

GOLF – Products & Capabilities



GOLF.com & GOLF Magazine offer a variety of products designed to achieve any KPI.

<p>HIGH-IMPACT MEDIA</p>		<p>CONTENT CREATION & INTEGRATION</p>		<p>EMAIL</p>	
<p>AUDIENCE TARGETING</p>		<p>SOCIAL</p>		<p>BRANDED CONTENT & DISTRIBUTION</p>	
<p>GOLF MAGAZINE</p>		<p>PODCAST</p>		<p>EVENTS</p>	



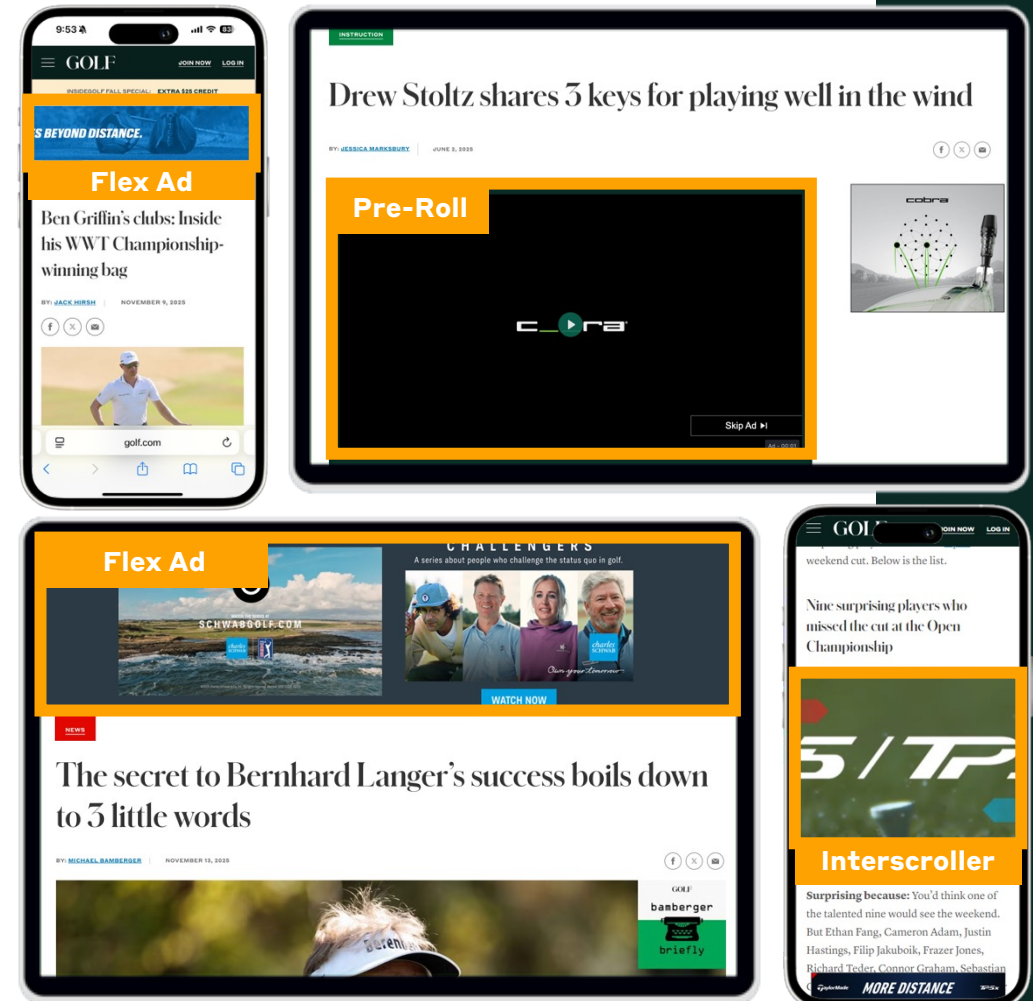
Flexible, Dynamic High-Impact Media

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GOLF.com will work with your brand to turn regular banners into a big, bold, beautiful experience for users. Available ad creatives across GOLF.com include:

- [Fully built Flex Ads](#) that can combine video and display assets, sticky format on Desktop
- [Mobile Interscroller](#) that lives in a scrollable ad format that dynamically moves creative as the user scrolls past
- Pre-Roll – 06/:15/:30 (:30 skippable at :05)
- Additional Ad-Units – 970x250, 300x600, 300x250, 320x50

GOLF is constantly making updates to enhance our user experience and that of our partners. The 2026 roadmap includes vertical video implementation, sticky mobile units and more.





