

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



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

GOLF COURSE INDUSTRY



Pat Jones
Editor and Publisher
Golf Course Industry
pjones@gie.net
216-393-0253



Russ Warner
National Account Manager
rwarner@gie.net
216-393-0293



Craig Thorne
Account Manager
cthorne@gie.net
216-393-0232

