

Media Pack

www.womenandgolf.com

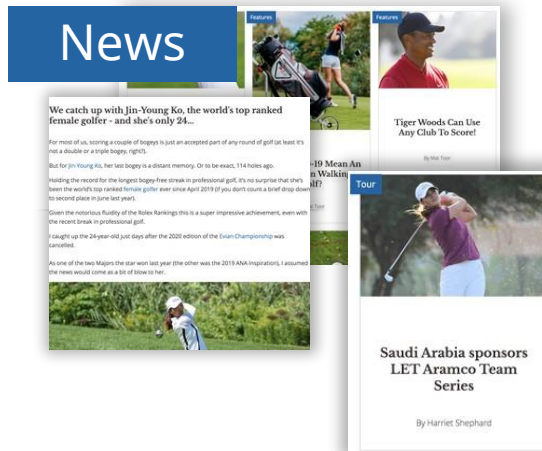


Introducing the UK's leading authority on women's golf.

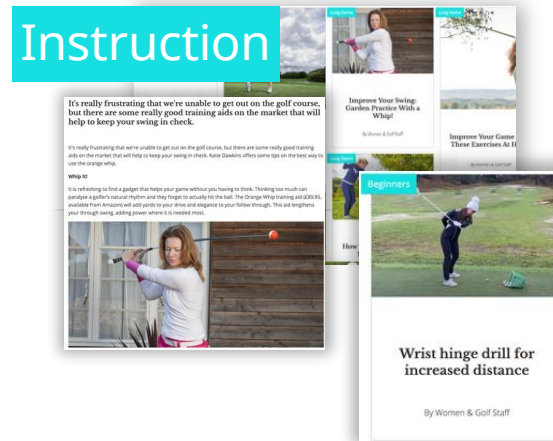
The established, 30+-year-old brand is on a mission to grow the game and help women of all ages and abilities get the best out of the game they love. Since October 2020, W&G has been a purely digital offering allowing us to interact with our audience in a more timely and targeted way.

Editorial overview

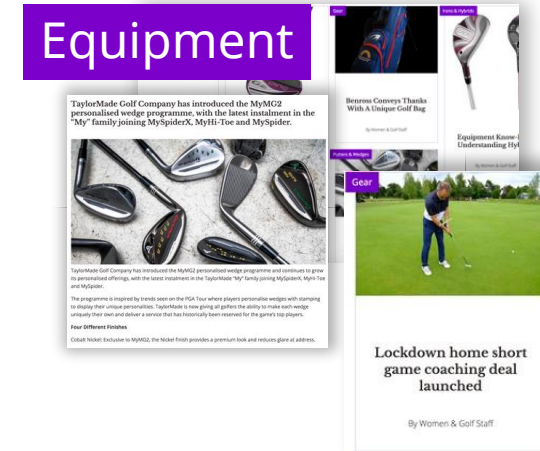
WOMEN & GOLF
LOVE THE GAME, LIVE THE LIFE



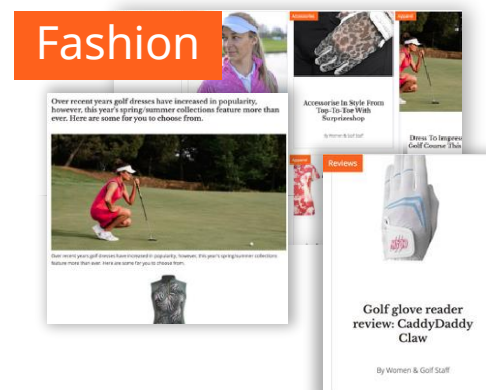
We bring the perfect mix of breaking news, topical debates, in-depth interviews and local updates.



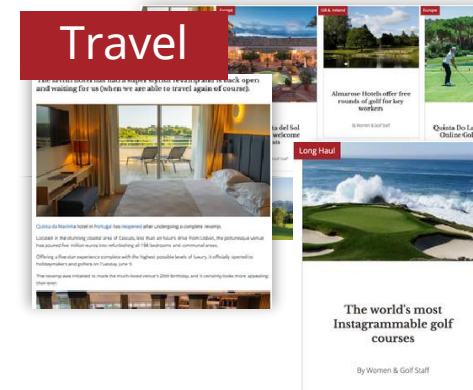
Handy videos from our expert instructors; designed to help our audience get the most out of their game.



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.

