

Creating an Integrated, Effective Plan To Reach Today's Superintendent



Grow your golf market sales intelligently with

GOLF COURSE[®]
INDUSTRY

Why partner with us?

- Great cover-to-cover **print readership**
- Outstanding integrated **print and web reach** to customers
- All-star **editorial team** led by Pat Jones
- Strongest digital and custom products
- Excellent **PR and social media support** for clients
- Market **expertise**, research and insights
- Great client service and value-add programs
- Passionate **advocates** for readers and the industry

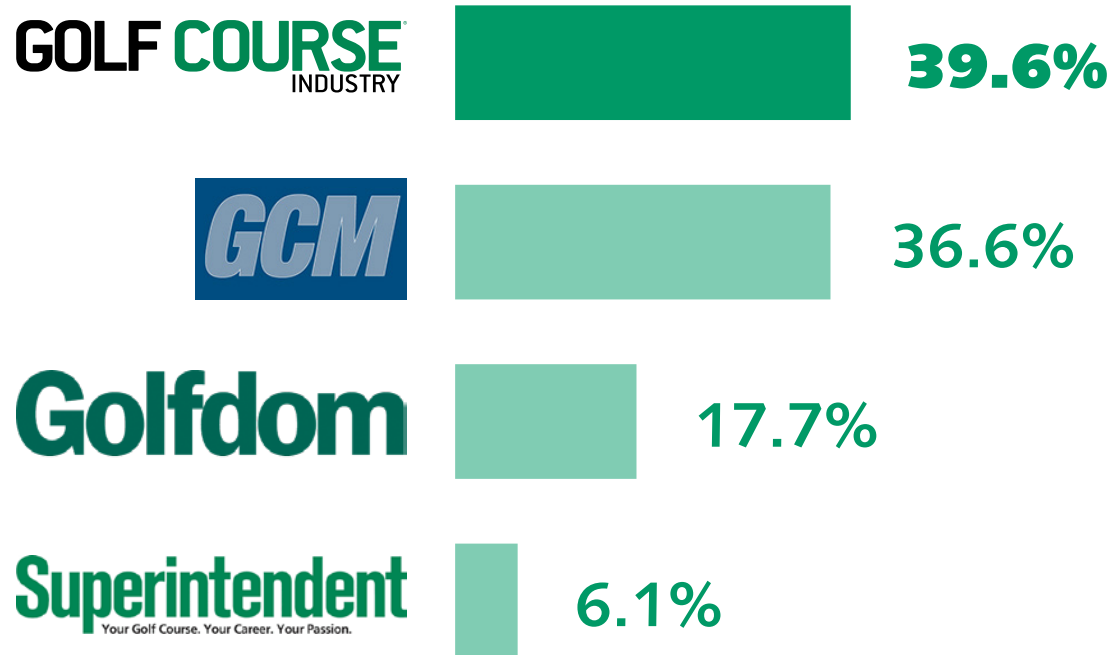


2016 Readership Study

Conclusion #1:

GCI and GCM are the clear leaders in providing quality content on print and digital platforms.

Q1 Overall, which group does the best job of serving your information needs in print and online?

