679,610 (62%)
- 1,036,444
Unique Viewers
N.Am Share: 721,155 (70%)
- 2.6 million & 3.4 million
native impressions available for US
& Canada respectively
(forecasted amount)



Golf Audience

Goes without saying, the golf audience in bunkered is strong and dedicated. They trust bunkered and the clients we partner with.

The bunkered audience is **20x more likely** to pay to watch golf live at a venue.

They're also **9x more likely** to watch golf live in a pub/bar/golf clubhouse at least once a month. And they have an affinity for betting; **80% are gamblers** and they are **13x more likely** to bet on golf.

70% of the bunkered audience like to wear sports clothing regularly, even away from the course or the range.

Most of our audience are regular savers, with **more than 1/3** having over £150,000 in savings, investments and properties.

76% of our audience are Affluent Individuals; high in economic and cultural capital, with most readers being in the **top 40% of earners**.

Quality services and experiences are important to them, and they are willing to pay for it.

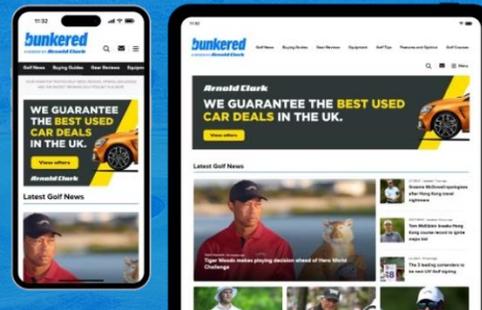
Our Products

Magazine



Glossy pages, vibrant colors and high-resolution images make magazine ads attractive and engaging, and you'll benefit from the trust and credibility we've built with bunkered's loyal readership.

Website



Our website, [bunkered.co.uk](https://www.bunkered.co.uk), sees millions of users each year, and every page view is powered by first-party DC Thomson data, which means that you can be sure that your adverts are being seen by the most relevant audience.

Podcast



With listeners in more than 150 countries, The bunkered Podcast continues to be one of the most popular shows in the podcast space (and for good reason).

Socials



Our social media audience incorporates all main platforms with a combined following of **over 166K** and growing. Social ads, native advertising, and influencer marketing allows content to be seen by specific target demographics, fostering a deeper connection with the audience, encouraging more meaningful interactions.

Onsite Digital Products

Why Choose Our Digital Display Products?

- ✓ Enhanced brand visibility & awareness
- ✓ Highly engaged, quality audiences
- ✓ Trusted platform credibility
- ✓ Multiple formats across devices
- ✓ Guaranteed visibility & repetition
- ✓ First-party audience targeting



Digital Display

Targeted ads across our websites



Mobile Sticky Banner

Persistent mobile placement



In Partnership Content

Custom branded articles by our team



Newsletter Ads

Email placements with engaged readers



Apple News+

Align with engaged golf audience on bunkered



Interscroller Ads

Showcase 3-4 products with multiple traffic opportunities



High Impact Takeovers

24hr homepage or audience-targeted domination



Solus Email Campaigns

6K strong 3rd party audience with clean design and clear CTA

Offsite Digital Products



Partnership Content Amplification

Meta/LinkedIn campaigns for articles, boosting content reach



Visual Amplification

Meta/Google campaigns to drive traffic to your website



Standard Video Amplification

15-second video ads from your media



Partnership Videos

Custom high-quality video for Meta/TikTok created by our social media experts



Ads Extension

Mobile scrolling ads beyond our network



Spotify Advertising

Audio, video & display ads on Spotify

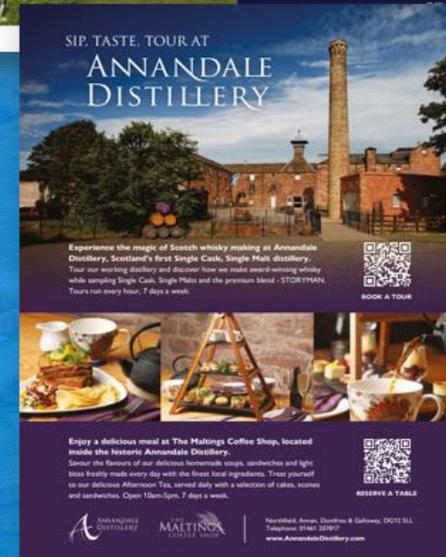
Why Choose Our Offsite Products?

