
Media Pack

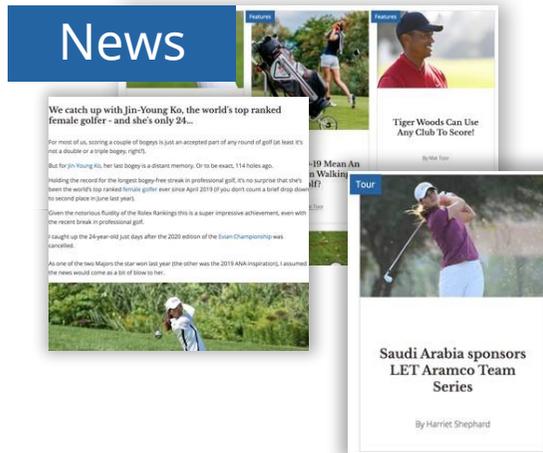
www.womenandgolf.com



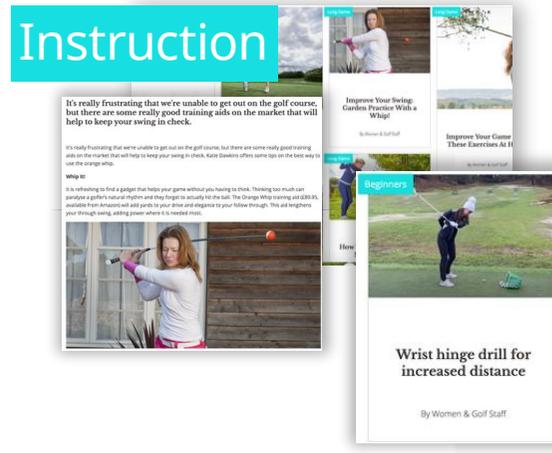
Introducing the UK's leading authority on women's golf.

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. Since October 2020 W&G has been a purely digital offering allowing us to interact with our audience in a more timely and targeted way.

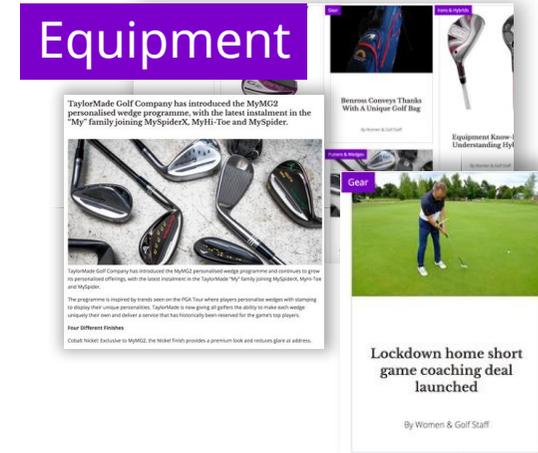
Editorial overview



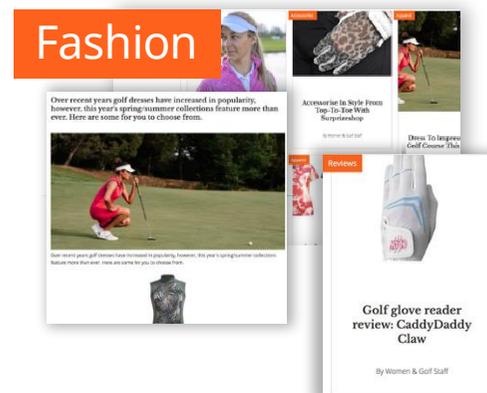
We bring the perfect mix of breaking news, topical debates, in-depth interviews and local updates.



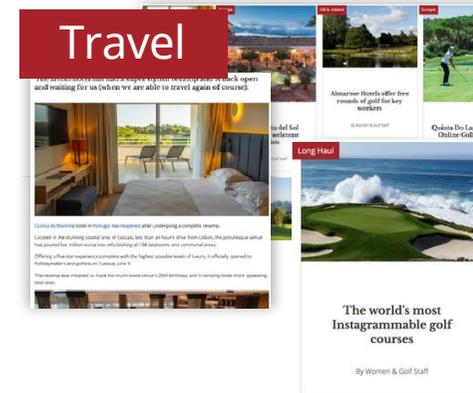
Handy videos from our expert instructor; designed to help our audience get the most out of their game.