Activating Against Your Target Audience

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We leverage first-party data on **content consumption** across GOLF.com and **user behavior** across the 8AM Golf family to target audiences that no other brand can access. These include:

Avid Golfers

Loyal visitors/customers of GOLF.com and 8AM Brands

Commerce

Product-first audience with affinity for 8AM brands

Gearheads

Technology and equipment nuts, always tinkering

Traveling Golfers

Avid readers of Top 100 Rankings and Travel content

In addition to 1st-Party targeting, GOLF can leverage 3rd-party targeting to reach your desired audience.



GOLF Magazine – Golf’s Leading Publication



GOLF – Products & Capabilities

Like all mediums, the magazine reader is different today than 5, 10 or 20 years ago. Golfers pick up GOLF Magazine for evergreen feature storytelling they can’t find anywhere else.

GOLF Magazine has continued to invest in quality. We are listening to the consumer and focusing on BIG stories in 2026 – moving to a 6-issue publishing cadence to better showcase world-class storytelling.

January/February On Sale: 1/27/26 Issue Close: 12/1/25	The Golfer’s Issue Tommy Fleetwood Can’t-miss travel destinations 10 swing moves to consider
March/April On Sale: 3/10/26 Issue Close: 1/12/26	The Product Issue What’s behind golf’s latest tech? We Tried It: Product Review 10 things our gear team loves
May/June On Sale: 5/26/26 Issue Close: 3/30/26	The Get Ready Issue Game-improvement trends How to play your best this year
July/August On Sale: 7/28/26 Issue Close: 6/1/25	The Genius Issue Golf’s movers and shakers
September/October On Sale: 9/15/26 Issue Close: 7/20/25	The Experience Issue How to plan your next trip Golf’s coolest clubhouses
November/December On Sale: 12/1/26 Issue Close: 10/5/26	The Courses Issue Top 100 Courses in the U.S.

1,200,000 circulation



Authentic Storytelling

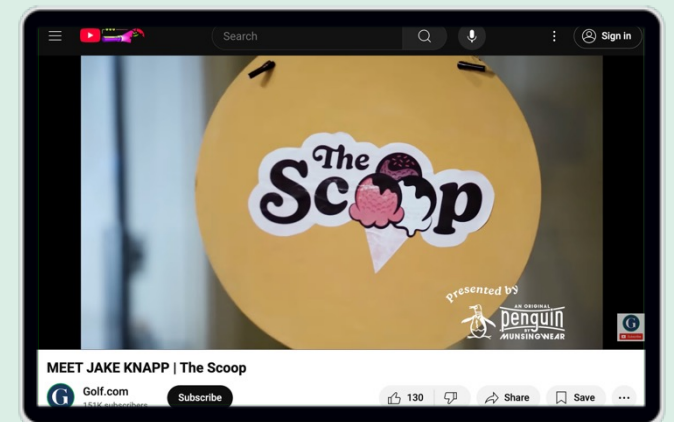
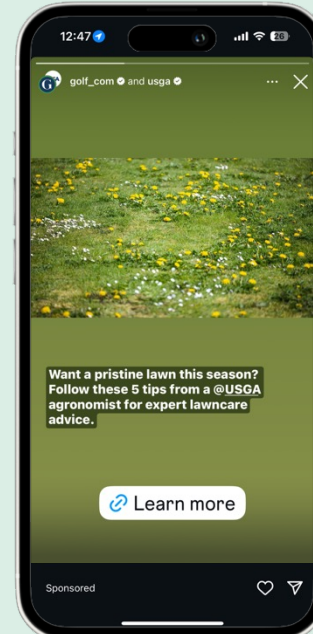
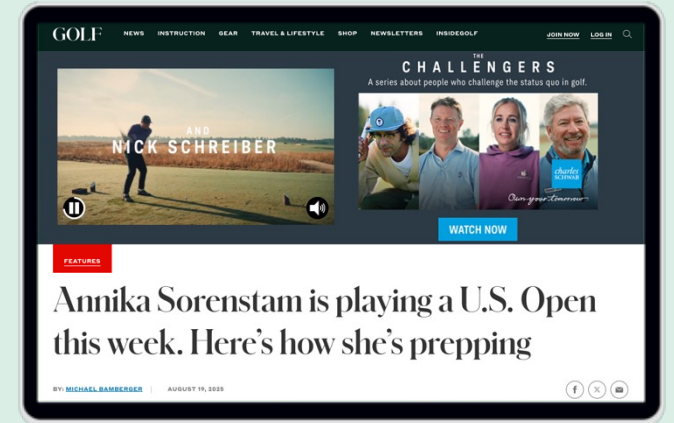
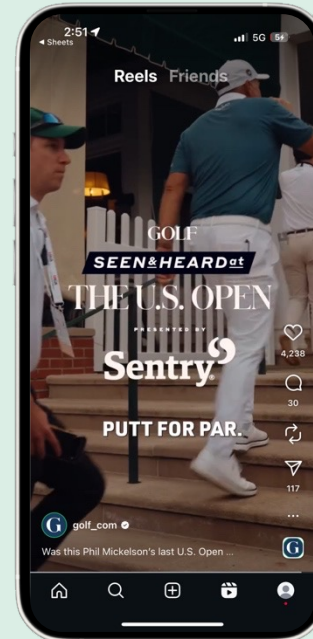
GOLF – Products & Capabilities

