

# BALLS & bogeys MEDIA KIT

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
- Average Open Rate = 37%
- Average Click Rate = 1.5%
- 72% Male
- Average age is 56
- Average HHI \$165k
- Average 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



Business as usual for Scottie

Monday, December 9th, 2024 Edition

**Scottie Scheffler is inevitable, winning Hero World Challenge to close out record season**  
— by Joel Beall / Golf Digest

Per Joel: "He started the day one back, although had the tournament on ice over the final holes. In reality, the issue was never in doubt as soon as his name appeared in the field. What happened at the Hero World Challenge was what happened throughout 2024: like continental drift or the day turning to night, Scottie Scheffler is inevitable..."

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B&B POP: As far as non-PGA TOUR/DP World Tour events go for having stacked baller fields, Tiger's Hero World Challenge, which concluded Sunday in the Bahamas, has unquestionably the strongest. Sorry LIV: even you guys come in behind Tiger's "lul" roster with friends. SHOCKER: Scheff won running away by six shots, even though he started the last round one stroke behind. The final tally for his 2024 campaign - nine wins and \$30M+ in total earnings. \$62.5M if you count the bonus pool greenbacks. Crazy.

FULL ARTICLE >

FEATURED GOLF DEALS  
Save Up to 75% Off Golf Gear

Save Big on Golf Gifts from our Favorite Brands!

Save hundreds of dollars on golf gear and accessories by shopping our favorite partner deals. Click the button below and get something for everyone on your list...and perhaps yourself, too!

SHOP GOLF DEALS >

Interested in advertising/promotions? Please contact Chris Lohman at [chris@saintst.com](mailto:chris@saintst.com)  
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## Media cost:

### • Email

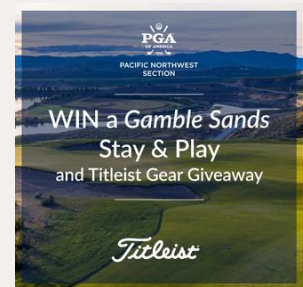
- Dedicated ad email - \$3,750 per (\$21 CPM); \$3,250 2x (\$18 CPM)

### • 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



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

## Sample Newsletters

December 9, 2024 ([click](#)) | April 15, 2024 ([click](#)) | Feb. 19, 2024 ([click](#))

Interested in advertising/promotions? Please contact Chris Lohman at [chris@saintst.com](mailto:chris@saintst.com)  
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