



# LINKS®

THE BEST OF GOLF™

**2024 MEDIA KIT**



# MISSION STATEMENT

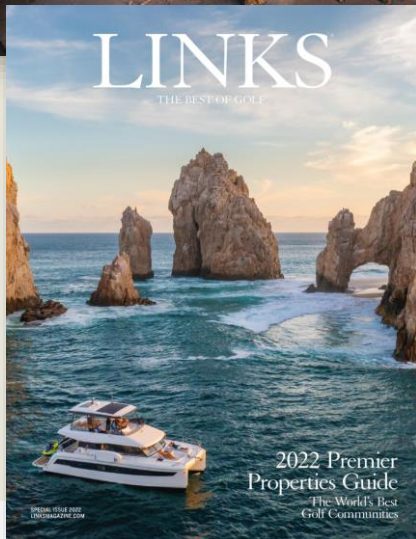
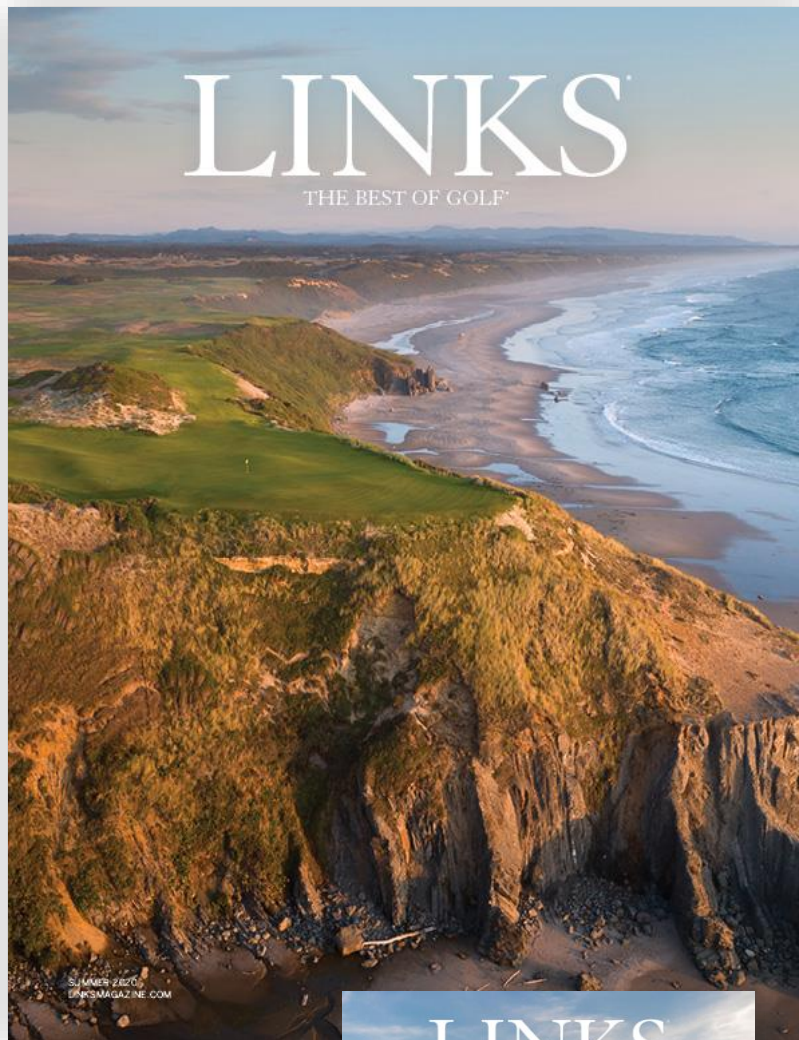
There's a big beautiful world of golf out there, and the smartest way to explore it is through LINKS Golf Media, where you'll always find "The Best of Golf." No matter where your wanderlust may take you or what your interests are, we're there as your caddie and concierge, your counsellor and companion to the finest courses, resorts, and golf communities as well as issues, interesting people, and ideas. Whether it's in print, online, or in podcasts, LINKS delivers practicable information, guidance, and delight, through the game's best writers and the jaw-dropping photography that is our trademark.

**GEORGE PEPER**  
*Editor*

Streamsong Black, Bowling Green, Fla. (photo by L.C. Lambrecht)







# PORTFOLIO

## PRINT

- **LINKS MAGAZINE** - 110,000 Circulation (70k Eastern, 40k Western)
- **360,000 TOTAL AUDIENCE (3.25 READERS PER COPY)**
- **1.5 MILLION EMAIL SEND TO THE NATIONAL GOLF FOUNDATION'S DATABASE**
- **PREMIER PROPERTIES GUIDE** - 60,000 Circulation

## E-PROGRAMS (as of 1/1/2024)

- **LINKS INSIDER NEWSLETTER** - 100,000 Distribution
- **CUSTOM BLASTS** - 50,000 Distribution *(Regional Available)*
- **SPONSORED BLASTS** - 50,000 Distribution *(Regional Available)*

## CUSTOM

- **PUBLISHING**
- **VIDEO**

## WEBSITE

- **75,000** Average Monthly Uniques
- **120,000** Average Monthly Sessions *(Monthly Takeovers Available)*

