

2018 MARCH GUIDE

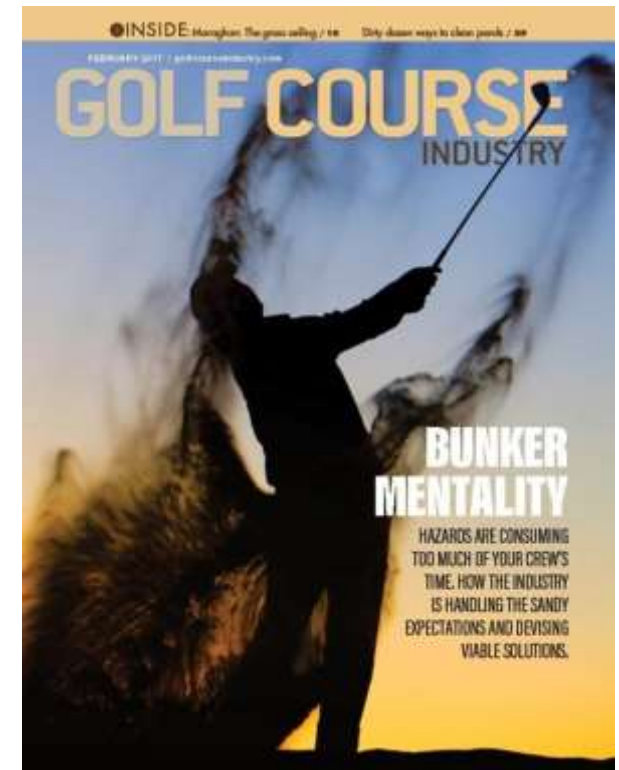
MARKETING

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
- 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
- Also partnering with GIE Media...



Lawn & Landscape

PCT
PAPER CONVERSION TECHNOLOGY

Greenhouse
MANAGEMENT

Nursery
MANAGEMENT

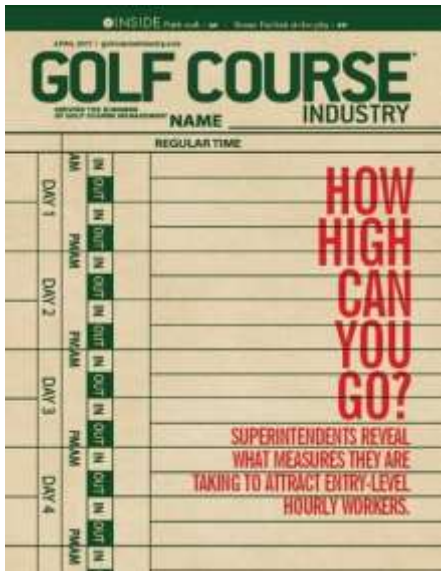
CANNABIS
BUSINESS TIMES

SNOW
MAGAZINE

Proven Engagement

In a recent blind study of superintendents, GCI was ranked #1 for:

- Overall combined print and digital content
- Best social media and online coverage
- Best editorial leadership



Reach the entire market

- BPA-audited total magazine circulation: **25,519***
- BPA-audited total reach to superintendents: **14,068***
- 2017 average monthly unique web visitors: **17,935****
- 2017 average monthly page views: **34,704****
- Total 3rd-party emails for blasts: **9,300**
- E-newsletter distribution list: **13,900**
- Twitter followers: **13K+**
- Facebook followers: **3,500+**

* June 2017 BPA Statement

** Google Analytics (January – August 2017)

New for 2018...

- **Our Turf:** Monthly sponsored content program for companies to tell their own story in print, digital and social media.
- **Pat Jones Presents:** Our publisher hosts an entertaining multi-part video series to give you a platform to tell your company or product story.
- **Expanded Category E-newsletters:** We expanded one of our most popular products to include new topics and more social media coverage.
- **Podcasting Series:** Tell your story in podcast form with a 3-part series on our Superintendent Radio Network.
- **Homepage Wallpaper:** Guaranteed high visibility with wallpaper ads that surround our site content.

New for 2018...

Intelligent Content Marketing

- An exclusive new GIE process that takes lead nurturing and retargeting to a new level.
- Delivers advertising to people based on the type of content they read on GCI's website.
- Using intuitive marketing automation, we can deliver custom content or a specified ad message to that target audience.
- Allows you to create a unique marketing campaign to reach customers who are focused on your category/product.

