

GOLF
WORLD
TOP
100

Today's
Golfer

 **TOGETHER
WE CREATE
IMPACT**

Market domination in print

Across press & digital copies...



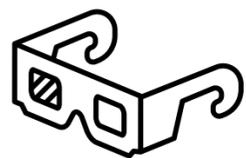
40,810

Monthly copies sold, ABC (Jan – Dec 2023)



70%+

Market share across the UK, **selling 27% more** copies than GM.



205,000

Monthly readership, reaching 75,000 golfers not reached by GM. (PAMCo, 2023)



Top 100

The most **authoritative and trusted** course review rankings in the world. With 15 Brand New Top 100 Course & Resort rankings in 2023.



Imagery; Editorial pages & advert in our March 24 issue.

Digital global growth

Continued monthly growth across all platforms & markets.



763K+

Monthly pageviews, up **20% YOY.**



475K+

Up **15% YOY** across monthly users



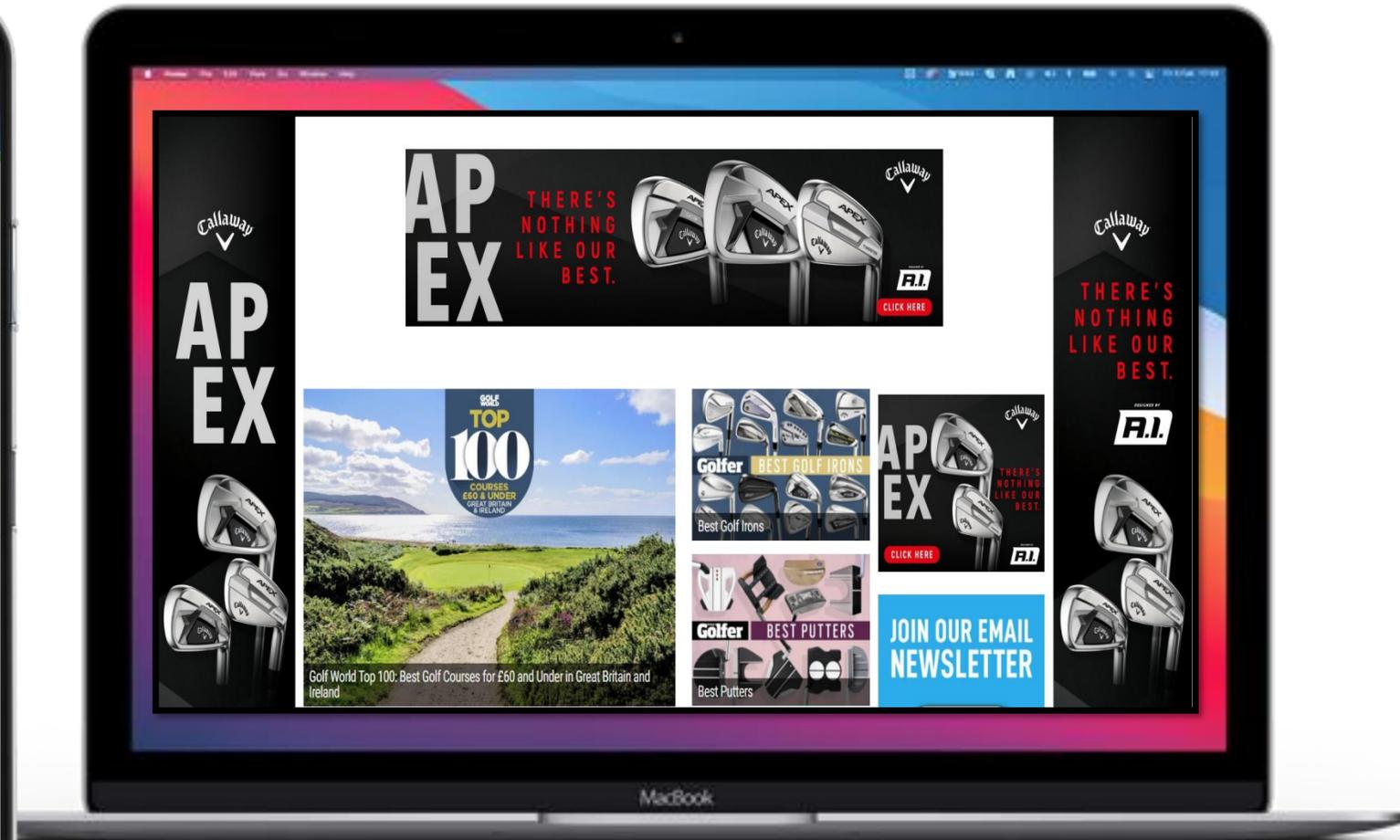
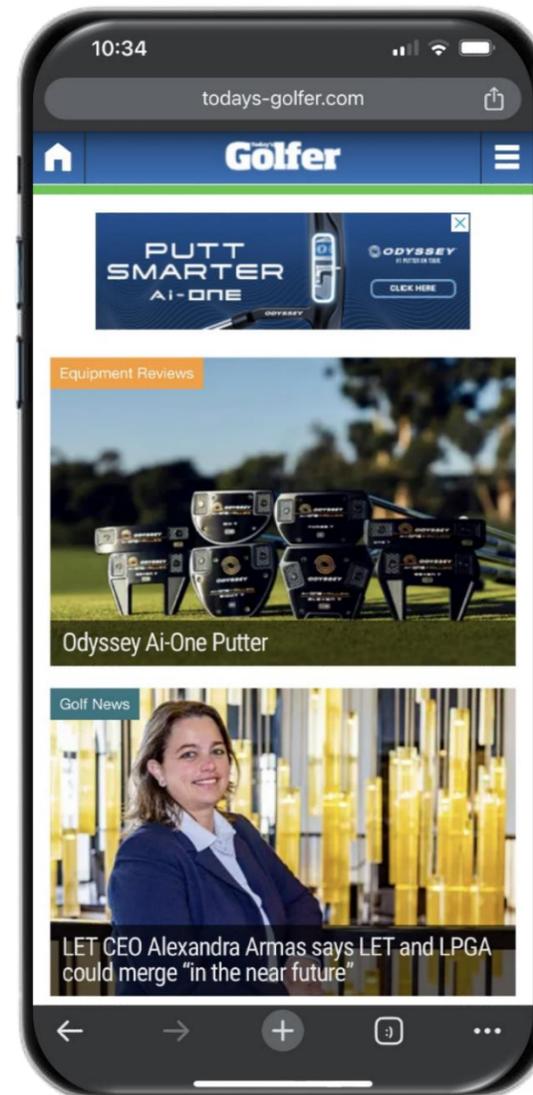
03:46

