

**NCG** NATIONAL  
CLUB GOLFER  
**PLAYBOOK 2026**

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# OUR CONTENT VERTICALS



Club content is who we are, it is the USP that underpins who the National Club Golfer is. We are the home of the serious, committed club golfer. The content we produce in this area is what sets us apart from other golf media brands.

With all of the staff at NCG being serious about their golf, our Monday morning's often begin with a golfing debrief, the highs, lows and why is that like it is? Positioning us as the ideal group to contribute to club debate.



We want to be the site people find first when they are looking to purchase new golf equipment, and be the site they return to because they trust the content they find. We are maintaining around 200 Buyers Guide pages that form the gateway to our reviews section. Out of this 200, 61% are in the Top 10 buyers guides ranked across Google in both the UK and US, a statistic we will continue to grow with the investment of a 3rd party SEO company.

Our reviews manager and is the key interface for all of our equipment samples, requests and ensuring the maintenance of the reviews and buyers guide pages. He works closely with our team of equipment specialists, and soft good experts to ensure production of extensive review content and buyers guides.

<b>BUYERS GUIDE RANKING</b>	<b>UK</b>	<b>US</b>
Inside the Top 5	40 articles	6 articles
Inside the Top 10	60 articles	16 articles



# COURSES

The National Club Golfer and golf course content has come hand in hand for years gone by, and this certainly isn't changing. For us, golf course content is Top 100 rankings. These rankings are headed up by Dan Murphy and his expert panelists who have put together over 450 ranked courses ready for publication. These include GB&I, England, Scotland, Wales, Ireland plus special lists looking at resorts domestically and abroad.

These course rankings will take centre stage as part of our magazine rebrand in 2026 which will feature official releases of GB&I, England, Value and European resorts. All of which published onto our NCG Top 100 website, app, and across the NCG website.

This year has seen huge growth on our NCG Top 100 website. With every club listed in ranking order can also be viewed on an interactive map for our audience to use when considering their trips in the future. All of the clubs listed each have their own profile, offering readers a summary of each club and some insight on what they can expect.

In recent weeks, we have evolved this concept further by developing an app for our mobile viewers to view the content and rankings in a quicker more consumable format. With high profile rankings to be released, and even more formats for our rankings to be shared on, we are thoroughly excited for the year to come.

# AMPLIFICATION CHANNELS

PRINT / WEBSITE / PODCAST / YOUTUBE / SOCIAL / EMAIL



# PRINT

## **NCG TOP 100S QUARTERLY – COMMERCIAL OVERVIEW**

*A New Super-Premium Platform for the UK's Most Dedicated Golfers*

NCG Top 100s Quarterly is a new, high-quality print and digital magazine showcasing the very best in golf course writing, travel inspiration, expert opinion, and rankings insight. Positioned as the premium voice in UK golf media, it provides an exclusive storytelling environment designed to inspire, educate, and influence the country's most committed and affluent golfers.

### **OUR AUDIENCE**

A uniquely valuable readership:

- Competitors and members of the NCG Top 100s Tour – the UK's most active amateur golf series
- High-income, frequent golfers who travel regularly in the UK and internationally
- Decision-makers, members, and influencers across 1,000 UK golf clubs
- Enthusiasts with proven discretionary spend on equipment, travel, apparel, and performance products
- This is the highest-intent golf audience in the UK – deeply engaged, informed, and ready to invest in their game and lifestyle.



## COMMERCIAL PARTNERSHIP OPPORTUNITIES

### 1. Premium Print Advertising

- Full-page, DPS, cover positions, gatefolds
- High-quality print execution in a highly curated editorial environment
- Perfect for performance brands, luxury travel, resorts, apparel, and equipment

### 2. Sponsored Editorial & Thought Leadership

- Destination features, expert interviews, architecture insights, agronomy content
- Authentic storytelling delivered through the trusted NCG Top 100s voice
- Deep engagement ideal for complex narratives or product education

### 3. Travel & Experience Partnerships

- Co-branded itineraries and trip inspiration
- Resort showcases, international destination spotlights
- Print + digital + event activation across the Tour

### 4. Section Sponsorship

Align your brand with:

- Rankings
- Course Architecture
- Travel
- Agronomy
- Interviews
- “Perfect Trips”





### PREMIUM DISTRIBUTION

The distribution of the magazine will be via multiple copies to Top 100 Golf Clubs across GB&I and single copies to every one of our entrants to the NCG Top 100 Tour.

