
Media Pack

www.womenandgolf.com

WOMEN & GOLF
LOVE THE GAME, LIVE THE LIFE

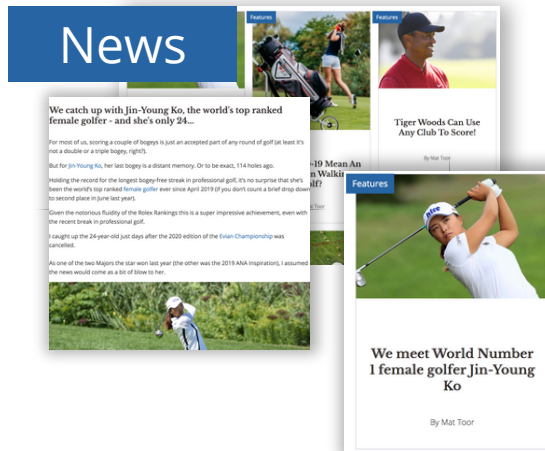


Introducing the UK's leading authority on women's golf.

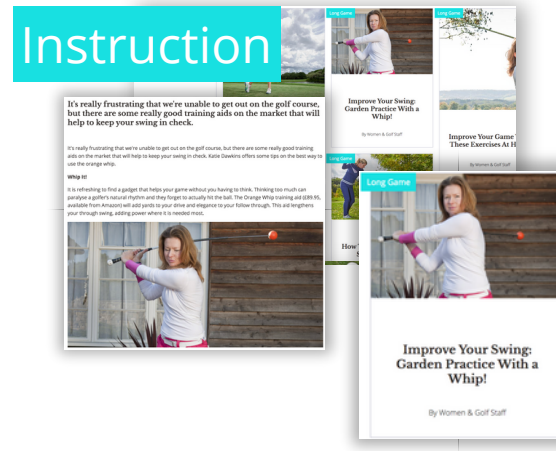
The established, 30-year-old brand is on a mission to grow the game and help women of all ages and abilities get the best out of the game they love.

www.womenandgolf.com provides news, tips, fashion, travel and more.

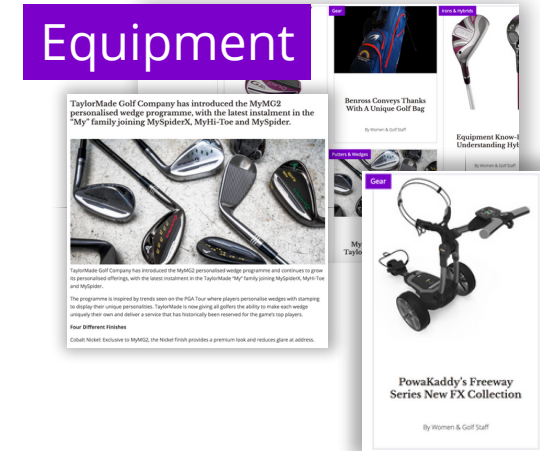
Editorial overview



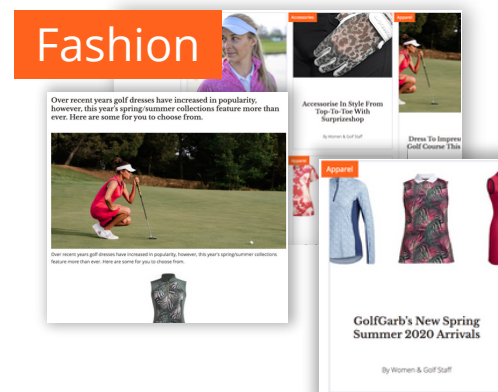
We bring the perfect mix of breaking news, topical debates, in-depth interviews and local updates.



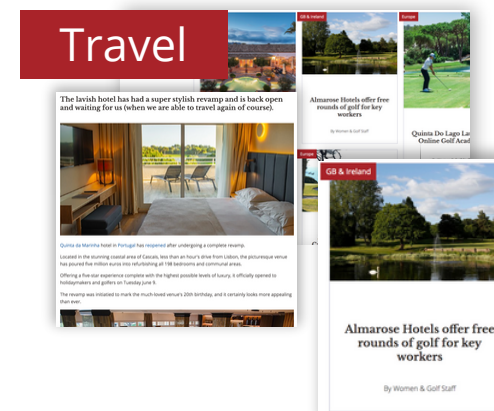
Handy videos from our expert instructor; designed to help our audience get the most out of their game.



From reader reviews to new releases, we provide the ultimate guide to golf gear and accessories.



Our team showcase the hottest looks for the course, including shoes, wet weather gear and reviews.



Those looking for some golf break inspiration, whether in the UK, Europe or further afield, will find everything they need in our reviews, features and itineraries.