Average session duration



200k+

Affiliate content users per month, **62% up YOY.**



Imagery, Callaway Takeover.

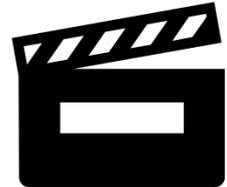
Video acceleration.

Continued growth of our YouTube channel and video output.



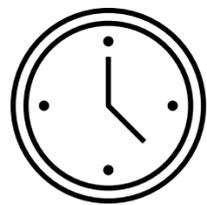
28K Subscribers

Up 26% on 2022



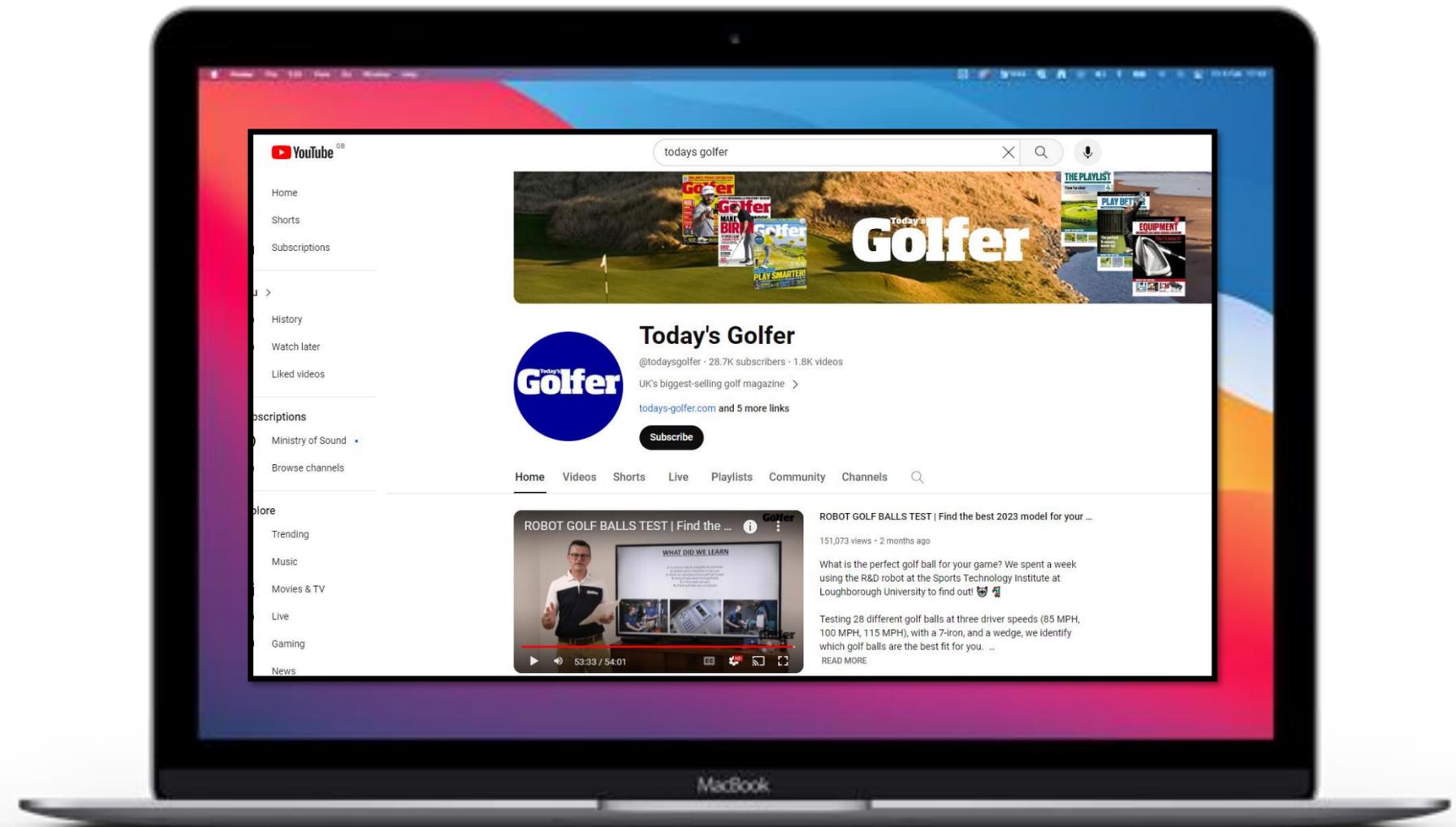
1.4m video views

Video views in 2023, up 26% YOY



118K hours..

22% Increase on overall watch time & comments



Imagery; Today's Golfer, YouTube Channel, 2023

OUR MONTHLY REACH



CIRCULATION

40,810 copies of the magazine sold every month. (ABC Jan – Dec).



SUBSCRIBERS

33,357 individuals actively paying subscribers to the publication



MARKET SHARE

70+% market share of the specialist UK golf magazine industry. Latest Readership of 190,000 readers per month (TGI GB, 2023)



WEBSITE PAGEVIEWS

763K+ monthly pageviews, generated by 475k unique users per month, up 15% YOY.



EDITORIAL NEWSLETTER SUBSCRIBERS

39,000+ opted in subscribers to the TG brand newsletters.



COMMERCIAL EMAIL SUBSCRIBERS

18,000+ opted in subscribers actively wanting to receive third party info on the latest products and services



SOCIAL AUDIENCE

80,000+ connections to the brand platforms across Facebook, Twitter & Instagram



YOUTUBE

28,000+ SUBSCRIBERS to our YouTube channel, up 22% YOY. Over 1.4m video views and over 118k hours of watch time in the last 12 months.

