



**GNN**

# **GOLF NEWS NET ADVERTISING**

Reaching golfers everywhere

**Written. Audio. Video. Social.**

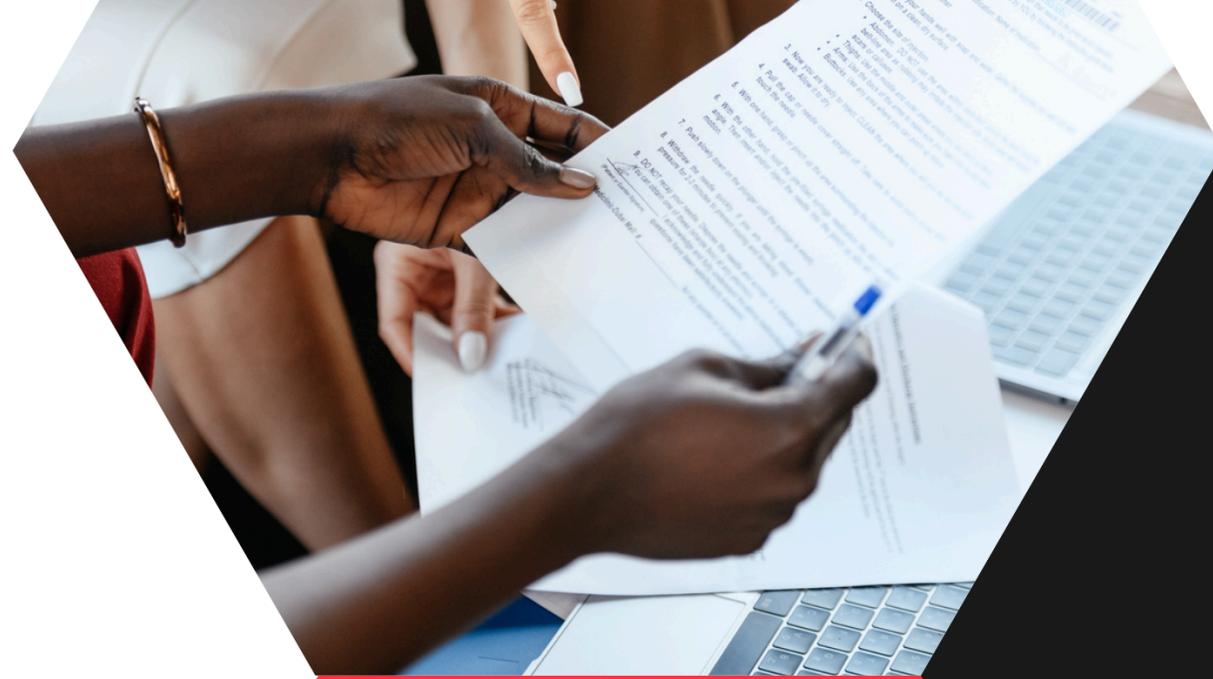


# **Golf News Net reaches golfers everywhere**

**Golf News Net reaches millions of golfers every month. Our 24/7 FAST TV channel, website, 24/7 radio station, newsletters, social channels, on-demand podcasts & video channels and apps connect with golfers around the world.**

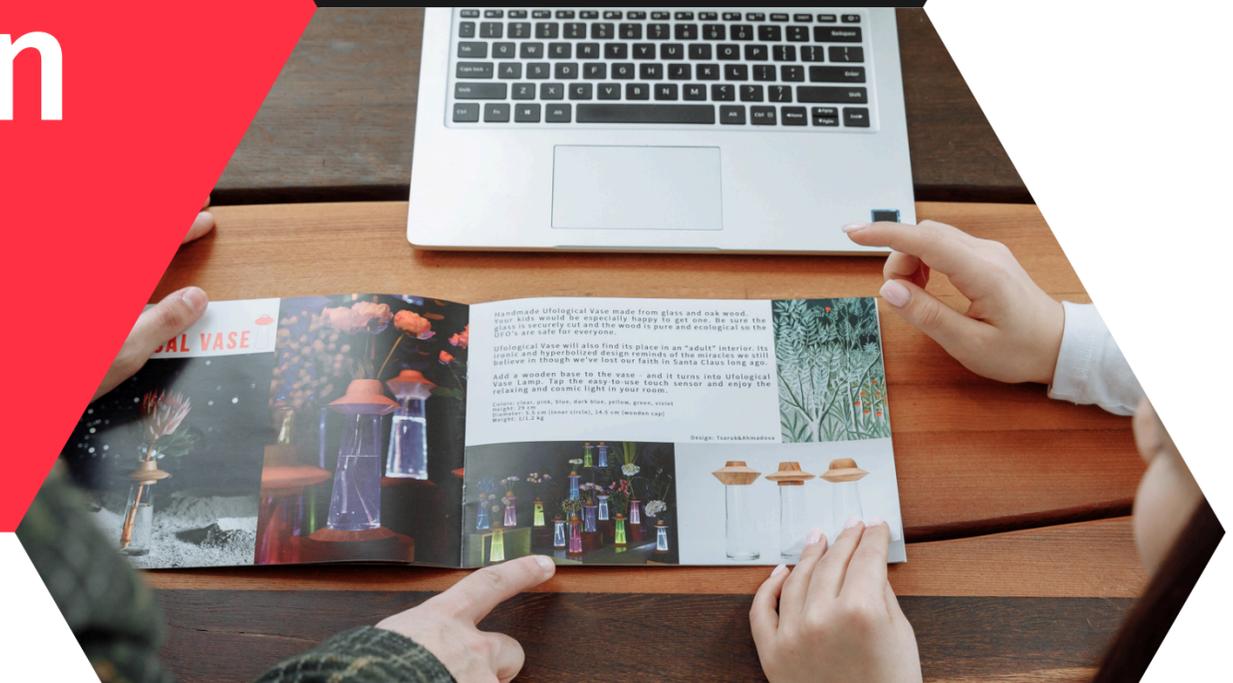
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# Reach