This way we can ensure that our content is being read by members/visitors of clubs involved with Top 100 Golf Clubs, and our Tour players who actively participate and invest in events to play these courses are exposed to what we produce.

#### **Your brand placed directly in the hands of serious golfers:**

- Delivered direct to every Tour participant and every Tour member
- Distributed to 1,000 golf clubs nationwide — including pro shops, locker rooms, lounges, and premium clubhouses
- Supported by a curated digital edition to the NCG Top 100s database
- Long shelf life: a quarterly magazine designed to be kept, referenced, and shared

Zero wastage. Maximum relevance. Maximum impact.



# WEBSITE

Our course, equipment and club pages are our best performing categories. With industry leading insight into all of these topics, and marketing resource behind our content we have solidified ourselves further as the go to media for club and core golfers.

## WHAT'S NEW?

This year we have invested significantly into the refurbishment of our website to offer a better user experience. A refreshed look, better functionality and a clean slate for us to create our best content yet.

With a dedicated reviews team, journalists, and investment in 3rd party companies to maximise our SEO and website performance we are sure 2026 will be our best year to date.

**Users:**

**1,214,797**

**Page views:**

**2,422,695**

	<b>MONTHLY (TOTAL)</b>	<b>MOBILE TRAFFIC</b>	<b>DESKTOP TRAFFIC</b>	<b>TABLET TRAFFIC</b>
January	1,093,221	759,501	213,211	87,566
February	1,187,056	799,827	276,021	97,075
March	1,033,561	646,002	314,324	80,813
April	1,195,339	753,218	338,672	82,682
May	1,266,989	816,912	329,561	107,920
June	1,281,002	781,525	382,098	101,492
July	1,346,520	851,365	364,604	103,243
August	1,919,216	1,276,962	464,246	150,478
September	1,783,042	1,214,420	405,150	146,029
October	1,586,690	1,052,262	361,054	138,214
November	1,373,614	895,251	344,941	110,207
<b>TOTAL</b>	<b>13,9730,229</b>	<b>9,847,245</b>	<b>3,793,882</b>	<b>1,205,719</b>



# 2026 PODCASTS

We are excited to announce the launch of two brand-new podcast verticals, building on the success and increasingly popular NCG Golf Podcast. Over the past year, the NCG Golf Podcast has featured some of the game’s most respected voices, including major champion Justin Rose and the ever-engaging Eddie Pepperell, offering listeners unique perspectives on the sport at club level.

Now, we are taking that momentum and expanding our offering with two new series:

• **NCG TOP 100S PODCAST**

Dedicated to the great courses that define the game, this series dives deep into rankings, architecture and the stories behind the world’s most celebrated layouts. Expect expert analysis, insider interviews, and behind-the-scenes insights into the NCG Top 100s course rankings community.

• **YOUR GOLF PODCAST**

Focused on the everyday golfer, this series explores equipment, trends, and practical advice to help players get the most out of their game. From kit reviews to playing tips, Your Golf is designed to inform and inspire.



# 2026 ON YOUTUBE

Since the rebranding of our channel to YourGolf at the start of the year, we are delighted to have received over 1.8 million views and are quickly closing in on 60,000 subscribers.

So, what's in store for 2026? Chris Vodden (Head of YouTube), and Jack Backhouse will be leading charge on all things Instruction, Equipment reviews and Rules.

With over 10 years experience as a PGA pro (and a plus handicap golfer himself) Jack's insight into instruction offers us mere mortals the chance to our improve our golf efficiently. 2026 will see Jack offer further teachings around how to improve this off-season, course strategy, swing tips and much more.

As well as Jack's skills as a teacher, he is also an avid golf equipment enthusiast. We will continue to put all new equipment, funky equipment and anything of note through vigorous testing to offer our audience a first look at potential additions to their golfing armory.

Steve Carrol has been a welcome to addition to our world of YouTube this year. As a R&A rules official Steve is our go to every Monday morning after the office's weekend of golf queries and now the world of YouTube. From the obvious to the bizarre, Steve has us covered. All of which in the company of Jack to offer our audience a better and more rounded education on the complexity of rules in golf.

