



**GNN**

# **GOLF NEWS NET ADVERTISING**

Reaching golfers everywhere

**Written. Audio. Video. Social.**



# **Golf News Net reaches golfers everywhere**

**Golf News Net reaches millions of golfers every month. Our website, newsletters, social channels, 24/7 radio station, on-demand podcasts, & video channels and apps connect with golfers around the world.**

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# Reach



Social Reach  
**4 million**

Website Users  
**1.5 million**



**Golf News Net's website delivers for golfers and golf fans.**

We provide our audience with what they need to know about golf.

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## **Our diverse content mix connects.**

Golf News Net reaches more than 1.5 million golfers per month. Our content covers the game broadly, reaching professional golf fans and recreational golfers alike, with our diverse offering.

## **Get your message in front of golfers.**

- Display advertising
- Native content: How-tos, reviews and more
- Affiliate programs: Deals, reviews
- Recommendations: Where to go, what to buy

# GNN Radio + iHeartMedia is a big megaphone.

Diverse audio content covering every major topic in the game.

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## GNN Radio is here.

GNN Radio is a 24/7 golf talk platform which launched in October 2022 on all iHeartMedia digital platforms, including their mobile, TV and auto apps, as well as all smart speakers.

iHeartMedia reaches approximately 40 million listeners per month through their platforms. All of our audio content is available on-demand, with much of it available on our video channels.

## Let golfers hear your message.

- Integrated advertising: Live reads heard live and on-demand
- Show and station presenting sponsorships
- Native content: Guests, audio vignettes
- In-person visits and promotions
- Traditional radio spots

Get with the in(box) crowd with GNN newsletters.

Our newsletters get opens and clicks.

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## Our audience loves to read The Break.

Golf News Net's The Break, our twice-weekly newsletter, has a 33% open rate. Our audience loves to be updated quickly and efficiently on what's happening in the golf world, complete with links to our content and our sponsors' message.

## Use The Break to sink the putt.

- One sponsor per newsletter
- Link to your content
- Campaigns and calls to action thrive
- Readers trust our recommendations

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## Demographics

Our affluent audience loves golf and represents active players

- **Gender:** Male – 75%, Female – 25%
- **Age:** 25-54 – 46%, 55+ – 54%
- **Kids in Household:** No Kids – 54%, Kids – 46%
- **Household Income:** 36% make more than \$100,000 per year
- **Education Level:** College Degree – 50%, Post-Graduate Degree – 24%
- **Devices:** Mobile – 72%, Desktop – 28%
- **Biggest Cities:** 1. Los Angeles, 2. New York, 3. Chicago, 4. Atlanta, 5. Dallas

# **GNN Contact**



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