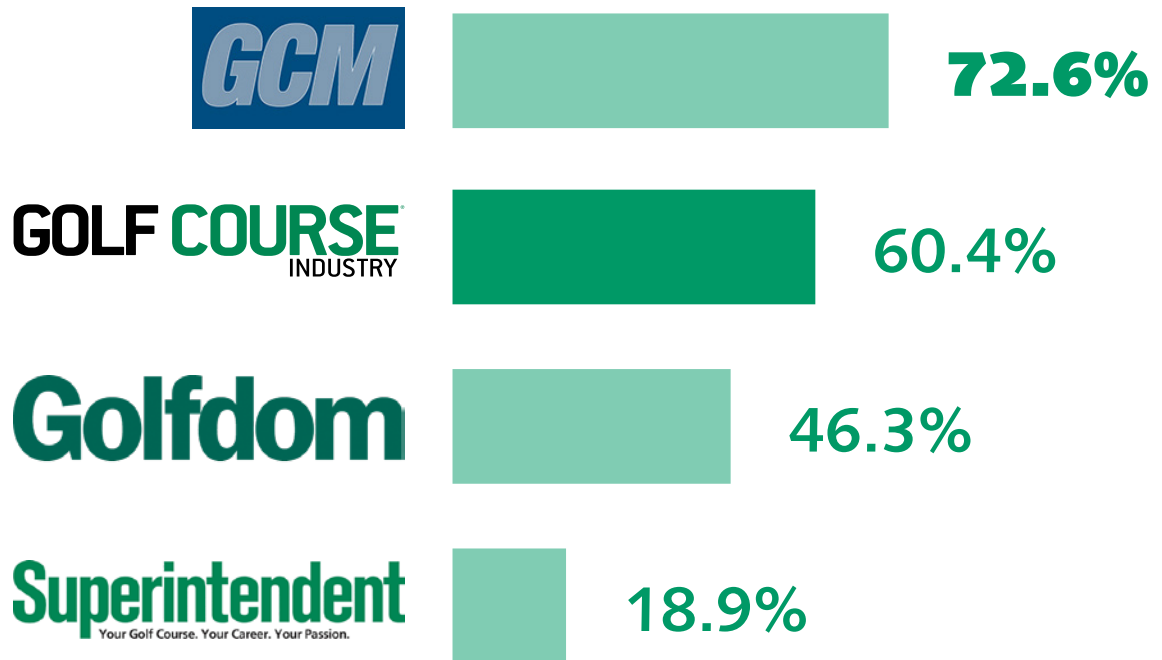


2016 Readership Study

Conclusion #2:

GCM and GCI are the most valued publications in the market.

Q2 If you could only receive two of these magazines, which would they be?

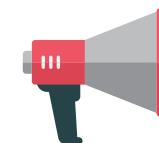
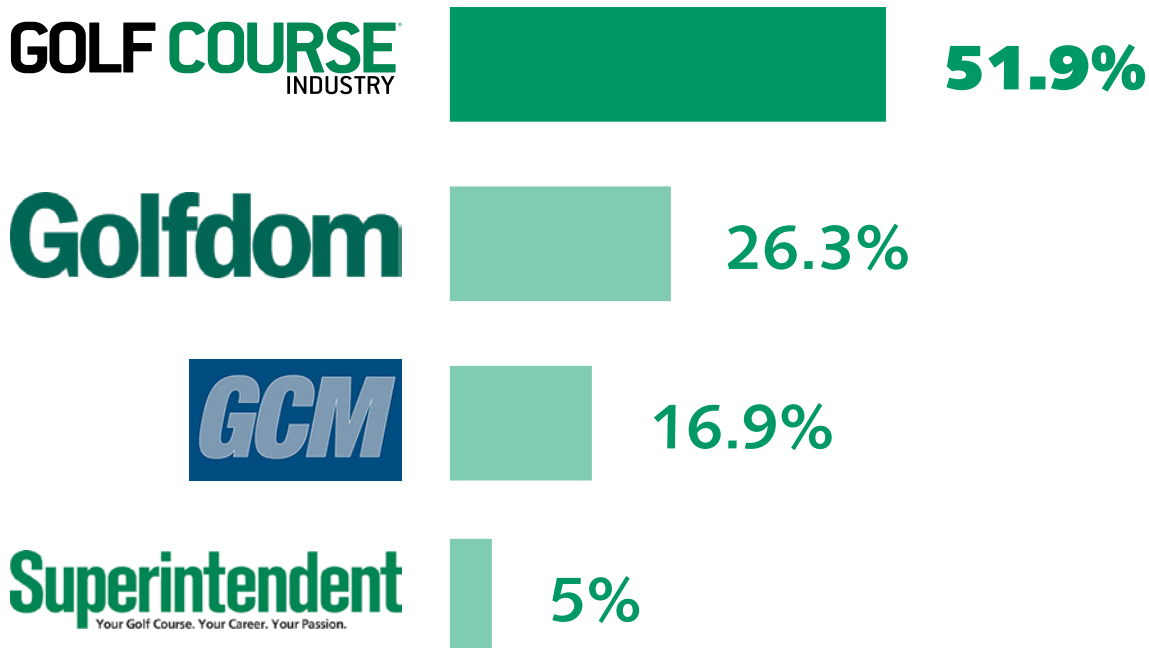


2016 Readership Study

Conclusion #3:

GCI is the undisputed leader in social and online media.

