



Greetings fellow turf marketers!

I'm pretty excited about 2017. The core of the golf market is growing nicely, superintendents are finally getting some much-deserved recognition and feedback about what we're doing at *Golf Course Industry* has been terrific.

We do our best to listen to our partners and one thing you told us was "enough with the fancy-schmancy media kits." So, this year you'll find a simplified set of tools to help you create a good, integrated plan for 2017. Each one is highlighted below.

And, whether you're an experienced planner who knows the market or you're just breaking into the industry, we want to set up a time to answer your questions about trends in the golf business, customer demographics, digital and social media usage and how superintendents perceive products in your category. We have an incredible team of editors, designers and salespeople at your disposal. I hope you'll let us answer your questions and see if we can come up with a great solution for you together.

So, just click through below to start your planning process...and make sure to reach out to our sales team to set a time to brainstorm and come up with a truly new and innovative approach to 2017.

- **Five Keys to Marketing Success in Today's Golf Business**
- **Why You Should Partner with GCI for 2017**
- **Digital and Different: Our Coolest Custom Marketing Platforms**
- **GCI's 2017 Editorial Calendar**
- **Rates and Materials**

Set Up a Planning Call Now!

Thank you in advance for considering *Golf Course industry* as part of your 2017 selling effort. We promise to do a great job for you.

Best regards...

Pat Jones

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