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FUTURE
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GOLF MONTHLY

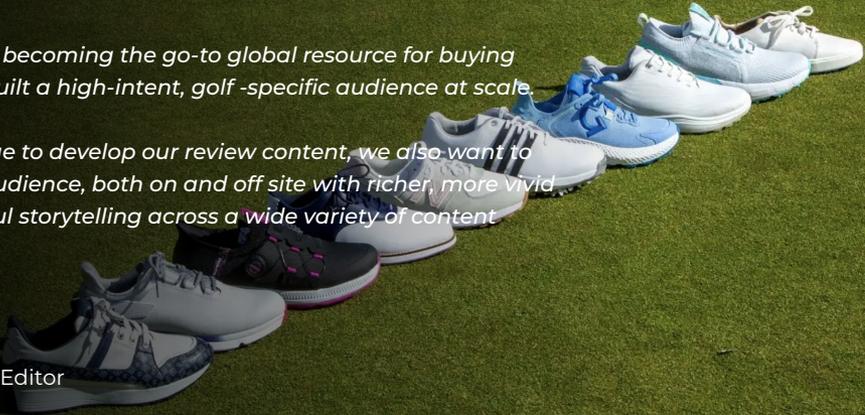
UK MEDIA KIT

Written for golfers, by golfers.

“Our focus on becoming the go-to global resource for buying advice has built a high-intent, golf-specific audience at scale.

As we continue to develop our review content, we also want to inspire our audience, both on and off site with richer, more vivid and impactful storytelling across a wide variety of content areas.”

Neil Tappin
Golf Monthly Editor



TOP 1

Ranked Golf site in the UK against our competitor set*

2.5M

Average Global monthly users

760K

Average UK monthly users

5.5M

Average Global monthly pageviews

1.6M

Average UK Monthly pageviews

2.2M

Average monthly global video plays

773K

Total social reach

71%

ABC1

Source: Comscore, August 24* [list of brands identified as Golf Monthly Competitors are: golf.com, golfdigest.com, nationalclubgolfer.com, golfchannel.com, golfwrx.com, golfmagic.com and todaysgolfer.com]; Google Analytics, L12M monthly average, September 23 - August 24; Total Social Reach, February 2024; TGI, GB, August 2024; Future Internal Records, September 23 - August 24 [video views], UK.

CONTENT PILLARS



Equipment

From key information about the latest drivers to reviews about technologically advanced trolleys, the Golf Monthly equipment page brings the best coverage about golf's new technology and equipment.

Tour

Opinion, reports and player news from all of golf's major professional tours. Golf Monthly has all the latest information regarding the four majors, as well as all things Ryder Cup, PGA Tour.

Travel

Golf Monthly's staff members and freelancers regularly travel around the world with our clubs to play popular and undiscovered spots. In the comprehensive travel sections, Golf Monthly has guides on a number of destinations across countries including Portugal, Spain, France, Turkey, USA, UAE and more.

Instruction

No matter the area of the game, Golf Monthly is packed full of great advice and instruction from driving longer and straighter to developing a deft touch around the greens.

Courses

Golf Monthly's comprehensive section on courses offers detailed reviews on the top golf courses in the UK giving readers valuable insights. Additionally, Golf Monthly provides extensive guides to various regions around the world, offering recommendations on where to play next. The expert reviews and features help golfers make informed decisions when planning their next round. The overseas travel page also showcases the best international golf courses for any golfers seeking new challenges.

WORK WITH US

FUTURE

We are experts in driving meaningful connections making it easy to reach our unique, high-intent audiences.

Whether you are looking to **build awareness, raise your profile, push a product or need a launch partner**, Future has a solution for you. Providing **high quality, safe and contextually-aligned environments** we know when and how our audiences are engaging with our brands. Let us help you reach this high intent and valuable consumer.

Engaging display

- Custom built, rich media formats
- Built for both desktop and mobile
- Standard and premium advertorial with interactive shoppable content opportunities
- Programmatic and PMP offerings

Video

- Pre- / mid- and post-roll
- Social amplification
- Custom video production solutions

Social

- Traffic and reach optimisation
- Organic and boosted capabilities
- Livestream and shoppable interactive opportunities

Email

- Dedicated send - 100% SOV
- Takeovers - high impact awareness drivers
- Featured content - native

Audience targeting

- Award winning first-party data audience targeting, Aperture
- 700+ targetable audience segments for every advertisers need
- Quality contextual targeting

Print

- Advertise alongside relevant editorial content and benefit from our expertise & trust to build brand awareness