YouTube subscribers:

**57,200**

Viewership 2025:

**1.7 MILLION VIEWS**

15



# NCG TOP 100S & 48 HOURS IN

Alongside the YourGolf YouTube channel, we have also launched our NCG Top 100 channel. This is utilised for content created in association with the NCG Top 100 Tour.

This year has seen us create a docuseries called '48 Hours In' as part of our marketing campaign for both the Tour and our key content vertical in Courses for NCG. Each episode shows the journey to these venues, playing golf, the interesting characters we meet and what the evening activities look like. All of our episodes are shared across our combined social following reaching audiences in the hundred thousands to maximise outreach.

On top of this content, it is also an opportunity to showcase the brands associated with the tour by featuring them in the high-quality episodes created.

**NCG Top 100**  
**Subscriber count:**

**1,700**

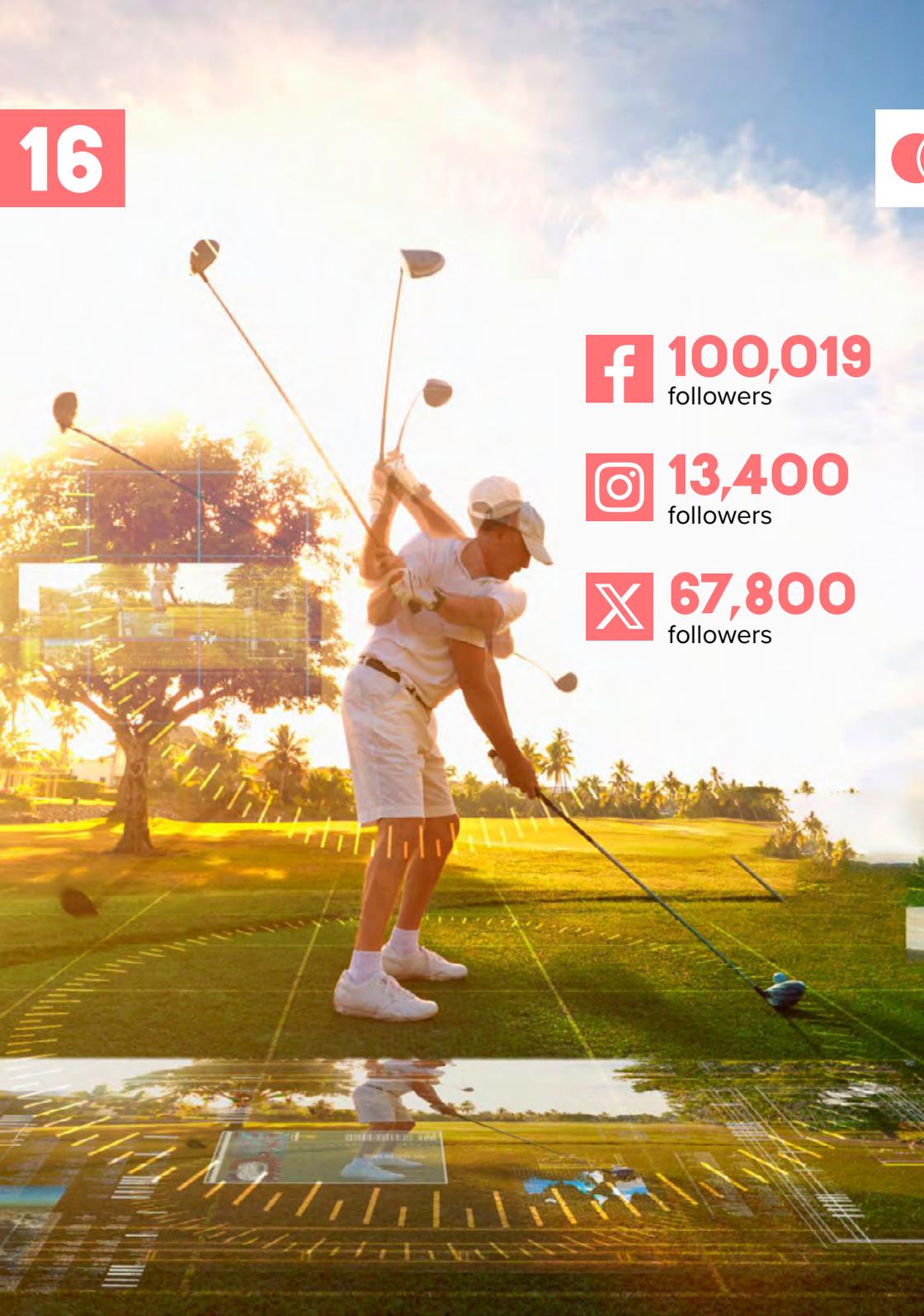
**NCG Top 100**  
**Viewership:**

**111,900**

[48 Hours in Ayrshire](#)