GOLF is committed to building engaging and innovative content around our top creators, resulting in **105% growth** in reach of GOLF shows & franchises this year. Here's how your brand can get involved:

Brand integration featuring ambassadors, brand logos, storytelling, etc. into GOLF's top performing content franchises like 'Warming Up', 'The Scoop', 'Destination GOLF' and more

Content alignment by surrounding relevant editorial content and peak traffic moments through tournament

Branded content built by GOLF with your brand assets and messaging, to effectively convey your messaging to our qualified audience (see slide 25)



GOLF – Products & Capabilities

Podcast: GOLF Audio Network

GOLF's audio network includes:

[GOLF's Subpar](#)

[Fully Equipped](#)

[Destination GOLF](#)

Tour Validated (2026 launch)

Partnership opportunities across GOLF's podcast shows include:



Show Sponsorship

Live reads in full episodes (Pod/YouTube) promoting sponsor & special audience promo

Organic social published from GOLF and show social accounts, sponsored by your brand

Sponsor mention in YouTube and podcast episode descriptions

Brand Integration

Outfitting hosts &/or studio with product during sponsorship across YouTube, Social and GOLF.com

Shoppable moments integrated into article promotion podcast shows

Custom merch designed around Subpar's "Birdie Juice" line – with \$500K in sales in just 3 years





Email: The Ultimate Golfer's Inbox

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GOLF's email products drive action whether it be product sales, sign-ups or website traffic. Our subscribers are passionate golf fans, equipment junkies, swing tinkerers and customers of 8AM Golf.

Products include:

Dedicated Email Blast

Editorial newsletter sponsorship integration, sponsored tiles

GOLF National

GOLF Regional

8AM Customers

[Top Stories](#) (Daily)


[Our Picks](#) (Sun/Tue/Thu)

[Play Smart](#) (Wed/Fri)

I TRIED IT

I tried the MGI Zip Navigator electric caddy

By Jack Hirsh / Associate Equipment Editor, GOLF.com



TRY IT YOURSELF MGI Zip Navigator Electric Caddy [Shop now →](#)

When it comes to transportation during a round of golf, call me a purist, but the only way to play the game is to walk.

I'm all for carts to expand the access of golf for people who can't otherwise stroll an 18-hole golf course, but for an able-bodied and (all things considered) healthy young person such as myself, there's no reason I can't walk the requisite four to eight miles. Even my 70-year-old dad does it just