## PODCAST

- **12 EPISODES PER SEASON** Episodes posted weekly for 12 weeks



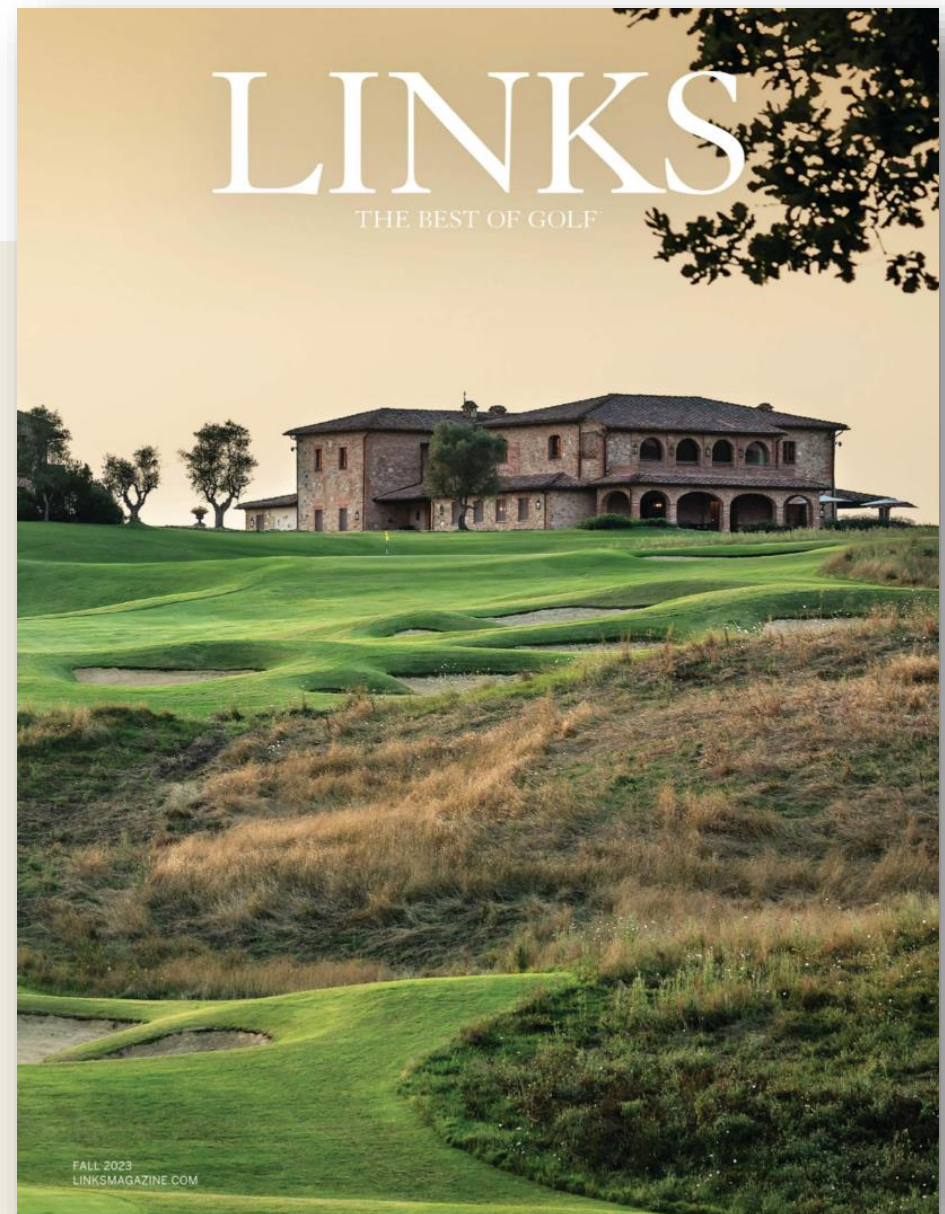
# LINKS MAGAZINE

## 2024 PRINT DISTRIBUTION

110,000 of LINKS's most significant and responsive subscribers

- 70,000 Eastern Region
- 40,000 Western Region
- Average Household Income: \$253,000
- Average Total Asset Value (Excluding Primary Residence): \$2,500,000
- Average Days of Golf: 70
- Private Club Member: 73%
- Median Handicap: 12
- Plan to Purchase Real Estate: 22%
- Spend \$5,000 on Golf Travel Each Year: 44%

360,000 Total Audience (3.25 Readers Per Copy)



Click [HERE](#) to view the 2023 Fall Edition



# LINKS MAGAZINE

## 2024 DIGITAL DISTRIBUTION



- National Golf Foundation's American Golfers database Audience Demographics
  - 700,000+ Proprietary Contacts with follow-up send to 500,000+ non-openers on each distribution
- Average HHI: \$115k
- 75% play 25+ rounds per year
- Median Age: 44
- 1.5 million sends each issue
- Total Open Rate: 50.68%\*
- Total Opens: 705,098\*
- Click Rate: 1.67%\*

\*Based on actual metrics from 2023 Winter, Spring, and Summer issues



**Greg Nathan,**

*President and Chief Operating Officer of the National Golf Foundation:*

"The most committed affluent golfers (2-3 million) play more than twice as much as the average American golfer and account for approximately one of every three dollars spent on travel. The NGF audience that receives each issue of LINKS Magazine is selected specifically using geo-demographic criteria to maximize representation from this highly desirable segment of golf consumers."

# LINKS & THE NGF

A DYNAMIC COMBINATION OF PRINT & DIGITAL DISTRIBUTION



## 2024 PRINT DISTRIBUTION

Circulation: 110,000

Eastern: 70,000; Western: 40,000

Total Readership 360,000 Total Audience  
(3.25 Readers Per Copy)

### Demographics

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## 2024 DIGITAL DISTRIBUTION