[48 Hours in the Highlands](#)

# SOCIAL



**f** 100,019  
followers

**@** 13,400  
followers

**X** 67,800  
followers

As part of our Playbook in 2025 we spoke about the resource applied to a dedicated social and marketing team to grow our reach across meta and more. We understand the importance of social amplification and our marketing team have delivered in full. This year we have seen views and impressions in the hundreds of thousands consistently amplifying our content.

From podcast snippets, long form video, to written content we are reaching more club golfers than ever before.

By the end of 2025 we will be closing in on 60 millions views across all of our social platforms, and approaching 2.5 millions views across the YourGolf YouTube channel.

2026 will only see this grow, with stacks of proof behind us, and investment into analytics tools we are extremely excited to share our content to the core golfers around the world.

<b>SOCIAL MEDIA FOLLOWING (FB, IG &amp; X)</b>	<b>2025 POST VIEWS</b>	<b>VIEWS PER WEEK ACROSS SOCIALS (JAN-NOV)</b>
181,370	50,574,259	1,099,440



# EMAIL

At NCG, we offer partners access to three well-segmented email databases that support highly targeted campaigns. Our editorial database includes 80,000 engaged recipients who regularly interact with our core content. Our third-party database adds an additional 60,000 core golfer across UK. This channel enables brands to send full campaigns to maximise visibility and call to action opportunities.

Complementing these is our tour database of 20,000 as part of the NCG Top 100 Tour. These are all players who have participated in one of multiple of our events and actively engage with the content produced in association with our popular series.

**NCG Editorial database:**

**80,000**

Highlighted campaign:

Delivered **82,043**

Open rate: **41%** CTR: **8.4%**

**NCG 3rd party email database:**

**60,000**

Highlighted campaign:

Delivered **61,459**

Open rate: **36%** CTR: **3.6%**

**NCG Top 100 Database:**

**24,000**

Highlighted campaign:

Delivered **24,780**

Open rate: **44%** CTR: **7.9%**

# SPONSORED CONTENT WITH NCG

Sponsored content is rapidly becoming a cornerstone of marketing activations in golf, and here at NCG we understand that.

This year we have activated numerous amounts of content for brands to authentically their story in ways our audience would like to hear it.

From print formats, podcast and long-form video we can bring your marketing to life to an engaged core club golfer audience across the UK and US.



**A STEP-BY-STEP GUIDE**

### How to buy from **golfclubs4cash**

Looking to upgrade your gear without breaking the bank? GolfClubs4Cash offer the UK's largest range of premium pre-owned golf equipment, trusted by thousands of golfers

**WHETHER** you are after the latest model of a club or looking for GolfClubs4Cash's easy return and shipping, all items are professionally inspected and come with a limited warranty so you can buy with confidence. Here is how you can purchase used golf clubs from GolfClubs4Cash.

**Step 1: Browse the huge selection of golf clubs**  
Visit GolfClubs4Cash and explore thousands of clubs, bags, trolleys and more. Use the filters to narrow by brand, condition, price or club type to find exactly what you need. Alternatively, you can view the full catalogue on the desktop version or use the mobile app to view the full wide range of equipment.

**Step 2: Make the most of expert reviews**  
Take advantage of their comprehensive buyers guides and the 'Book a Bag' tool to help you select the right clubs for your skill level and playing style. GolfClubs4Cash also have a range of PGA professionals on hand to provide insight.

**Each club is also thoroughly inspected by their team of experts, so you know exactly what you're buying.**

**Step 3: Purchase with confidence**  
Once you have selected your clubs, proceed by checking through the secure online system or in-store. With a 30-day return policy guarantee, your satisfaction with every purchase is assured.

**Step 4: Enjoy quick delivery**  
GolfClubs4Cash provide fast and reliable shipping options, including free next day delivery when the club is in stock. They also offer international. All items are safely packaged and fully insured.

**Step 5: Limited warranty and no-fee returns**  
Enjoy peace of mind with the limited warranty. Also, if you change your mind, you have got 14 days to return the item for a full refund and 30 days for return purchases, no questions asked.

