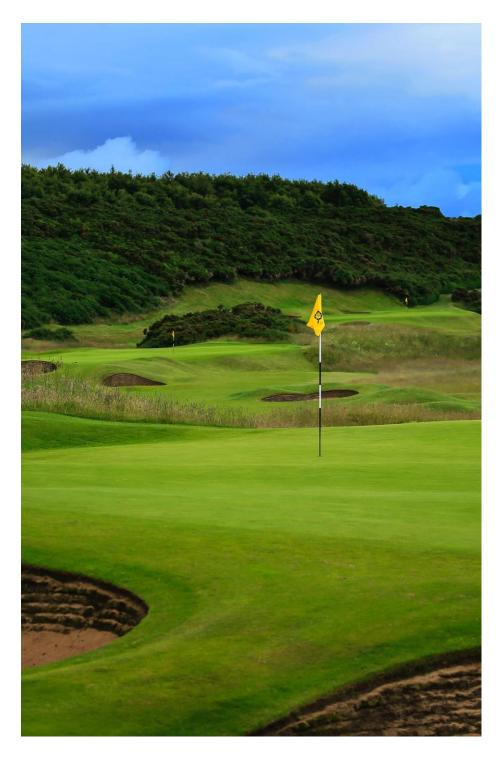


MISSION STATEMENT

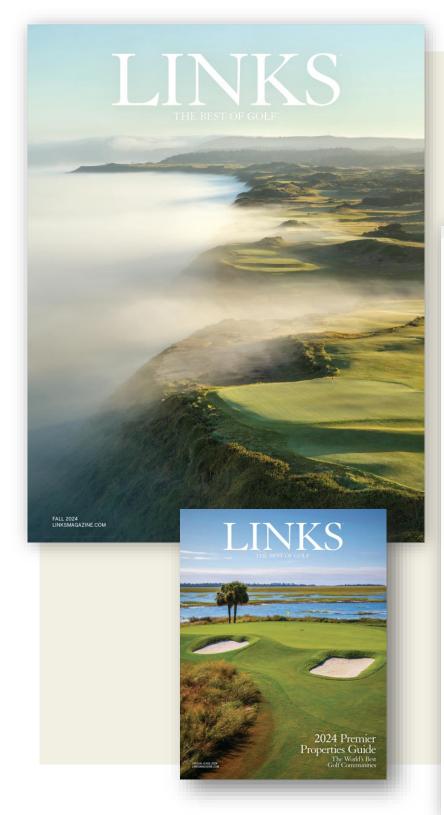
There's a big beautiful world of golf out there, and the smartest way to explore it is through LINKS Golf Media, where you'll always find "The Best of Golf." No matter where your wanderlust may take you or what your interests are, we're there as your caddie and concierge, your counsellor and companion 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



Royal Dornoch (photo by Kevin Murray)

LINKS Golf Media 2025 MEDIA KIT 2



PORTFOLIO



6 of our Favorite Places to Play Golf in the



Hampton Hall: Valuing an Improved Way of

Discover Hampton Hall, a private club community in the heart of Bluffton, S.C. enhanced by the Pete Dve-designed golf course, state-of-the-art fitness center and



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

- LINKS INSIDER NEWSLETTER 100.000 Distribution
- **CUSTOM BLASTS** 50,000 Distribution (*Regional Available*)
- SPONSORED BLASTS 50,000 Distribution (Regional Available)

CUSTOM

PUBLISHING

WEBSITE

- 200,000 Average Monthly Unique Visitors
- 3 MILLION Average Monthly Impressions
- TAKEOVERS AVAILABLE Monthly or 2-Week Period