1.5 Million sends for each issue\*

### Demographics

- Average HHI: \$115k
- 75% play 25+ rounds per year
- Median Age: 44

### Metrics

- Total Open Rate: 50.68%\*
- Total Opens: 705,098\*
- Click Rate: 1.67%\*

\*Based on actual metrics from 2023 Winter, Spring, and Summer issues

# LINKS AUDIENCE

\$253,000

AVERAGE HOUSEHOLD INCOME

\$153,000

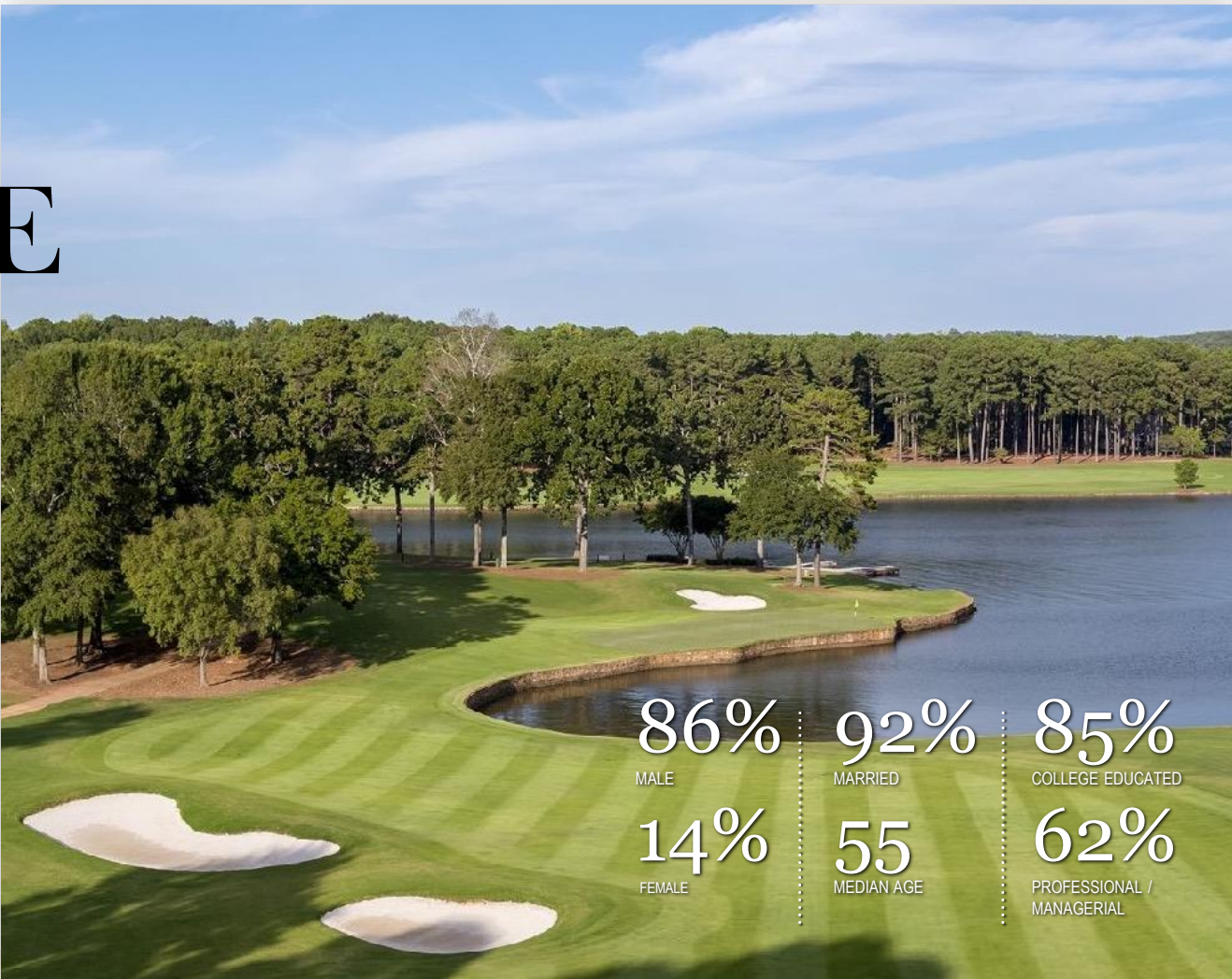
MEDIAN HOUSEHOLD INCOME

\$2,500,000

AVERAGE TOTAL ASSET VALUE (Excluding Principle Residence)

\$2,000,000

MEDIAN TOTAL ASSET VALUE (Excluding Principle Residence)



86%

MALE

92%

MARRIED

85%

COLLEGE EDUCATED

14%

FEMALE

55

MEDIAN AGE

62%

PROFESSIONAL /  
MANAGERIAL

## AUDIENCE ENGAGEMENT

Read nearly every or all print issues .....	76%
Readers more likely to consider a brand that they saw in LINKS .....	67%
Average readers per copy .....	3.25
Readers who took one of the following actions in past 12 months based on reading LINKS or LINKS's digital products	
• Visited an advertiser's website .....	87%
• Called or emailed an advertiser .....	22%
• Visited a real estate development .....	18%
• Purchased property at a real estate development .....	3%
• Visited a resort .....	55%
• Referred info to friends, family, etc. ....	59%

## GOLF HABITS

Average days of golf per year .....	70
Play 100 or more rounds a year .....	27%
Private club member .....	73%
Belongs to 2 or more private golf clubs .....	19%
Current median handicap .....	12
Have a handicap of 10 or less .....	42%
Have been custom fit for clubs .....	78%

## LIFESTYLE

Take 3 or more golf trips each year .....	44%
Spend \$5,000 or more on golf travel each year .....	38%
Plan to purchase golf real estate .....	22%
Those planning to purchase golf real estate in next 2 years or less .....	52%
Plan to purchase or lease a vehicle in next year .....	25%

Source: LINKS Subscriber Study



# LINKS AUDIENCE

Golf travel has changed over the past year and will continue to do so as people ease back into travel.

- 76% of golf travelers are willing to drive 4-plus hours to their destination
- One-third of core golfers indicate they'll drive 8 hours each way

As such, golf resorts should expand their geographical targeting beyond their normal “feeder market” delineations.

## GOLF TRAVEL

Number of golf trips typically taken each year

• 1–2 .....	56%
• 3–5 .....	35%
• 5 .....	9%

Amount typically spent on golf vacation each year

• \$0–\$3,000 .....	38%
• \$3,000–\$5,000 .....	24%
• \$5,000–\$10,000 .....	20%
• \$10,000–\$15,000 .....	9%
• \$15,000+ .....	9%

## MEDIA HABITS

Preferred choices for reading about golf

• Print .....	83%
• Digital .....	47%
• Digital Magazines .....	30%
• E-Newsletters .....	26%
• Facebook .....	4%
• Twitter .....	3%
• Instagram .....	3%

## TOP 10 STATES WITH NUMBER OF REGISTERED GOLFERS

- |              |                  |
|--------------|------------------|
| • California | • Illinois       |
| • Texas      | • Michigan       |
| • Florida    | • Pennsylvania   |
| • New York   | • North Carolina |
| • Ohio       | • Massachusetts  |

Golf travel preferences

• Like to stick to well-known resorts/courses .....	63%
• Like to play hidden gems .....	62%
• Like to be among the first to visit a new resort/course .....	26%

When researching travel, LINKS readers find the following resources helpful

• Websites .....	91%
• Print ads .....	86%
• Digital ads .....	79%
• Travel-related editorial .....	79%
• Direct mail .....	53%
• Travel agent .....	50%
• Social media .....	37%

Where LINKS readers plan to travel in next 3 years (top 10)

• Southeast .....	55%
• United Kingdom .....	38%
• Arizona .....	37%
• California .....	34%
• Pacific Northwest .....	33%
• Southwest .....	31%
• Northeast .....	29%
• Midwest .....	27%
• Hawaii .....	25%
• Mid-Atlantic .....	23%

Sources: NGF and LINKS Subscriber Study



# LINKS AUDIENCE

## REAL ESTATE

Own a second home .....	29%
Planning to buy a second (or additional) home .....	22%
If so, when do you plan to purchase?	
Next 6 months .....	4%
Next 12 months .....	14%
Next 2 years .....	34%
Next 3–5 years .....	48%
If so, in what price range?	
Under \$250k .....	11%
\$250–\$500k .....	47%
\$500k–\$750k .....	23%
\$750k–\$1 million .....	9%
\$1 million+ .....	10%
When considering real estate purchases, LINKS readers find the following resources helpful	
Print ads .....	67%
Real estate community websites .....	62%
Digital ads .....	60%
Online real estate databases	
(e.g. Zillow) .....	60%
Real estate agents .....	60%
Real estate editorial .....	51%
Direct mail .....	40%
Social media ads .....	25%
Readers who took one of the following actions in past 12 months based on reading LINKS or LINKS's digital products	
Visited a real estate development .....	18%
Purchased property at a real estate development .....	3%

Sources: NGF and LINKS Subscriber Study



## PRIVATE CLUB MEMBERS

- 47% are ages 18-49
- Only 25% are retired
- Played 59 million rounds in 2020

The increased level of golf participation coupled with the fact that many people are now telecommuting (and in some cases may never return to a regular office situation) have led people to move out of cities.

