

BALLS & bogeys

If you're not familiar with [Balls & Bogeys](#), we forgive you. We're a new golf media outlet. We're not stodgy, nor long-winded. We like to have fun with golf. Giveaways. Instruction. Social Media. And just enough news to keep you informed.

Our digital ad inventory/weekly cadence:

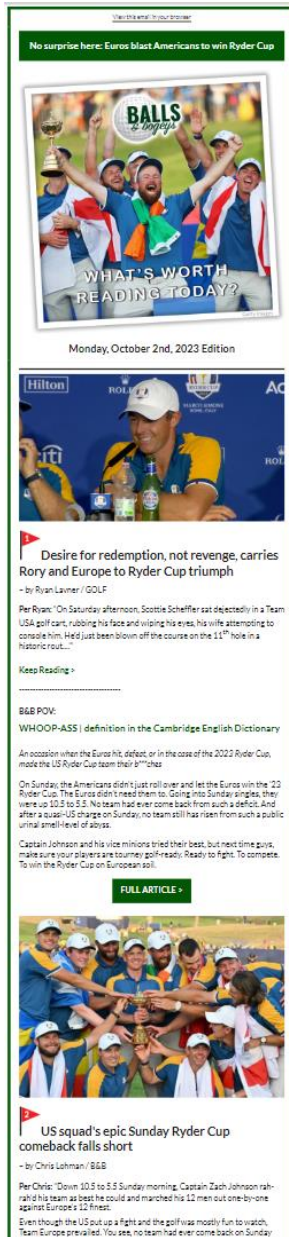
- No more than one dedicated ad email per week
- Weekly newsletter (Sponsorship, advertorial, and banners available.)
- Periodic emails promoting our biggest promos (Sponsorships/partnerships available.)

Audience size and make-up:

- 180k+ opted-in database of avid golfers
- Aver. Open Rate = 36%; Aver. Click Rate = 1.5%
- 72% Male
- Aver. age is 56
- Aver. HHI \$165k
- Aver. Net Worth \$1.35M
- 85% go on 2-3 golf trips/vacations per year
- Play an aver. of 70+ rounds of golf per year
- 70% are members of private clubs or card holders
- 64% spend more than \$1,000 annually on golf equipment and apparel

Media Cost:

- Email
 - Dedicated ad email - \$3,750 per (\$21 CPM); \$3,250 2x (\$18 CPM)
- Newsletter
 - Advertorial placements - \$1,000 per newsletter; \$750 2x
 - Banners - \$750 per newsletter; \$500 2x
- Promotion sponsorship
 - Presenting sponsorship - \$7,500-\$15,000
 - Prize partner sponsorship - \$2,500-\$5,000
 - Cash + Trade payment options
 - Partners include PGA Tour events, PGA of America Sections, State Golf Associations and leading golf-endemic companies
 - Promo aver. impressions = 1M+; Average unique entries/entrants = 12k-15k



Sample Newsletters
April 15, 2024 ([click](#))
Feb. 19, 2024 ([click](#))
Oct. 2, 2023 ([click](#))

Click each image above to view promo.
For more examples, [click here](#).

Interested in advertising/promotions? Please contact Chris Lohman at chris@saintst.com.

[Balls & Bogeys](#) is the media arm of [Saint St. LLC](#)



© 2004