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



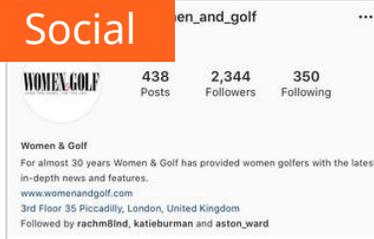
25,900+
Unique
Users

Traffic



46,300+
Page
Views

Social



20,800+
Social
Followers

Subscribers



11,100+
Newsletter
Subscribers

Members



2,000+
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)

Section – mid page large leaderboard banner

£390

– (970 x 250 px)

Section leaderboard

£350

– (970 x 90 px)

Section pages

Advert

Rate

(per month)

Large leaderboard banner

£350

- (970 x 250 pixels)

Double MPU

£250

- (300 x 600 px)

Sidebar

£200

- (300 x 250 px)





Creative solutions

Rate

(per month)

Editor's blog

Bespoke sponsorship of blog with customised story.

£595

Section advertorials

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

£500

Show me your collection

Editor conducts live interview to showcase client apparel/ hardware collection.

Includes social media posts.

£595

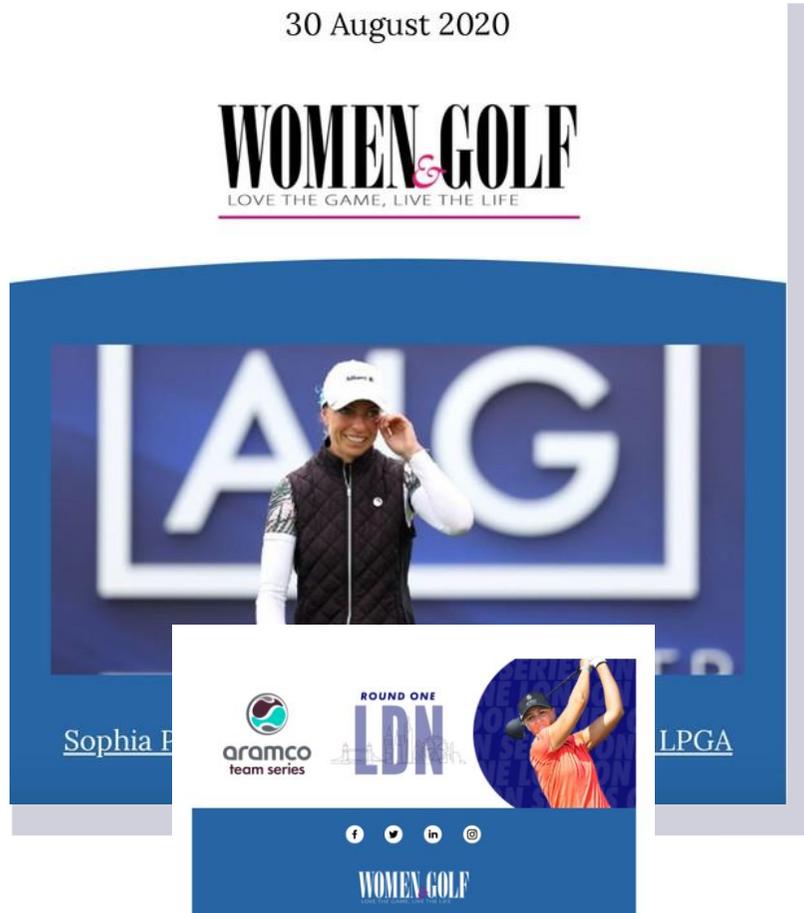
Programmatic Advertising

As well as finding new customers we can reach out to users who have already visited your website and entice them back to the site to engage further.

£ poa

Bi-weekly newsletter

- Email subscribers: 11,100
- Average open rate: 29.8%
- Average click through rate: 8.7%



