



**WOMEN & GOLF**  
LOVE THE GAME, LIVE THE LIFE

**WOMEN & GOLF**

A PERFECT [GOLFING] PARTNER FOR 2024

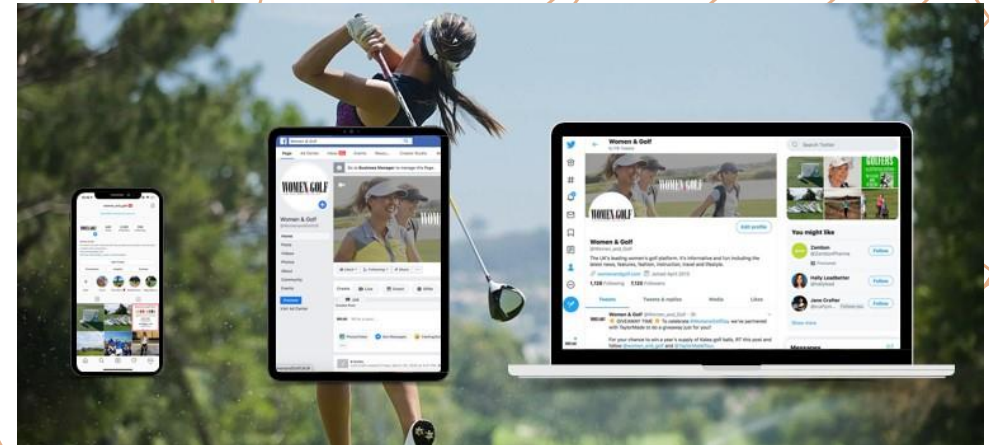
# ABOUT US

At Women & Golf, we pride ourselves on being the most authoritative source of information on the game we love.

We've been leading the charge in trying to grow the women's game and encouraging more women and girls of all ages into this brilliant sport.

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.

We are the **only** media brand specifically dedicated to this niche and growing market.



# EDITORIAL OVERVIEW

## NEWS

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

## INSTRUCTION

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

## EQUIPMENT

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

## FASHION

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

## TRAVEL

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

# CONTENT

In addition to our weekly reporting on news, instruction, fashion, equipment and travel, we cover a host of **live tournaments**.

In 2023 this included:

- **5 women's golf majors** – including onsite coverage of the AIGWO at Walton Heath
- **Rose Ladies Series** – onsite coverage
- **Aramco Team Series** – including onsite coverage at Centurion
- **Solheim Cup** – including onsite coverage at Finca Cortesin plus PING Junior Solheim Cup at **La Zagaleta**

We also ensure we bring our readers news of the Men's Majors & the Ryder Cup



# AUDIENCE

## WEBSITE

- 25,000+ monthly unique users
- 40,000+ page views per month
- 1.2M million ad impressions per month

## NEWSLETTER SUBSCRIBERS

- Twice weekly newsletter sent to 11,000+ opt-in subscribers
  - 40% open rate, 5% click thru rate
  - 86% female readership

## SOCIAL

- Four active channels – Facebook, Instagram, X (Twitter) & TikTok (27,000+ followers)
- Business channel – LinkedIn (4,200+ followers)

## MEMBERS

- Monthly newsletter sent to 900+ members paying £29.99 annual subscription
  - 70% open rate, 15% click thru rate
- Members pay £29.99 annual subscription, 99% female

# PRICES

## WEBSITE

- Start from £395

## SOCIAL

- Start from £65 per post

## NEWSLETTER SUBSCRIBERS

- Start from £395 per story
- £495 per banner

## MEMBERS

- Start from £595 per story
- £750 per solus broadcast

## CUSTOMISED CAMPAIGNS

We have found a co-ordinated campaign via a mixture of channels has worked better for clients. Talk to us about how our channels including live events can promote your products and services to an engaged and receptive audience.

# CREATING COMPELLING CAMPAIGNS

## EXAMPLES

- Creating an annual [editorial & promotional](#) campaign for tickets for a **women's Major tournament**
- Promoting a **major Italian footwear** brand through a [live event with shopping experience](#)
- Creating an annual content campaign for a **major equipment brand** including launch of new clubs
- Creating an [editorial](#) & marketing campaign for a **new women's healthcare company** to promote supplements
- [Editorial coverage](#) of the **bi-annual women's team event** including a hosted trip with W&G Members to the event itself



# MEET THE TEAM



EMMA BALLARD

Editor



JANE LEES

Head of Sales &  
Marketing



KIM WILD

Chairwoman



Established

1991





# THANK YOU

Jane Lees

+44 (0) 79 5890 7674

jane.lees@womenandgolf.com

[www.womenandgolf.com](http://www.womenandgolf.com)