### How to sell to **golfclubs4cash**

**GO! Clubs gathering dust?** Turn them into cash quickly and easily with GolfClubs4Cash. The company have already helped over 200,000 golfers recycle their equipment through their fast, friendly and free process. Whether you're clearing out the garage or making room for something new, the team selling unwanted golf clubs online. Here's how you can sell yours.

**Step 1: Create an account**  
To begin the selling process, you must create a GolfClubs4Cash account or sign into an existing one.

**Step 2: Submit your club details**  
You will need to provide information about the make, model and condition of the club you are selling. You can search for your specific item and click 'I want to sell' there directly with the details.

**Step 3: Receive a quote**  
GolfClubs4Cash will provide a fair and accurate quote within 24 hours. Each quote is valid for 30 days, giving you time to consider the offer. Alternatively, you can get an instant quote before starting the selling process by using the quick online quote tool. To receive a quote, just search for the item you're selling, select the condition, and get an instant valuation.

**Step 4: Ship your clubs**  
Once you accept the quote, carefully package your clubs, including the purchase order slip, and choose from the number of shipping options. Free shipping to the UK is available as well as various collection services. Or, if you prefer, there is the option to drop the clubs off one of their many stores or pop-up events across the UK.

**Step 5: Get paid**  
After they receive and inspect your clubs, the promise for your payment via bank transfer or PayPal will be processed 3-5 working days to clear. Once a credit is also an option if buying your club is as the agent.

**20:45**

**golfclubs4cash**  
The only way to sell your clubs

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**THE ULTIMATE UPGRADE?**

**20:45**

**Why This Piece Of Equipment Will Revolutionize Your Golf!**

47K views • 3 months ago



**INSANE VALUE**

**US 23:39**

**Can A £1200 Used Golf Bag Break My Record?**

29K views • 2 months ago

# RATE

**PRINT:**

EXECUTION	PRICE (+VAT)
Inside front cover double page spread	£2,250
Inside front cover	£1,500
Inside back cover	£1,250
Outside back over	£1,500
Double page spread	£1,750
Full page advert	£1,000
Half page advert	£650
Advertorials	+20% ROP
Print specials (Gatefolds etc): £POA	£POA

**DIGITAL (DISPLAY ACTIVITY):**

EXECUTION	PRICE (+VAT)
Inside front cover double page spread	£2,250
Inside front cover	£1,500
Inside back cover	£1,250
Outside back over	£1,500
Double page spread	£1,750
Full page advert	£1,000
Half page advert	£650
Advertorials	+20% ROP
Print specials (Gatefolds etc): £POA	£POA

**EMAIL:**

EXECUTION	PRICE (+VAT)
3rd party email database	£1,250
Editorial database: Content block	£400

# SPECIFICATIONS

EXECUTION	SPECIFICATIONS
Inside front cover double page spread	203x265mm (+3mm bleed) X 2
Inside front cover	203x265mm (+3mm bleed)
Inside back cover	203x265mm (+3mm bleed)
Outside back over	203x265mm (+3mm bleed)
Double page spread	203x265mm (+3mm bleed) X 2
Full page advert	203x265mm (+3mm bleed)
Half page advert	183x120mm (landscape)

EXECUTION	SPECIFICATIONS
3rd party email database	HTML
Editorial database: Content block	Imagery, content headline & link

EXECUTION	SPECIFICATIONS
Skin	970 x 250 & 800 x 1440 (X2)
Billboard	970x250
Smartphone banner	300x50 or 320x50
Leaderboard	728x90
Portrait	300x1050
Skyscraper	160x600
Medium rectangle	300x250

# PRINT SCHEDULE

SCHEDULE	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4
Copy deadline	30/01/2025	06/03/2025	12/06/2025	23/10/2025
Land date	20/02/2025	27/03/2025	03/07/2025	30/09/2025

CONTENT	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4
Content #1	NCG Top 100 Ranking: Scotland	NCG Top 100 Ranking: GB&I	NCG Top 100 Ranking: Value	NCG Top 100 Ranking: European resorts
Content #2	Mini Scotland Resorts	NCG Top 100 Ranking: GB&I Resorts	NCG Top 100: Fun	European Courses in the Spotlight
Content #3	48 Hours in Feature	48 Hours in Feature	48 Hours in Feature	48 Hours in Feature

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