Audience



25,000+ Unique Users	40,500+ Page Views	26,800+ Social Followers	12,100+ Newsletter subscribers	1,100+ Members
Website:		Followers:	84% female	97% female
Geo: UK 56% US 20% Ireland 3% Germany 3%		Facebook 8,300+		Geo: UK 99%
		Twitter 8,700+		
		Instagram 6,300+		

96% active member of a Club

57% playing between 1-15 years

TRAVEL STATS
> 36% take 1+ long haul holidays each year
> 43% spend > £2,000+ on long haul golf holiday
> 53% spend > 7+ days on a long haul trip

Homepage

Advert

Rate

(per month)

Large leaderboard banner

£500

– (970 x 250 pixels)

Section – mid page large leaderboard banner

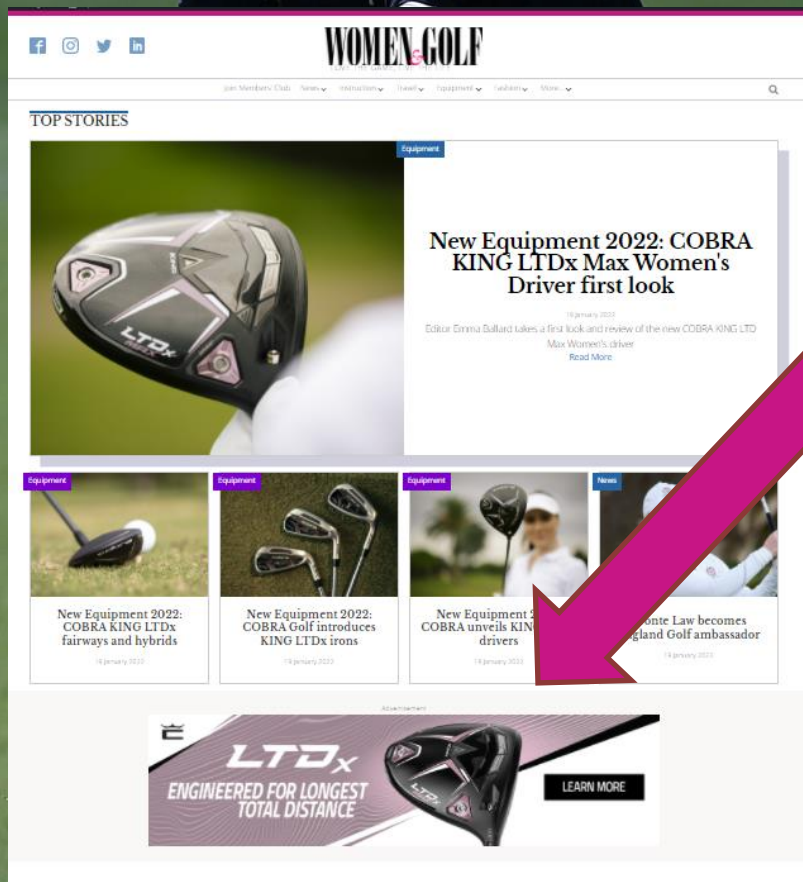
£390

– (970 x 250 px)

Section leaderboard

£350

– (970 x 90 px)



Section pages

Advert

Rate

(per month)

Large leaderboard banner

– (970 x 250 pixels)

£350

Double MPU

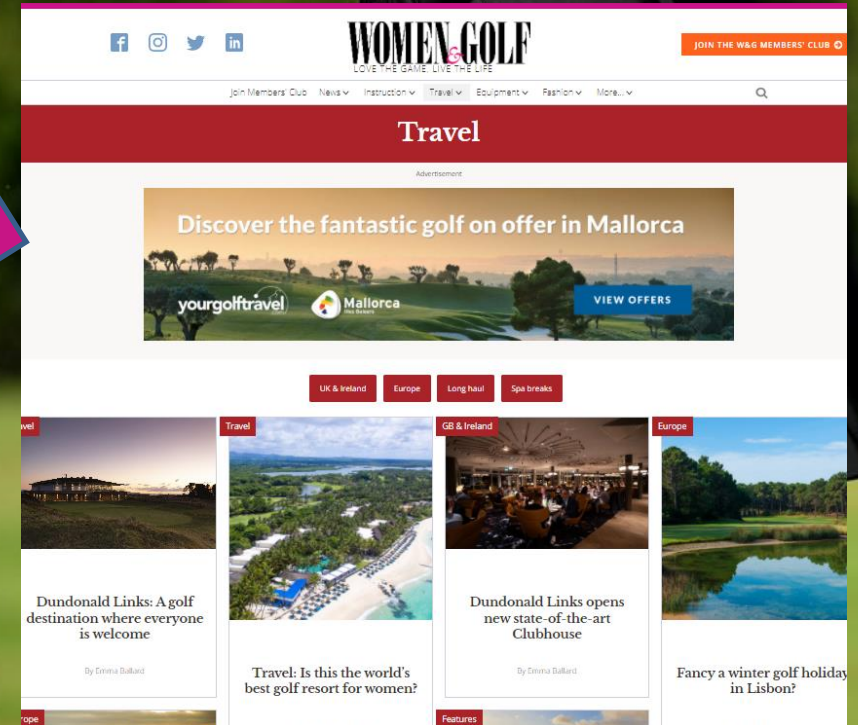
– (300 x 600 px)