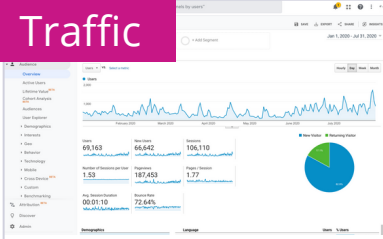
Monthly audience

Website



19,500
Unique Users

Traffic




47,000
Page Views

Social




16,000+
Social Followers

Subscribers



10,000+
Newsletter Subscribers

Members



2,700
Members

85%
Female

57%
Playing between
1-15 years

£46,717
Average HHI

96%
Active member
of a club

60%
Take 1 – 2 golf
holidays pa



Homepage

Advert

Rate

(per month)

Large leaderboard banner

£500

– (970 x 250 pixels)

Homepage – mid page large leaderboard banner

£390

– (970 x 250 px)

Homepage leaderboard

£350

– (970 x 90 px)

Section pages

Advert

Rate

(per month)

Large leaderboard banner

£450

– (970 x 250 pixels)

Double MPU

£250

– (300 x 600 px)

Sidebar

£200

– (300 x 250 px)





Creative solutions

Advert

Rate

(per month)

Editor's blog

£500

Bespoke sponsorship of blog with customised story

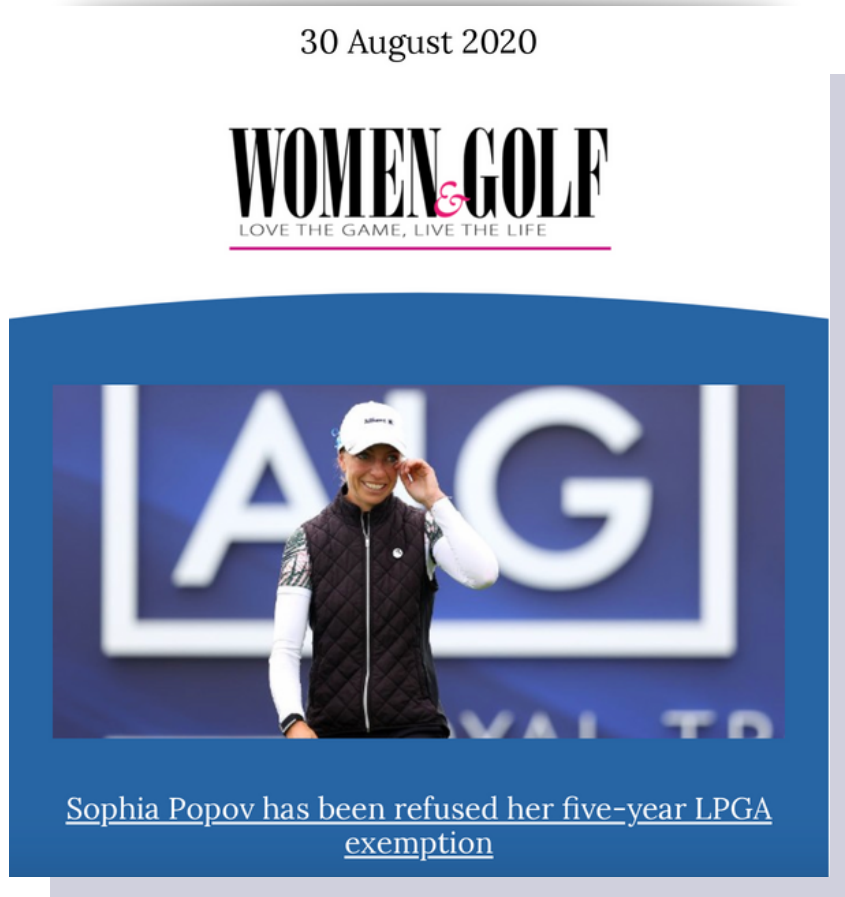
Section advertorials

£350

Content written & designed in W&G style to promote a specific brand, product or service. Includes social media posts,

Bi-weekly newsletter

- **Email subscribers:** 10,000
- **Average open rate:** 28.2%
- **Average click through rate:** 8.3%