- ✓ **Maximum visibility with targeted audiences**
- ✓ **Delivered from trusted social channels**
- ✓ **Drive traffic to website or content**
- ✓ **High brand retention & ad recall**
- ✓ **Deeper engagement through storytelling**
- ✓ **Expand reach beyond your network**
- ✓ **Cross-device reach & creative flexibility**

PRINT SOLUTIONS

Display Advertising Main Issues

- **Inside Front Cover DPS - £3,510**
- **Inside Front Cover - £1,755**
- **Inside Back Cover - £1,620**
- **Outside Back Cover - £1,890**
- **Double Page Spread - £2,500**
- **Full Page - £1,350**
- **Half Page - £750**
- **Third Page - £550**
- **Quarter Page - £475**
- **Advertorials - +20% ROP**
- **Special Print - Gatefolds £POA**



2026 Mag Sales Dates

Issue	On Sale Date	Features/Supplements
229	11 Feb 2026	
230	25 Mar 2026	The Masters Preview
231	06 May 2026	Editor's Choice
232	17 Jun 2026	The Open Preview
233	29 Jul 2026	
234	09 Sept 2026	
235	28 Oct 2026	Christmas Gifts
236	16 Dec 2026	



Our North American Audience

bunkered.co.uk

133,689

- Avg. Monthly Page Views
from North America

74,093

- Avg. Monthly Users
from North America

Top Regions

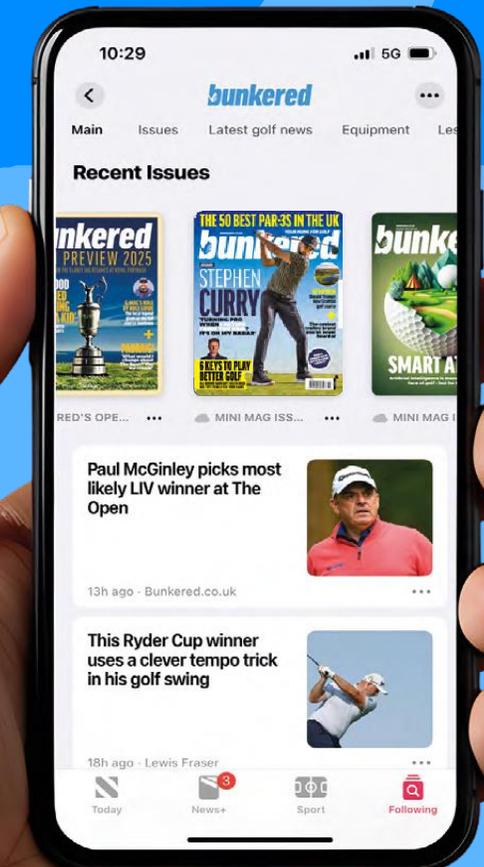
- Ontario
- Florida
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News & US respectively
(forecasted amount over 6 months)



Travel

The bunkered audience are an especially well travelled set, who also love to do it in style, frequenting business/first class regularly.

The bunkered audience like to travel in style when going on holiday, with **63%** booking premium hotels for their stays.

To get to their premium accommodation, they are **20x more likely** to fly First class.

It goes without saying, but the bunkered audience are **13x more likely** to be jetting away for a golfing holiday; compared to other UK Golf Media audiences.

But that's no surprise; our audience is **twice as likely** to lead a 'Luxury Lifestyle'.

3/4 are looking for inspiration for where to travel next; with **over half** of our readers being influenced by magazine articles when choosing their next holiday.

65% of the bunkered audience are classed as 'Premium Globetrotters' and 'Casual Travel Fanatics'.