£250

Sidebar

– (300 x 250 px)

£200





Creative solutions - *examples*

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

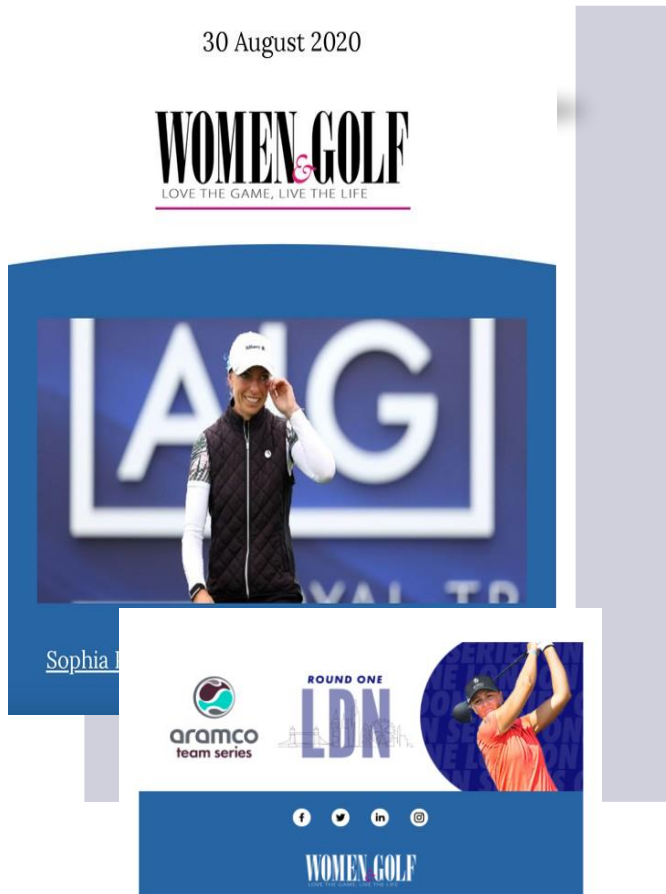
Programmatic Advertising

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

C Bi-weekly newsletter

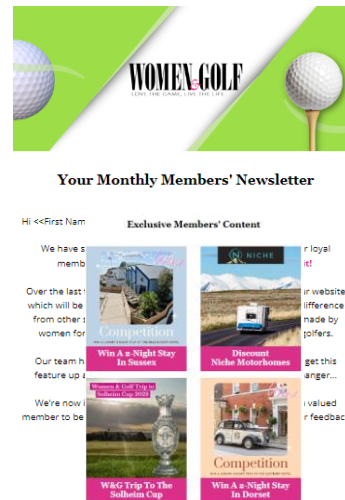
- Email subscribers: 12,100
- Average open rate: 38.0%
- Average click through rate: 5.7%



Horizontal banner **£395**
Positioned below Editor intro & above news articles (600 x 200 pixels)

3 Members Monthly Newsletter

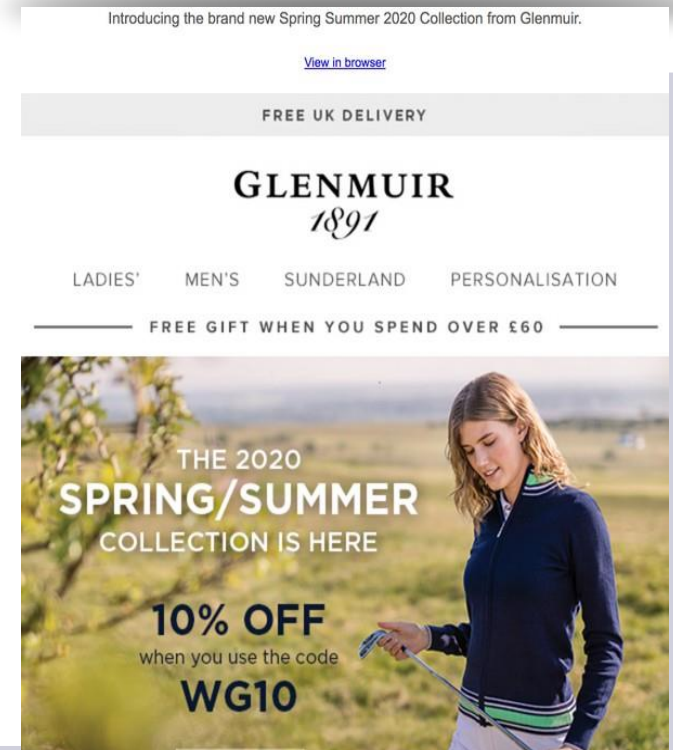
- Email subscribers: 1,100
- Average open rate: 67.2%
- Average click through rate: 12.0%