They are joining private golf clubs in droves and purchasing homes at premier clubs across the country.

# EDITORIAL CALENDAR

TIMING	PRODUCT	THEME	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
2024 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/10/23	NA	11/20/23	1/8/24
2024 FEBRUARY WINTER ISSUE	LINKS MAGAZINE	Golf Gambling Primer The Explosion in Golf Cruises Who are the Next A-List Architects? The Ace and the Hurricane	1/5/24	12/20/23	1/8/24	2/3/24
2024 APRIL SPRING ISSUE	LINKS MAGAZINE	Profile: Brandel Chamblee Scotland Island Hopping The Old Course and Augusta National Birdies & Bourbon	2/23/24	2/9/24	2/26/24	3/23/24
2024 JUNE SUMMER ISSUE	LINKS MAGAZINE	Ranking the Open Courses Profile: Donald Ross Pinehurst Adjacent: Best Nearby Courses The Legacy of Sand Greens	5/10/24	4/26/24	5/13/24	6/8/24
2024 OCTOBER FALL ISSUE	LINKS MAGAZINE	Historic Golf Hotels Women Course Designers Mike Keiser: 25 Years in the Game Every Great Course Needs One Silly Hole	8/23/24	8/9/24	8/27/24	9/28/24
2025 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/11/24	NA	11/18/24	1/2/25



# E-NEWSLETTERS

(As of 1/1/2024)

LINKS Insider reaches 100,000 opt-ins each week with an average total open rate of 50%

## SUNDAY, MONDAY & FRIDAY EDITIONS

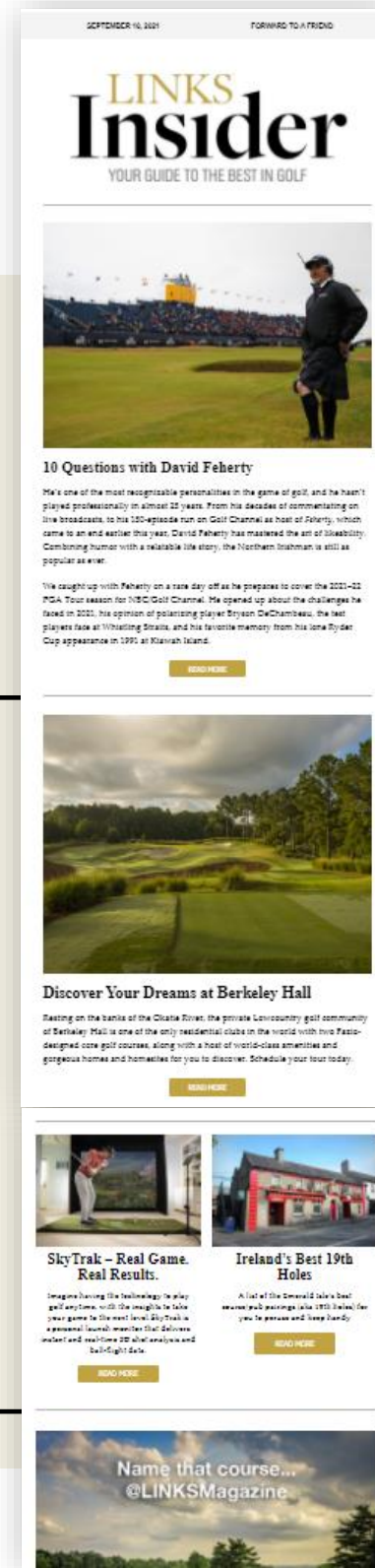
- PREMIER AND FEATURED PARTNER UNITS

### PREMIER PARTNERS

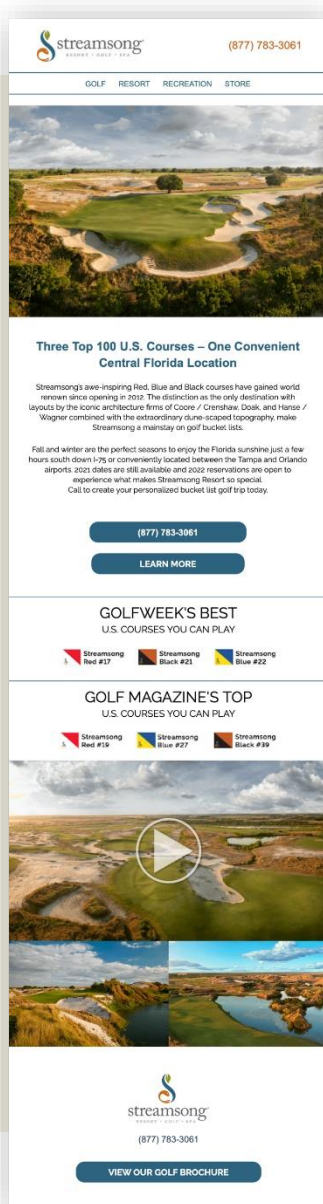
- Photo, 50 words of copy, and link to designated landing page
- Average ROI of approximately 500 clicks

### FEATURED PARTNERS

- Photo, 30 words of copy, and link to designated landing page
- Average ROI of 150–200 clicks



# CUSTOM & SPONSORED E-BLASTS



## CUSTOM BLASTS

- Customize your message to our national LINKS opt-in subscriber audience of 50,000 affluent golfers (as of 1/1/2024)
- Other packages available (Eastern and Western Regions)