Q3 Which ONE has the best social media and online coverage?



2016 Readership Study

Conclusion #4:

Superintendents trust GCI for high-quality, credible content.

Q4 Which ONE has the best editorial leadership?

GOLF COURSE
INDUSTRY
Pat Jones



51.9%



Scott Hollister



22.5%

Golfdom
Seth A. Jones



21.3%

Superintendent
Your Golf Course. Your Career. Your Passion.
Lawrence Aylward



4.4%



GCI puts you in front of the entire market

- BPA-audited total magazine circulation: **25,519***
- BPA-audited total reach to superintendents: **14,068***
- 2016 average monthly unique web visitors: **17,935****
- 2016 average monthly page views: **34,704****
- Total 3rd-party emails for blasts: **9,300**
- E-newsletter distribution list: **13,781**
- Twitter followers: **11,105**
- Facebook followers: **2,972**

* June 2016 BPA Statement

** Google Analytics (January – August 2016)



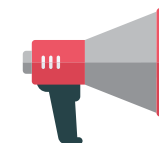
Our editors and writers are trusted experts

- **Pat Jones** – 30 years of media and communications leadership
- **Bruce Williams, CGCS** – GCSAA past president and career advisor
- **Tim Moraghan** – Former USGA championship agronomist
- **Henry DeLozier** – Golf's leading development and finance guru
- **Dr. John Kaminski** – Researcher and head of Penn State 2-year program
- **Jeffrey Brauer, ASGCA** – Course designer and society past president
- **Terry Buchen, CGCS, MG** – Globetrotting agronomic consultant



GCI delivers across all platforms

- Leaders in print readership
- New digital edition is vastly superior to flipbooks used by others
- Industry's leading website for news and product information
- Fast & Firm e-newsletter reaches 14,000 every two weeks
- Category and custom e-newsletters give sponsors exclusive positioning
- Industry's biggest Twitter feed and ranked #1 for social media coverage:
 - GCI exclusively hosts Social Media Awards and TweetUp at GIS
- Top-quality custom programs to deliver your message perfectly to:
 - Key customers
 - Prospects (including future supers)
 - Distributors, sales reps and supply partners
- State of the Industry research reports
- GCI Leadership & Technology Conferences



We support our clients

- We pride ourselves on being the industry's best news source
- We will share your news and important info via web and social media
- We connect you with our editors to ensure they know your products
- We regularly share market insights, research and ideas with clients
- **Tap into Pat Jones and his 30 years of industry knowledge:**
 - Market trends and demographic briefings for your team
 - Brainstorming new ideas and creative plans
 - Help connecting with distribution, finding sales talent, etc.
- **Experienced, professional sales team and the resources of GIE Media**
 - Leadership in the Lawn Care, Horticulture, Cannabis and Pest Control markets
 - Best industry database products (TMI)



We're passionate about the golf industry

- We take strong stands on behalf of readers and suppliers
- We promote the positive values of the golf/turf business
- We give our readers a voice:
 - The Turfhead Issue
- We give back to our community:
 - Frequent speeches, seminars and support for chapters and associations
 - Financial and promotional support for Wee One Foundation
 - Helping supers and others in times of need
 - Recognizing leadership and cheering for our readers and industry
- **We're in this for life. We're turfheads and we love what we do.**



Partner With Us in 2017

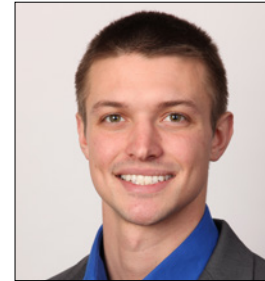
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