GOLF
A SPECIAL MESSAGE FROM OUR SPONSOR

**Tour Secrets.
At Your Fingertips.**



Branded Content & Distribution

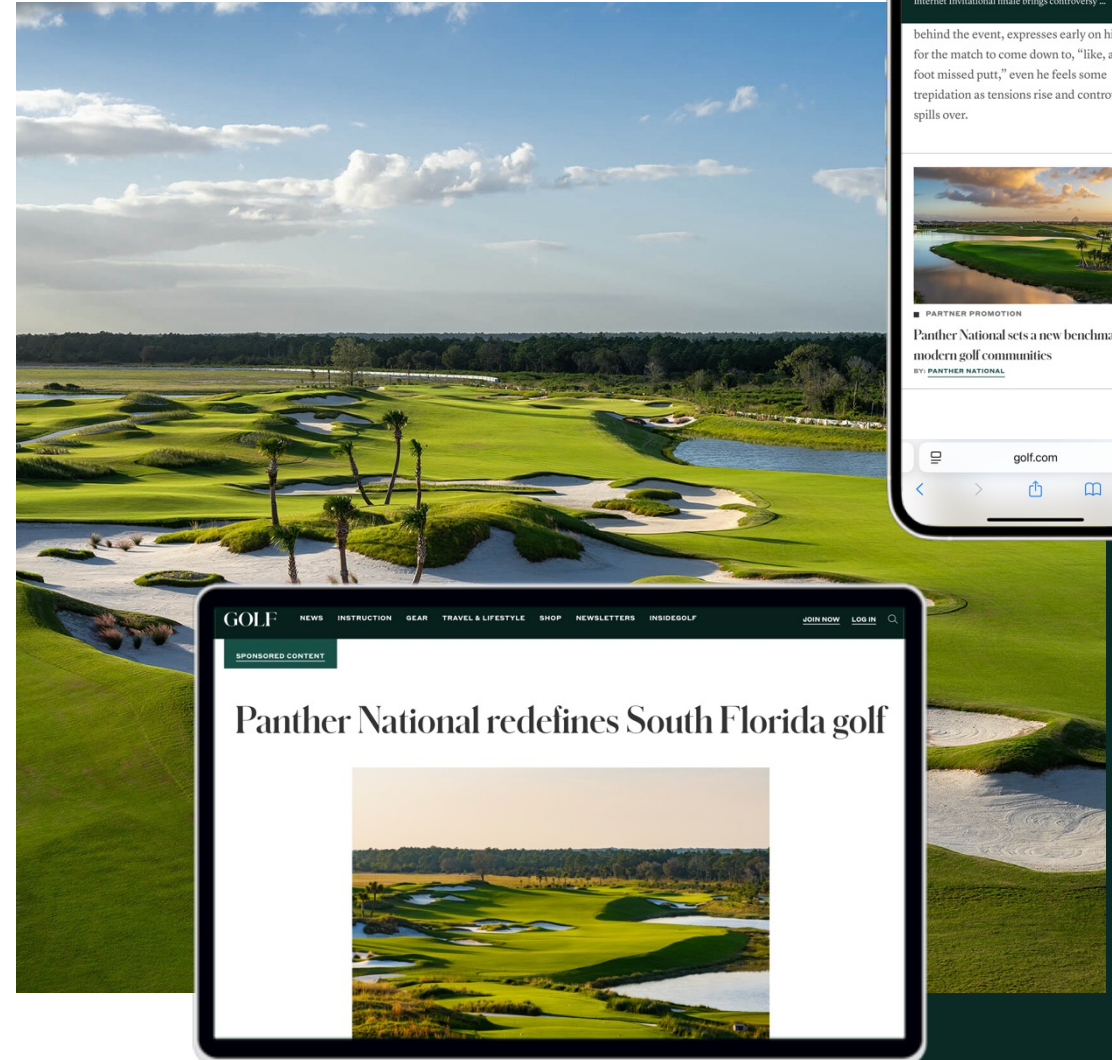
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GOLF offers a variety of unique ways to amplify brand messaging and creative. This includes:

Native promotion of branded content or partnered content through guaranteed promotion on GOLF.com’s homepage and article pages.

Boosted social promotion of brand creative and/or partnered content with GOLF, catered to your brand’s desired audience and KPI.

Newsletter distribution of content, creative and/or product through GOLF’s editorial newsletters.



GOLF & 8AM Golf Event Activations



8AM Invitational

When: April 16-18, 2026

Where: Wynn Las Vegas

Details: The 8AM Invitational is a celebrity golf tournament featuring a star-studded field of competitors handpicked by the host, Justin Timberlake.

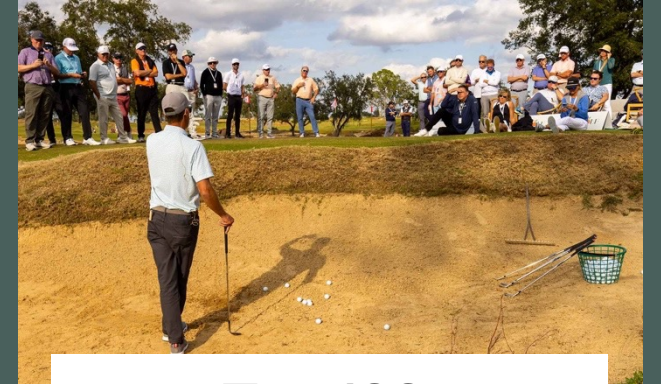


GOLF Schools

When: TBD, 1x per quarter

Where: TBD

Details: Immersive, instructional golf experiences curated for affluent, passionate golfers. GOLF Schools are hosted at globally recognized golf destinations and featuring Top 100 Teachers.



Top 100 Teachers Retreat

When: December 2026

Where: TBD

Details: Each year, GOLF hosts 100-150 of the world's best golf instructors for three days of networking, education, programming, celebration—and, of course, golf!