**30-40%\***  
OPEN RATE

**1.5-2.5%**  
CTR



## SPONSORED BLASTS

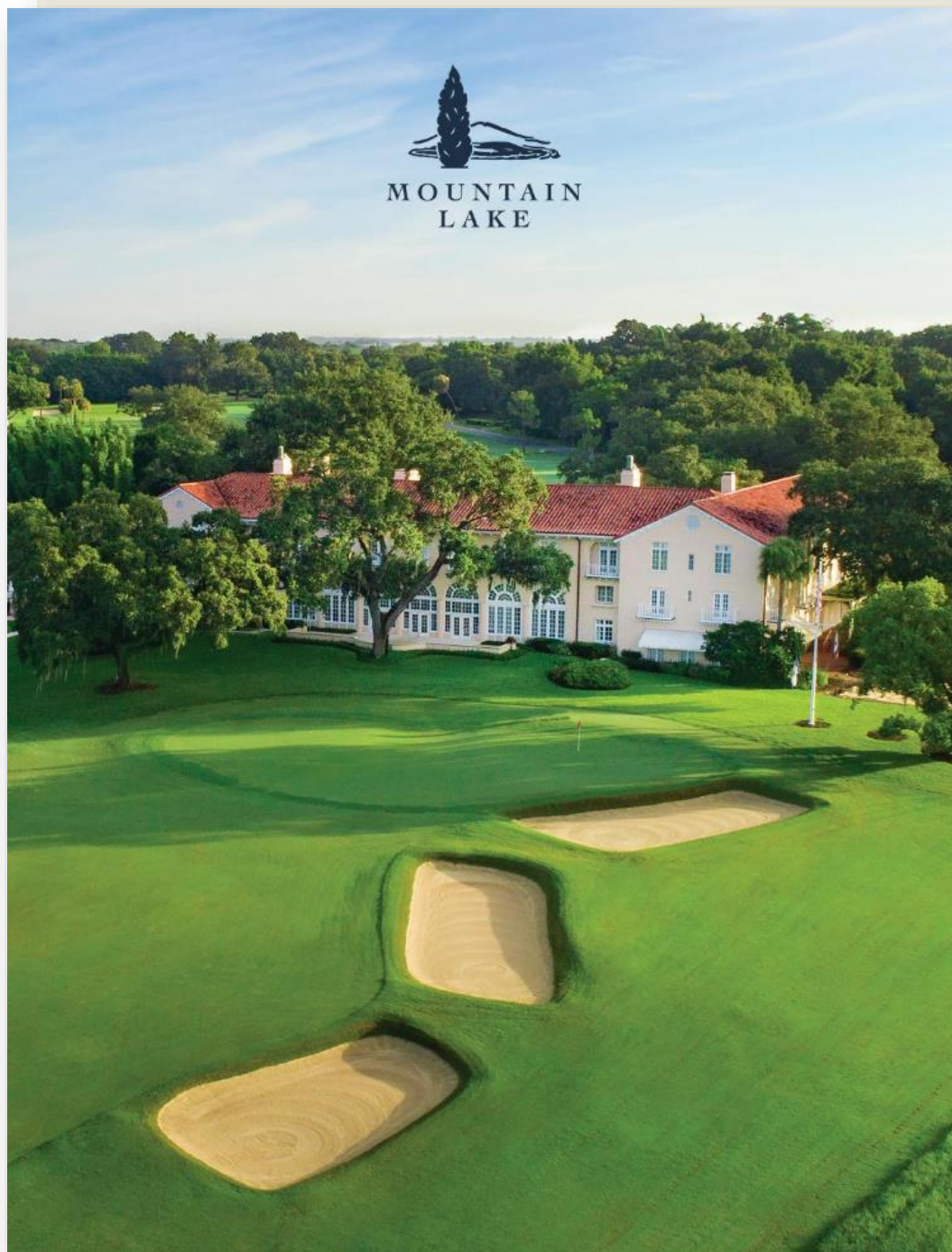
- LINKS will write and design an Insider Blast, with client input and approval, that will include a 300-word article, photo, and link to the desired landing page
- Provides a voice of authenticity "From the Editors of LINKS Magazine"
- Blast can be sent to our national, eastern, or western database

**30-40%\***  
OPEN RATE

**1.5-2.5%**  
CTR

\*Depending on quantities sent





# CUSTOM PUBLISHING

**IMPACTFUL AND  
TARGETED MARKETS**

## CUSTOM FEATURE

The award-winning writing and photography you've come to expect from LINKS are made available to you to capture the essence of your club. LINKS will bring your club's distinctive story to life through a high-quality print publication mailed to select subscribers. A variety of options are available to best represent and market your club to prospective targets.

Clients can customize their desired circulation to be polybagged with an issue of LINKS.

[CLICK HERE TO VIEW MOUNTAIN LAKE](#)

# CUSTOM PREMIER VIDEO



LINKS OFFERS CLUBS  
THE OPPORTUNITY TO  
CREATE CUSTOM,  
ENGAGING VIDEO  
CONTENT

## THE CONCEPT

A dynamic program from LINKS that brings your club to life through beautiful drone footage and eye-catching photos with music and narration

## CORE PACKAGE

- 3–4 minute video incorporating drone footage and photography
- Featured on LINKSMagazine.com
- The property owns the rights to final cut

## UPGRADE PACKAGE

- Flyover videos of 18 individual holes
- Course hole videos will be provided to client for use on own web properties
- The property owns the rights to final cut

## PACKAGE REQUIREMENTS

- Script written by LINKS staff with client input and approval\*
- LINKS selected photographer to shoot drone flyover video (*Fly By Films*)
- LINKS still photographer will be provided at an additional cost (*L.C. Lambrecht Photography*)

\*Client has two opportunities to review final video and provide changes. Estimated completion 45–60 days.