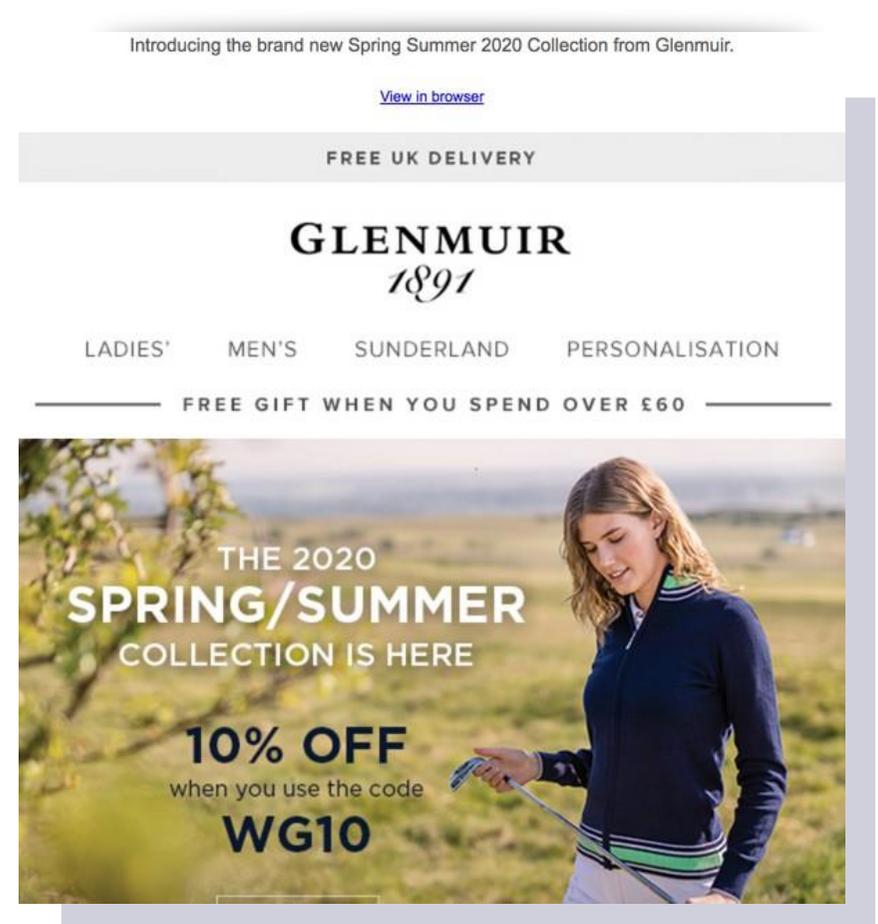
Horizontal banner

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

£395

Solus broadcast

- Email subscribers: 11,100
- Average open rate: 28.2%
- Average click through rate: 4.7%



Solus broadcast

A bespoke message designed in client

£595

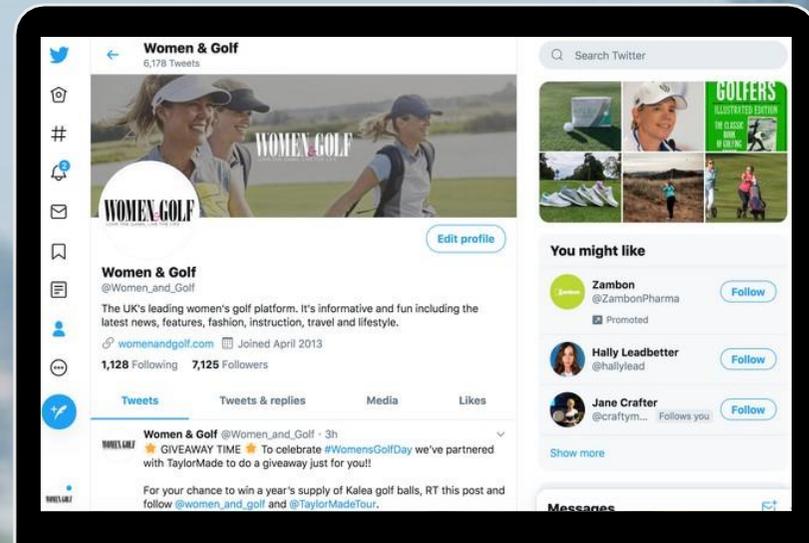
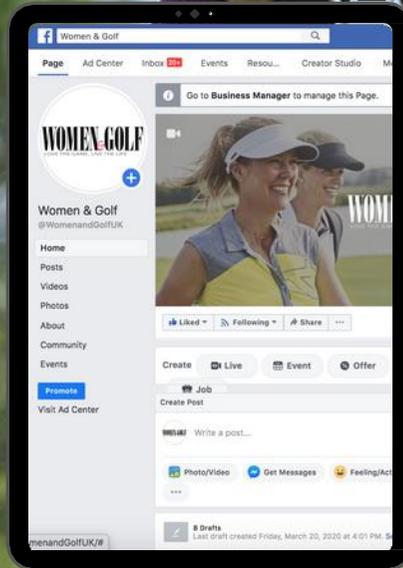
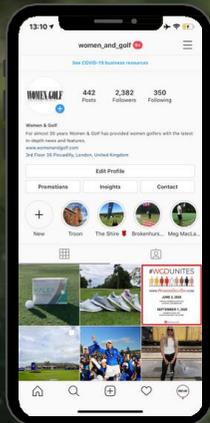
Social media

Social media for W&G Twitter, Facebook and Instagram

Article can be supplied to be shared to LinkedIn

£55 per post

max 2 per month





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

 Jane.lees@womenandgolf.com

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