

## Platform Distribution & Statistics

*Next to the Golf Channel no one reaches more Golfers in the Northeast!*

### PRINT MAGAZINE

- 50K printed magazines per month with 75K copies printed for March & November
- Delivered in bulk to virtually every public & private golf facility in New England
- Delivered in bulk to high readability locations such as car dealerships, hotels, professional offices, transportation venues, charity golf events and more in the Northeast
- Over 10,000 direct mail subscribers including the golf industry and golf media

### DIGITAL MAGAZINE

- Emailed multiple times per week for one month to our email subscribers & live online forever
- Emailed to our golf industry partner subscribers (courses, resorts, retail outlets & more)

### EMAIL NEWSLETTERS

- Northeast Golf Weekly sent every Thursday & Dedicated blast available Mon.-Wed.
- 23K+ subscribers with average open rate of 23% and average CTR of 17%

### WEBSITE

- myNEGM.com receives an average of over 1600 unique visits daily
- Completely responsive - state visits in order MA, RI, NY, FL, CT, CA, NH, NC, VT, VA, TX
- Content Marketing partners receive additional coverage on other golf sites we blog for & manage

### SOCIAL

- 15K+ followers with daily posts and assistance increasing the virality of our clients content
- Targeted social buys for special guides and client programs

## Subscriber / Readership Demographics

### Profile

- 65% are ages 35-65
- 59% are working business professionals
- 35% make over \$250,000 annually
- 28% own more than one home
- 31% are women

### Financial / Investments

- 75% invest in stocks
- 55% use an investment advisor
- 85% have life insurance
- 46% hold a corporate credit card

### Spending / Travel

- 37% are private club members
- 62% play golf at least once per week
- 60% spend over \$1800.00 annually on golf equipment & apparel
- 58% take at least one golf vacation per year

sources: subscriber surveys, golf expo questionnaires, Deutsche Bank Championship



## Multi-Media Marketing Packages

### Package Objective and Elements

The below packages are designed to provide valuable brand impressions at a local, regional land national level through the NE Golf Monthly Platform for your golf business.

#### Package One - \$850.00 per year

- (3) 1/3 Page ads to run in issues of your choice - in Around the Game or Courses section
- (1) Position in Places to Play, Clubs to Join presented by Snell Golf featured online, in email and on social networks w/ link(s) to Your site
- Unlimited submissions of news, events, specials, vidoes/images & more to mynegm.com/submit
- Directory Listing in the Northeast Golf Weekly Member List

#### Package Two - \$1700.00

- (4) 1/3 Page ads to run in an issue of your choice - in Around the Game or Courses section
- (1) Full page review/editorial by one of our experienced golf writers featured online, in email and on social networks w/ link(s) to Your site
- Unlimited submissions of news, events, specials, vidoes/images & more to mynegm.com/submit
- Directory Listing in the Northeast Golf Weekly Member List

#### Package Three - \$3200.00

- (6) 1/2 Page ads to run in an issue of your choice - in Around the Game or Courses section
- (1) Full page review/editorial by one of our experienced golf writers featured online, in email and on social networks w/ link(s) to Your site
- Unlimited submissions of news, events, specials, vidoes/images & more to mynegm.com/submit
- Directory Listing in the Northeast Golf Weekly Member List
- (1) web banner in rotation on myNEGM.com (expires 2/28/18)
- (1) presenting sponsorship of Northeast Golf Weekly (must be used by 11/2/17)

#### Package Four - \$5000.00

- (6) Full Page ads to run in an issue of your choice - in Courses Section or Other Location
- (1) Two page review/editorial by one of our experienced golf writers featured online, in email and on social networks w/ link(s) to Your site
- Unlimited submissions of news, events, specials, vidoes/images & more to mynegm.com
- Directory Listing in the Northeast Golf Weekly Member List
- (2) web/mobile banners in rotation on myNEGM.com (expires 2/28/18)
- (1) dedicated email blast to 10K golfers w/ social boost (used by 2/28/18)
- (1) presenting sponsorship of Northeast Golf Weekly (must be used by 11/2/17)

#### For Custom Packages, Online & Email Marketing & Dedicated Email Blasts

Rates vary based on media strategy & budget. Contact Greg@nepubinc.com or Paul@nepubinc.com

### eManagment

We specialize in writing your blog content, designing/sending/cleaning/reporting of weekly, bi-weekly or monthly responsive email newsletter and posting to social networks. Billed in Monthly Fee for 1-3 Years