£POA

Solus broadcast

- Email subscribers: 12,100
- Average open rate: 37.2%
- Average click through rate: 1.5%



Solus broadcast **£595**
A bespoke message designed by client

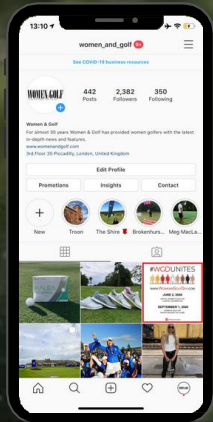
Social media

Social media for W&G Twitter, Facebook and Instagram

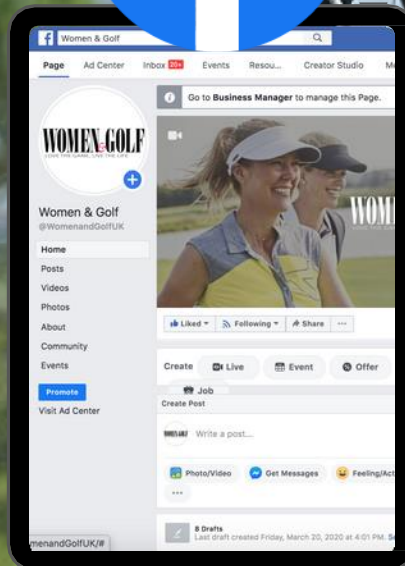
Content will also be shared on our fledgling LinkedIn and TikTok channels

**£55 per post/
story/ reel**

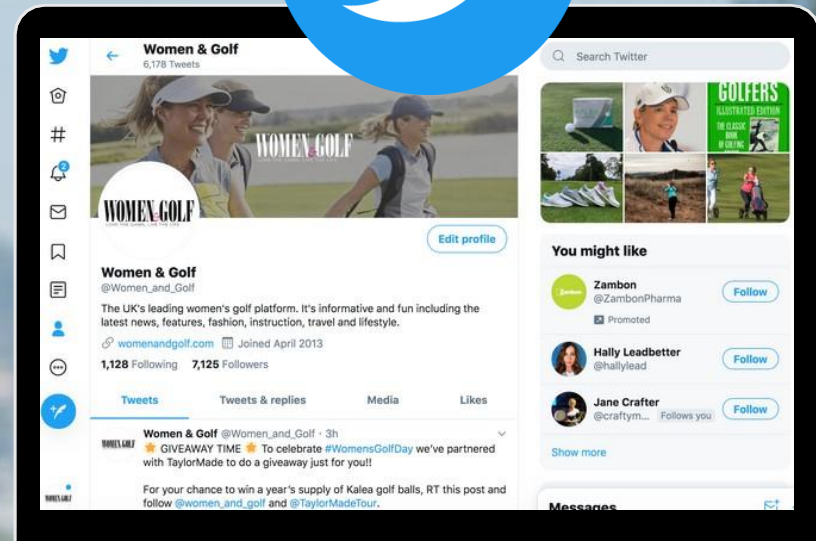
max 2 per month



Reach 50k per month



Reach 23k per month



Impressions 40k+ per month

As at October 2022



The Traveller

Rate
(per annum)

Page Advertising

Client advert – half page, full page, DPS.

£300-1200

Advertorial

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

£500

Insert

Custom piece provided by client (max size 185 x 250mm).

£380



The Ultimate Guide

Rate

Brochure

£4,800

A4 stapled brochure – 16pp.

Content written & designed in W&G style with content provided by client to promote a specific brand, product or service.

Includes client customised adverts.
Includes social media posts.

Brochure

£7,200

A4 stapled brochure – 24pp.

Content written & designed in W&G style with content provided by client to promote a specific brand, product or service.

Includes client customised adverts.
Includes social media posts.



Had 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



+44 (0)7958 907674