Our top marketing solutions

- **Custom E-newsletters:** Our editors and designers create custom content to engage readers with your product messages. Simple and effective.
- **Bundled Print/Digital Programs:** Create an affordable combination of print, web, e-newsletter ads and e-blasts to meet your specific needs.
- **Lightbox “Blocker” Web Ads:** 500x500 web display ads that must be viewed before visiting the site.
- **Sponsored Feature E-news Positions:** Insert your message in an attention-getting boxed position on our award-winning Fast & Firm e-newsletter.

2018 Editorial Calendar

	AGRONOMICS	PESTS & DISEASE	WATER & IRRIGATION	SPOTLIGHT
January	Poa	2018 Pest & Disease Forecast	Pump Stations	Non-Golf Areas
February	Spring Nutrition	Anthracnose	Pond Pests	Bunkers
March	Winterkill	Grub Control	Irrigation Heads	Mowing
April	Topdressing & Cultivation	Patch Disease	Irrigation System Maintenance	Aeration & Coring
May	Greens Management	Nematodes	Pond Management	Spreaders & Sprayers
June	PGRs	Pythium	Drainage	Carts & Batteries
July	Heat Stress	Disease Suppression	Irrigation Data Management	Sharpening & Grinding
August	Dyes & Colorants	Southern Pest & Disease Forecast	Water Quality	Tee Boxes
September	Fall Nutrition	Fall Applications	Irrigation System Overhaul	Greens Covers
October	Topdressing & Cultivation	Four-Legged Critters	Nozzles	Heavy Equipment
November	Fairways	Insects	Probes & Handheld Meters	Tree Care
December	The Turfhead Issue	Readers	Take	Over!

Each issue closes about the 15th of the prior month. Materials are due around the 25th. GCI mails about the 12th of each month. Production question? [Contact your GCI Rep.](#)



Have a question about a topic, a story idea or a press release to submit? Contact our editorial team:

Pat Jones
 Editorial Director
pjones@gie.net
 216-393-0253



Mike Zawacki
 Editor
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 216-393-0301



Guy Cipriano
 Senior Editor
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 216-393-0230



PRINT

Golf Course Industry will calculate custom, bundled print rates based on your specific branding needs and your combined print and digital program with us. We also offer better rates for clients working with our GIE Media sister publications. Call us today to talk about your needs and we'll develop the right integrated program at the right price to help you drive your sales in the golf course market.

Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 50-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7^{7/8}" x 10^{1/2}".

Digital Files and Specifications For Print: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For information, contact Caitlin McCoy at 216-393-0244 or at cmccoy@gie.net.

Special Regional and Demographic Advertising Rates: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 1/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 1/8"
1/3 Page Vertical	2 3/8"	10"
1/4 Page Square	3 3/8"	4 1/8"
1/6 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/8"	4 1/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

DIGITAL

Website	
Leaderboard	\$1,699
Prime Plus Square	\$845
Prime Tower	\$1,599
Light Box	\$4,799

All prices are net rates.

eNewsletters	
Prime Plus Square	\$1,199
Bottom Leaderboard	\$599
Sponsored Feature	\$1,599

All prices are net rates.

Leaderboard
728x90 pixels

Prime Plus Square
300x250 pixels

Prime Tower
300x500 pixels

Lightbox
500x500 pixels

Prime Plus Square
300x250 pixels



eBlast pricing: \$1,050 initial setup, includes 2,000 emails, \$18 per email thereafter. Our third party email list is roughly 9,000 emails.



Have a question about rates, materials, deadlines or bundled programs? Contact Russ or Craig:



Russ Warner
National Account Manager
rwarnergie.net
216-393-0293



Craig Thorne
Account Manager
cthornegie.net
216-393-0232



Caitlin McCoy
Advertising Production Coordinator
cmccoy@gie.net
216-393-0244

Our authors 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

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.
- **Best industry database products (TMI)**
- **Experienced, professional sales team and the resources of GIE Media**
 - Leadership in the Lawn Care, Horticulture, Cannabis and Pest Control markets

A passion for our market

- **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 2018



Pat Jones
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