# CUSTOM CREATIVE

LINKS OFFERS CLIENTS THE OPPORTUNITY TO CREATE CUSTOM CONTENT FOR USE ON ALL LINKS PLATFORMS AND BEYOND

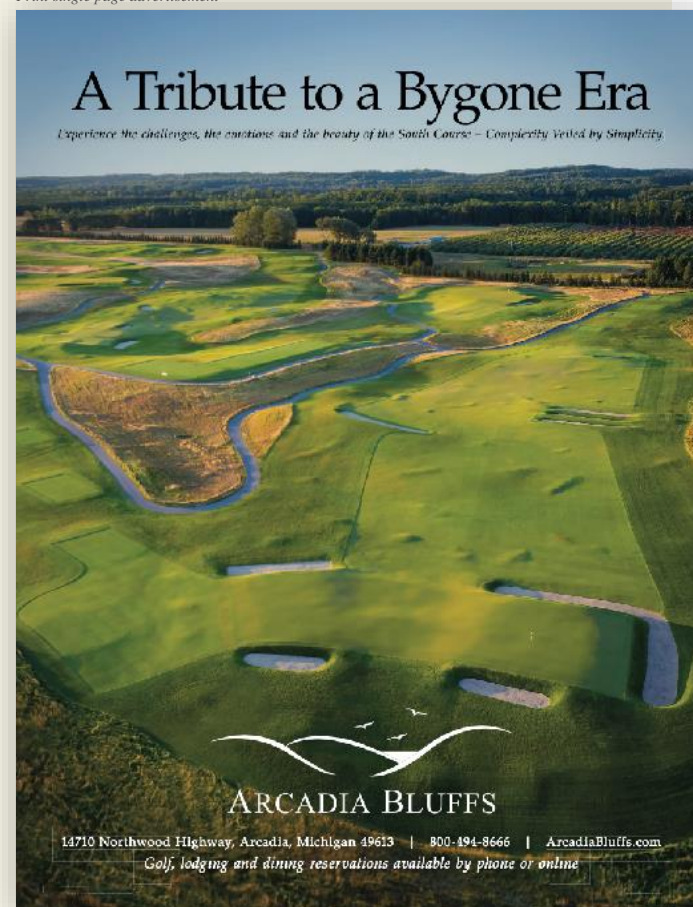
## CREATIVE DIRECTION

Advertising and marketing is ever-evolving, and the creative can make or break a campaign. We can develop dynamic products best suited for your target customer and create new branding that's perfect for your marketing messages. Our team will develop, design, and produce creative for all platforms, both print & digital. Contact your sales representative for pricing.

Custom Blast



Print single page advertisement



# PODCAST

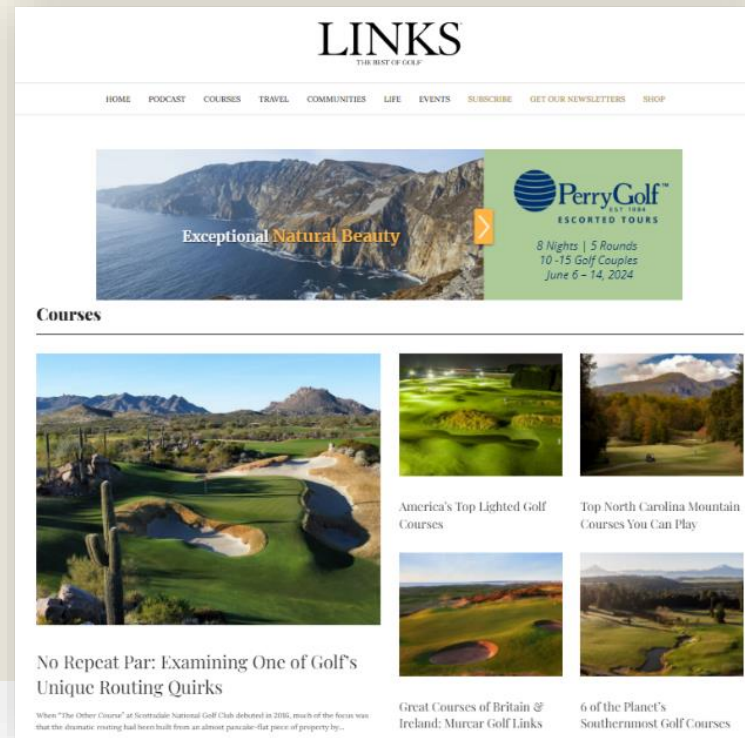
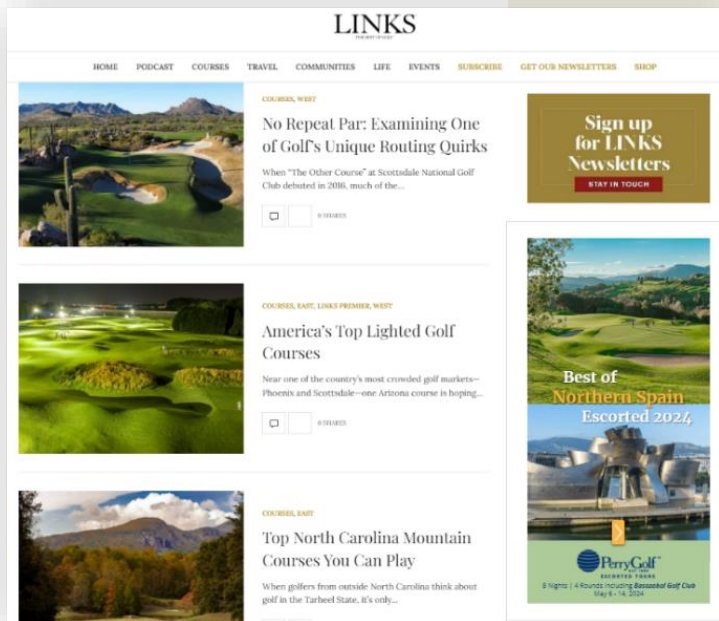
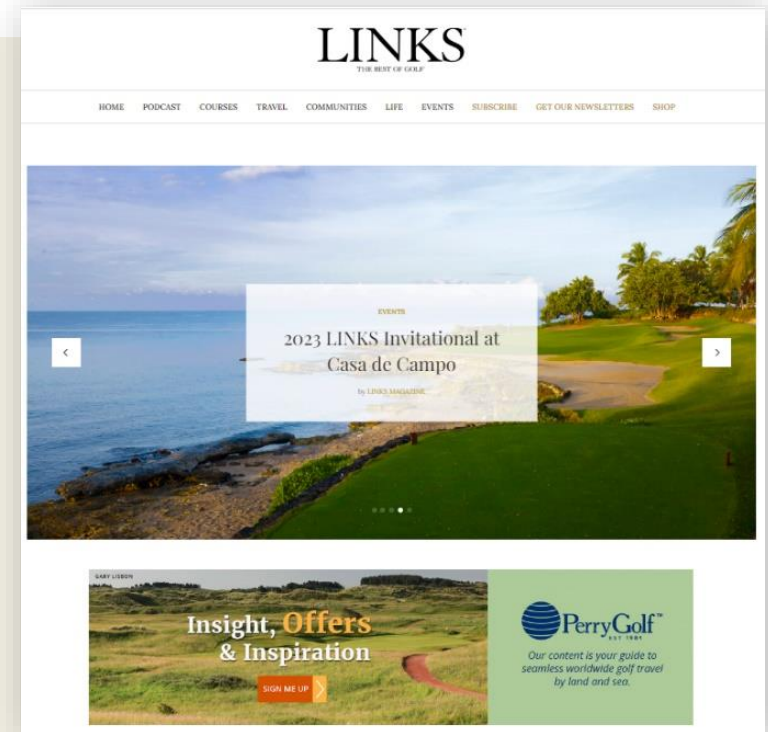
- Seasons are 12 episodes over 12 weeks
- Advertisers write their own ads (LINKS provides a word count guideline); the host reads them for the podcast
- There are two ad spots per episode, 30 seconds each—one intro (pre-roll) ad and one middle (mid-roll) ad
- The advertiser is welcome to change the ads throughout the season to avoid repetition
- The value for sponsoring a season is \$10k
- Download average is 1–2k, with high-end episodes earning 4k downloads
- Ad Impressions average is 3–4k, with high-end episodes earning 7k impressions
- Advertisers receive a "Sponsored by" credit for each podcast on the LINKS Insider