Total Reach  
**7 million**

Website Users  
**1.5 million**



**Golf News Net delivers for golfers and golf fans.**

We provide our audience with what they need to know about golf.

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## **Our diverse content mix connects.**

Golf News Net reaches more than 1.5 million golfers per month on our website and millions more through our social, audio and video channels. Our content covers the game broadly, reaching professional golf fans and recreational golfers alike, with our diverse offering.

## **Get your message in front of golfers.**

- TV commercials and sponsored content
- Display advertising
- Newsletters
- Video and audio programming sponsorship
- On-site activations and experiences
- Native content: How-tos, reviews and more
- Affiliate programs: Deals, reviews
- Recommendations: Where to go, what to buy

**GNN TV is a first-of-its-kind golf hub.**

Diverse video content is available to millions on every screen.

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## **GNN TV is here.**

GNN TV is a 24/7 FAST TV channel which launched in September 2024 on our website, OTT apps (Roku, Amazon Fire and Apple TV), as well as many streaming platforms and through out-of-home partners and businesses. With live competitive golf, live talk content and TV-ready series, GNN TV has something for every golf fan. All of our live video content is also available on-demand, with much of it viewed by millions on our video channels.

## **Connect with golf fans worldwide.**

- Integrated advertising: Sponsored content in commercial breaks
- Show and station presenting sponsorships
- Native content: Guests, audio vignettes
- In-person visits and promotions
- Traditional TV commercials

# GNN Radio + iHeartMedia is a big megaphone.

Diverse audio content covering every major topic in the game.

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## GNN Radio is here.

GNN Radio is a 24/7 golf talk platform which launched in October 2022 on all iHeartMedia digital platforms, including their mobile, TV and auto apps, as well as all smart speakers. Our station averages 75,000 live listeners each month, while iHeartMedia reaches approximately 40 million listeners per month through their platforms. All of our audio content is available on-demand, with much of it viewed by millions on our video channels.

## Let golfers hear your message.

- Integrated advertising: Live reads heard live and on-demand
- Show and station presenting sponsorships
- Native content: Guests, audio vignettes
- In-person visits and promotions
- Traditional radio spots

# Golf News Net video content reaches millions

Daily golf video content is syndicated around the world.

The logo for Golf News Net (GNN) is displayed in a bold, red, sans-serif font. It is positioned in the top right corner of the slide, set against a white background that is partially framed by a red diagonal shape.

## Feel seen with GNN video.

GNN video content is produced seven days per week and reaches millions monthly with our owned-and-operated properties, as well as through our syndication partners at SendToNews, CMC and Video Elephant. Our content engages audiences on current topics in the game.

## Let golfers see your message.

- Integrated advertising: Live reads heard live and on-demand
- Show and station presenting sponsorships
- Native content: Guests, audio vignettes
- In-person visits and promotions
- Dedicated pre-roll buys in O&O network and scaled with syndication partners

**Get with the in(box) crowd with GNN newsletters.**

Our newsletters get opens and clicks.

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## **Our audience loves to read The Break.**

Golf News Net's The Break, our twice-weekly newsletter, has a 33% open rate. Our audience loves to be updated quickly and efficiently on what's happening in the golf world, complete with links to our content and our sponsors' message.

## **Use The Break to sink the putt.**

- One sponsor per newsletter
- Link to your content
- Campaigns and calls to action thrive
- Readers trust our recommendations

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## Demographics

Our affluent audience loves golf and represents active players

- **Gender:** Male – 75%, Female – 25%
- **Age:** 25-54 – 46%, 55+ – 54%
- **Kids in Household:** No Kids – 54%, Kids – 46%
- **Household Income:** 36% make more than \$100,000 per year
- **Education Level:** College Degree – 50%, Post-Graduate Degree – 24%
- **Devices:** Mobile – 72%, Desktop – 28%
- **Biggest Cities:** 1. Los Angeles, 2. New York, 3. Chicago, 4. Atlanta, 5. Dallas

# GNN Contact



**Ryan Ballengee**

Founder

Email: [ryan@thegolfnewsnet.com](mailto:ryan@thegolfnewsnet.com)

Phone: 443-889-5000