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2024 OPPORTUNITIES



PRINT ADVERTISING

RATE CARD (EXCL VAT)

Size	Rate Card		
	1	3	6+
DPS	4400	3960	3564
Full Page	2200	1980	1782
Half Page	1100	990	891

For advertorials written in-house we charge 20% on top of the page rate. Please ask for additional info and an accurate quote.

2024 ON SALE DATES

Issue	Copy Deadline	On Sale	Top 100 Rankings & Supplements
461	23.12.2024	23.01.2025	
462	30.01.2025	20.02.2025	
463	27.02.2025	20.03.2025	GB&I Resorts Supplement & Top Gear
464	27.03.2025	17.04.2025	Golf Escapes Supplement & Editor's Choice
465	24.04.2024	15.05.2025	Euro X-Factor Resorts
466	22.05.2025	12.06.2025	Ireland Courses
467	19.06.2025	10.07.2025	GB & I Links
468	17.07.2025	07.08.2025	England Courses
469	14.08.2025	04.09.2025	GB & I Under £60
470	11.09.2025	02.10.2025	Scotland Courses
471	09.10.2025	30.10.2025	Continental Euro Courses
472	06.11.2025	27.11.2025	Travel Guide
473	05.12.2025	26.12.2025	World Resorts



DISPLAY ADVERTISING

Keep your brand front of mind with engaged users on the Today's Golfer website

500K USERS PER MONTH

With the Today's Golfer website receiving a global audience of genuine engaged golfers looking for advice on buying better, playing better and choosing their next Golf course, advertising with us ensures that your message is seen by the most relevant audience...

**BILLBOARD AND
DOUBLE MPU**

CPM £20

**MOBILE BANNER
AND MPU**

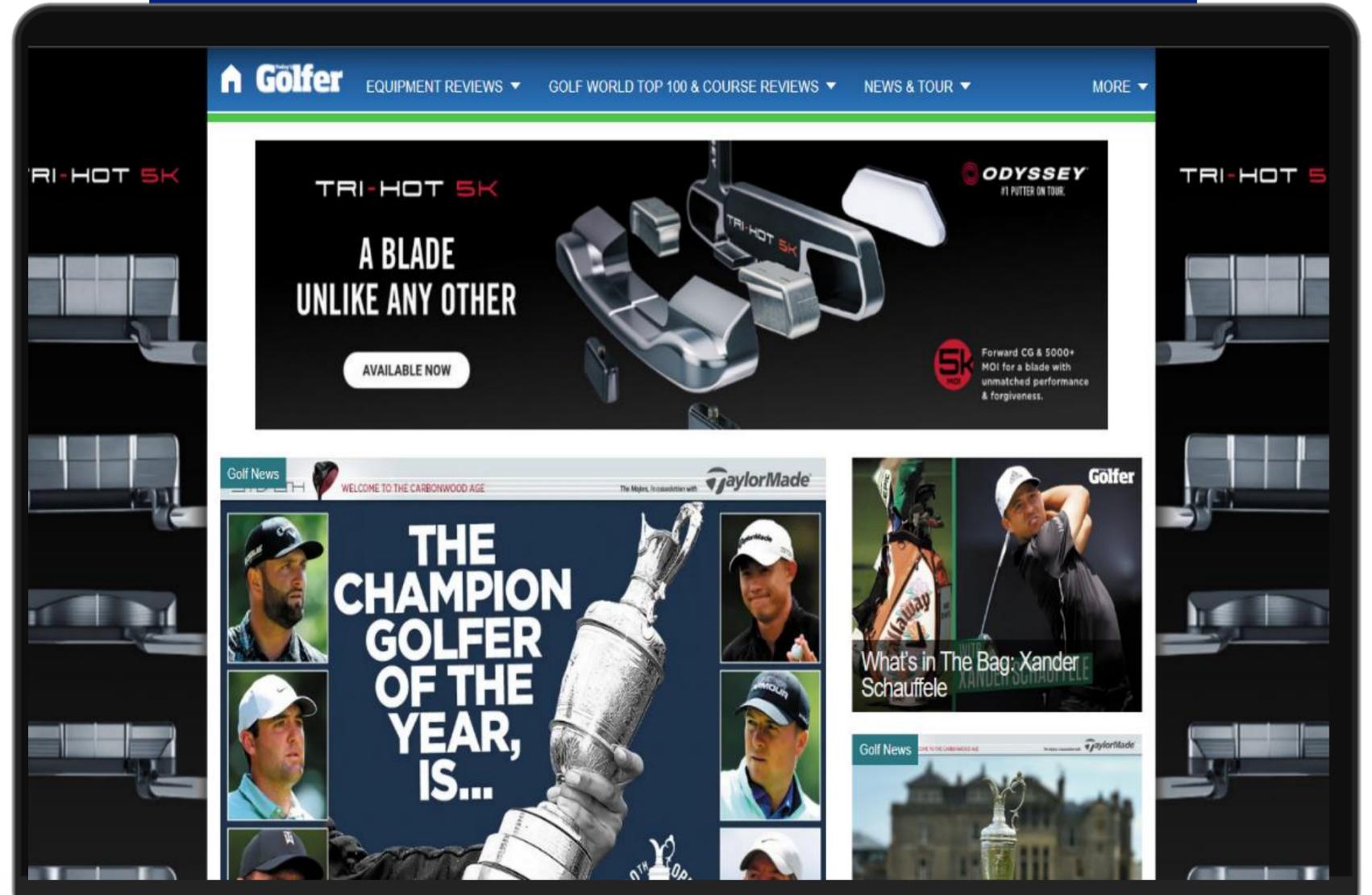
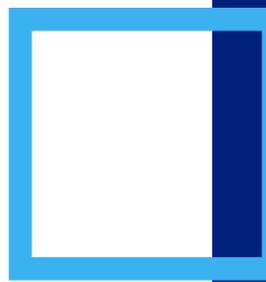
CPM £18