# WEBSITE TAKEOVER

- APPROX. 500,000 MONTHLY AD IMPRESSIONS
- 75,000 AVERAGE MONTHLY UNIQUES
- 120,000 AVERAGE MONTHLY SESSIONS
- MONTHLY TAKEOVERS AVAILABLE





# SUBSCRIBER EVENTS

LINKS WILL WORK WITH SELECT PARTNERS TO DEVELOP PREMIER SUBSCRIBER TRIPS/EVENTS

Current partners include:

- Casa de Campo
- Pebble Beach
- PerryGolf

Annual Advertising Commitment Required



*Perry Golf*



*Casa de Campo*



# PREMIER PROPERTIES GUIDE

The most complete listing anywhere of the top golf communities in the U.S. and the world, plus a collection of articles that will educate and entertain readers

## DEMOGRAPHICS & CIRCULATION

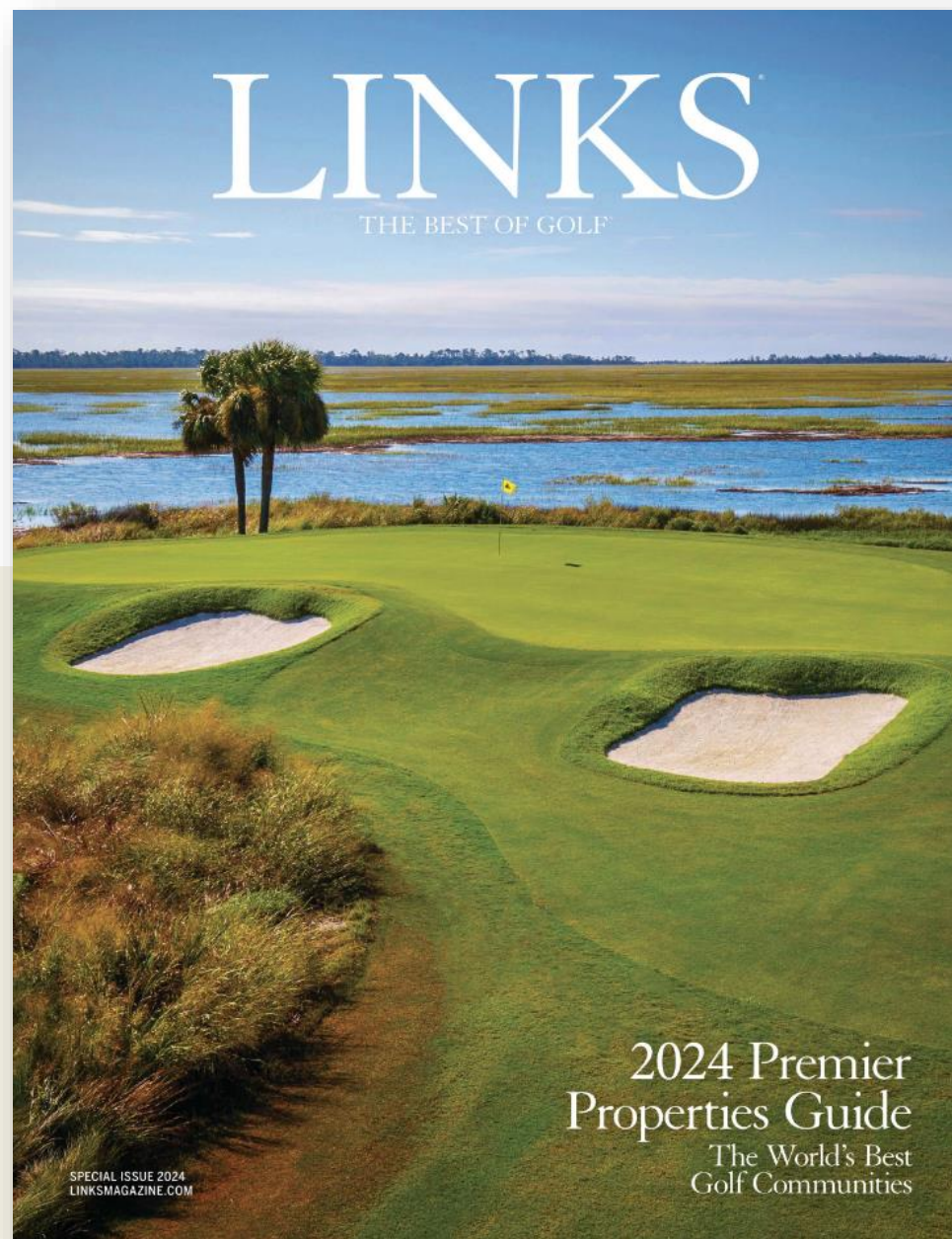
LINKS targets top demographics from our subscriber list using the following criteria to deliver the most affluent 60,000 subscribers:

- Income of \$250,000+
- Home values of \$400,000+
- Paid/highly responsive subscribers
- Top 1,500 high-income/home-value zip codes

**PPG In Home: January 2025**

**PPG Space Close: November 8, 2024**

**PPG Materials Due: November 18, 2024**



Click [HERE](#) to view the 2024 Premier Properties Guide

# PREMIER PROPERTIES GUIDE

## CIRCULATION

More than 75% of circulation is targeted to the following key states:

- Arizona
- California
- Connecticut
- Florida
- Georgia
- Illinois
- Maryland
- Massachusetts
- Michigan
- Minnesota
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Virginia

Our circulation drills down even further to focus on these highly sought after metropolitan DMAs:

- Atlanta
- Baltimore
- Boston
- Charlotte
- Chicago
- Cincinnati
- Dallas
- Denver
- Detroit
- Houston
- Los Angeles
- Minneapolis
- NYC/CT/NJ corridor
- Philadelphia
- Phoenix
- San Francisco
- Seattle





# PREMIER PROPERTIES GUIDE

## PREMIER PROPERTIES GUIDE

- Two-page “sponsored editorial” coverage for advertisers (see example to the right)
- In-home: January 2025
- Reach: 60,000

## DIGITAL COMPONENTS

- Digital version of the magazine is featured on LINKSmagazine.com
- Each property will receive a native advertisement sent to our 15k VIP Real Estate database

## ADDITIONAL COMPONENTS

- 50 copies provided to advertiser
- 5,000 issues sent to 100 top private clubs
- Reach: 5,000+
- QR Code directed to client’s preferred link

### WINDSOR

Vero Beach, Fla.

**W**hat a unique and remarkable journey the exclusive Vero Beach sport-ing-club community of Windsor has navigated for more than three decades.

A passion project of cofounders W. Galen and Hilary M. Weston, this beloved seaside community began as a small enclave for their family and friends. Under their unwavering vision and personal involvement in every detail of creating this “village by the sea,” Windsor has evolved into a luxurious and enchanting private community nestled on 472 unspoiled acres between the Indian River and the Atlantic Ocean.

The Westons envisioned a seaside village combining the charm of yesterday with the comforts of today, while pointing toward the future with its themes of New Urbanism and sustainability. The final development phase of Windsor is the crowning achievement of that vision. Idyllically set on 47 acres bordering the Indian River Lagoon, the North Village helps fulfill the Westons’ vision.

A natural extension of the existing Windsor community, the thoughtfully crafted master plan for the North Village focuses on walkability, healthy living, and community values. Only 40 residences (34 single-family residences and six Row Houses) will be in the neighborhood. The homes and an array of wellness-focused amenities and green spaces will be built around the estuary and freshwater lake.

The North Village isn’t the only new addition to Windsor. The luxury community also welcomed Ryan Skipton as its new Director of Golf. The recipient of the 2021 Georgia PGA Professional Development Award, Skipton says Windsor’s golf program is ready to go to the next level. The Robert Trent Jones Jr. course, which was treated to a \$80 million renovation in 2019, is part of an impressive lineup of amenities, including an Equestrian Centre with a polo field, a Tennis Centre by Stan Smith, a recently renovated Beach Club, an art gallery, and world-class dining.

Beyond the new North Village offerings, this exclusive, architecturally distinctive private community offers a diverse collection of custom oceanfront, fairway-front, and village homes in its unspoiled setting.







**WINDSOR**  
3125 Windsor Boulevard  
Vero Beach, Fla. 32963  
(772) 588-8400  
windsorflorida.com

**Courses**  
18 holes  
Robert Trent Jones Jr.

**Amenities**

- Restaurants/dining areas (5)
- Pools
- Beach
- Tennis
- Shooting
- Equestrian
- Hiking/biking trails
- Fitness Center
- Croquet
- Polo
- 40,000+ bottle wine cellar

**Nearby Airports**  
Orlando International, 95 miles  
Palm Beach International, 97 miles



SCAN OR CODE FOR MORE INFO

118 LINKSMAGAZINE.COM

PREMIER PROPERTIES GUIDE

PREMIER PROPERTIES GUIDE

WINDSOR

2024 LINKS PREMIER PROPERTIES - EASTERN U.S.

# PREMIER PROPERTIES GUIDE

## NATIVE ADVERTISEMENT

2023 Average Metrics

Average Sent: 15,000

Average Open Rate: 60%

Average Click Rate: 3.35%

Average Number of Clicks: 500 – 700

Value: \$5,000


- The copy is approximately 250 words and is taken from the advertiser listing
- Photo, title, and “Read More” button are hyperlinked to your designated landing page

May 11, 2019 FORWARD TO A FRIEND

## LINKS Real Estate Insider

THE BEST IN GOLF COMMUNITIES

SPONSORED EDITION



### Enjoy the Good Life and More at Long Cove Club, Hilton Head's Premier Island Community

A premier island community located in Hilton Head, S.C., Long Cove Club has been the standard by which private residential communities are measured since its inception in the early 1980s. Small by design, with just over 600 acres, the incomparable natural beauty and casual elegance of the community are reflected in its relaxed and unpretentious lifestyle.

Widely known for its world-class Pete Dye golf course, the Club is also distinguished by its charitable nature. The first residential community on Hilton Head to establish a charitable endowment fund, they have awarded more than \$1 million to local nonprofits.

This past fall, Long Cove celebrated the grand reopening of its acclaimed golf course after a six-month restoration project. The goal was to return the golf course, widely recognized as one of Dye's finest, to his original design intent. The project was supervised by Bobby Weed, the project manager during the original construction in 1981. The course is currently ranked No. 19 in Golfweek's "Top 100 Residential Golf Courses in the U.S." and No. 148 in Golf Digest's "America's Second 100 Greatest Golf Courses."

The spectacular golf is just one of many amenities that make life here so engaging. The Club's deep-water marina is a private gateway to local waters and the ocean beyond. A state-of-the-art pickleball center was added in 2018 to the superb tennis facilities. In keeping with rich, Southern-family tradition, Long Cove Clubhouse is the centerpiece of the community, while a Junior Olympic-sized heated swimming pool, fenced-in dog park, and two-acre playground round out the rich array of amenities.

Membership, which comes through the purchase of a home or lot, also includes a slip at the community's marina. With 570 properties, Long Cove Club offers a range of homes and homesites to suit every taste.

[READ MORE](#)

LINKS - THE BEST OF GOLF

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"As a Premier Properties Guide partner with LINKS Magazine, we were very happy with the coverage and attention we received after advertising. An added bonus included a very nice digital ad sent to around 20k subscribers. We received over 7,000 opens to that email with almost 500 clicks. After the eblast was sent, we saw an increase in website traffic and phone/email inquiries."

**-Lindsay Finger**

*Director of Marketing and Communications at Long Cove Club*



# LINKS SALES & MARKETING

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For pricing and package information,  
please contact your sales representative