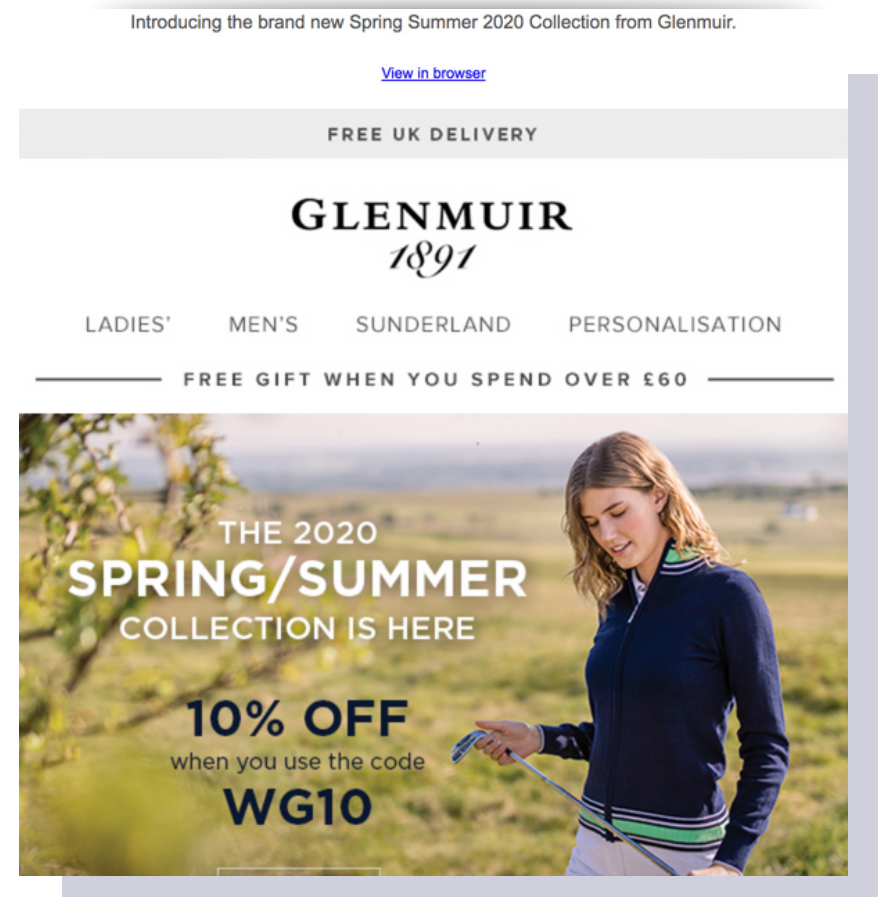
Horizontal banner

Positioned below Editor intro & above news articles (600 x 200 pixels)

£395

Solus broadcast

- **Email subscribers:** 10,000
- **Average open rate:** 24.6%
- **Average click through rate:** 3.8%



Solus broadcast

A bespoke message designed in client

£595

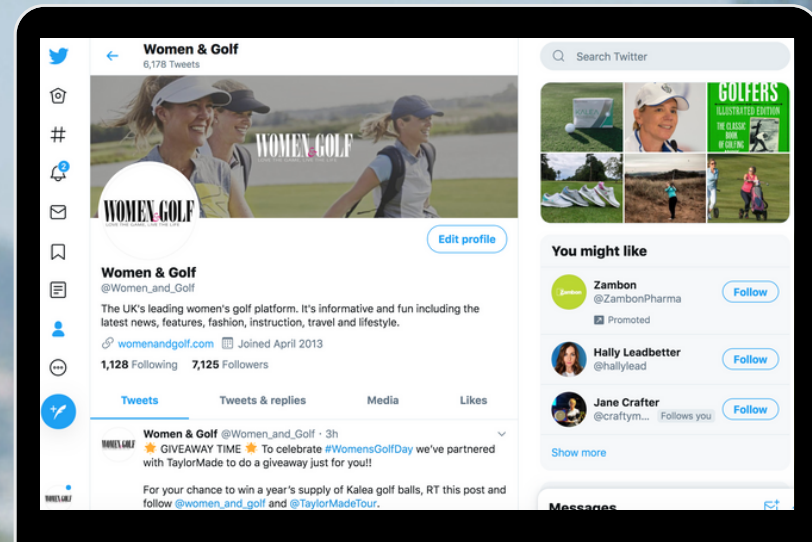
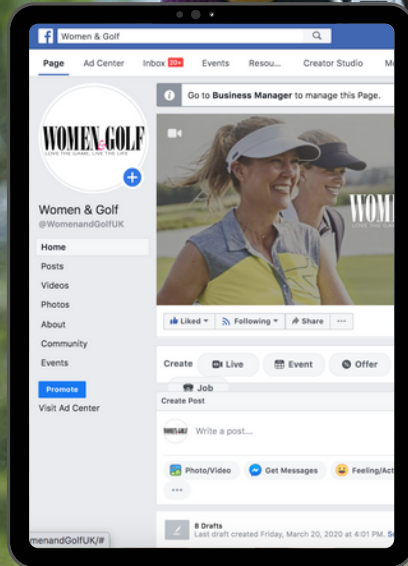
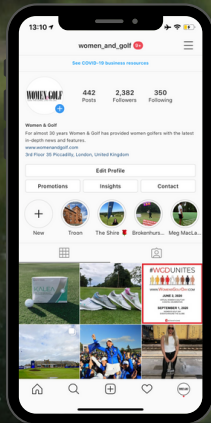
Social media

Social media for W&G Twitter, Facebook and Instagram

Article can be supplied to be shared to LinkedIn

£55

max 2 per month





WOMEN & GOLF

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Got another idea?

We have the flexibility to create and develop alternative promotional tools for you.
We still do bespoke print supplements. We have live events.
Talk to Jane

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