BAUER ILLUMINATE

Bauer Illuminate uses the first party data collected by users of the Today's Golfer website to build highly targeted audiences for advertisers.

By only using Bauer's unique first party data delivers a display and video solution that is protected from the demise of the third-party cookie.

Illuminate has a minimum spend of £2,500 per campaign.



**TAKEOVERS AVAILABLE
ON REQUEST**



SOCIAL MEDIA ADVERTISING

WHY TG ON SOCIAL MEDIA

Working with Today's Golfer on Facebook, Twitter or Instagram will significantly increase your brand awareness, your brand will be endorsed by our partnership, and we guarantee you'll reach TG's 1st party data.

GUARANTEED CAMPAIGN OUTCOMES

Whichever package you choose for your campaign (web clicks or engagements) our fixed price guaranteed delivery ensures you know exactly how your campaign will perform before it starts.

	REACH		IMPRESSIONS		ENGAGEMENT		VIDEO VIEWS	
XS	25,000	£200	100,000	£250	500	£225	1,000	£125
S	37,500	£300	200,000	£500	1,000	£450	2,500	£250
M	50,000	£400	400,000	£1000	2,000	£900	5,000	£450
L	62,500	£500	600,000	£1200	3,000	£1350	7,500	£650
XL	75,000	£600	800,000	£1600	4,000	£1800	10,000	£800
XXL	100,000	£800	1,000,000	£2000	5,000	£2000	15,000	£1100



HTML EMAIL BROADCAST

Take your message directly to the inboxes of 18,500 engaged Golfing enthusiasts. Av open rates 35%, average CTRs; 5% for manufacturers, 25% retailers.

COMMUNICATE

A bespoke message, special offer, whitepaper or video.

DRIVE TRAFFIC

To your website

Although popular, HTML opportunities are limited to three per week to protect engagement levels with the audience and open rates for the advertiser

OFF SEASON

January, February, September & October

£1,000

PEAK SEASON

March, April, May, June, July, August, November & December

£1,200

*Numbers will fluctuate due to unsubscribes and new opt ins