PODCAST

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

LINKS MAGAZINE

2025 PRINT DISTRIBUTION

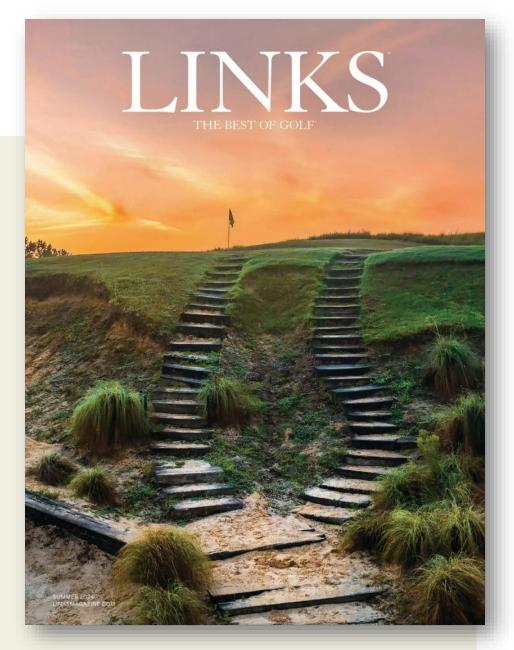
110,000 of LINKS's most significant and responsive subscribers

- 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 2024 Summer Edition

LINKS MAGAZINE

2025 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: 52.57%*

Total Opens: 786,180*

Click Rate: 1.75%*

*Based on actual metrics from 2024 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



2025 PRINT DISTRIBUTION

Circulation: 110,000

Eastern: 70,000; Western: 40,000 Total Readership 360,000 Total Audience

(3.25 Readers Per Copy)

Demographics

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%

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2025 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: 52.57%*

Total Opens: 786,180*

Click Rate: 1.75%*

*Based on actual metrics from 2024 Winter, Spring, and Summer issues

LINKS AUDIENCE

\$253,000

\$153,000

\$2,500,000

\$2,000,000

MEDIAN TOTAL ASSET VALUE (Excluding Principle Residence)

AUDIENCE ENGAGEMENT

Read nearly every or all print issues	67%
· ·	
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%

86% 92% MARRIED 14% 55

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 Golf Media 2025 MEDIA KIT 7 Mammoth Dunes (photo by Evan Schiller)

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

• \$0-\$3,000 38% • \$3,000-\$5,000 24% • \$5,000-\$10,000 20% • \$10,000-\$15,000 9%	Number of golf trips typically taken each year	
• 5	• 1–2	56%
• 5	• 3–5	35%
Amount typically spent on golf vacation each year • \$0-\$3,000		
golf vacation each year • \$0-\$3,000 38% • \$3,000-\$5,000 24% • \$5,000-\$10,000 20% • \$10,000-\$15,000 9%		0 70
• \$0-\$3,000 38% • \$3,000-\$5,000 24% • \$5,000-\$10,000 20% • \$10,000-\$15,000 9%	Amount typically spent on	
• \$3,000-\$5,000 24% • \$5,000-\$10,000 20% • \$10,000-\$15,000 9%	golf vacation each year	
• \$5,000-\$10,000	• \$0-\$3,000	38%
• \$10,000–\$15,000 9 %	• \$3,000 - \$5,000	24%
• \$10,000–\$15,000 9 %	• \$5,000-\$10.000	20%
	• \$15,000+	
• φ10,000+ 9 70	· \$15,000+	J /0

E			
MEDIA HABITS Preferred choices for reading about golf Print Digital Digital Magazines E-Newsletters	47%	TOP 10 STATES WITH NUMBER OF REGISTERED GOLFER California Texas Michigan	S
Digital Digital Magazines	47% 4 30% 26% 4% 3%		S

Golf travel preferences

• L	ike to play hidden gems	
а	new resort/course	26%
	en researching travel, LINKS readers If the following resources helpful	
	Vebsites	
	Print ads	
• D	Digital ads	79%
• T	ravel-related editorial	79%
• D	Direct mail	53%
• T	Fravel agent	509
• S	Social media	379

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

• Southeast 55	%
United Kingdom	%
• Arizona	%
California	%
Pacific Northwest	%
• Southwest	
• Northeast	
• Midwest	%
• Hawaii	%
• Mid-Atlantic	%

Sources: NGF and LINKS Subscriber Study

Ballyliffin (photo by L.C. Lumbrecht)

LINKS Golf Media 2025 MEDIA KIT 8

LINKS AUDIENCE

REAL ESTATE

Own a second home	
If so, when do you plan to purchase? Next 6 months Next 12 months Next 2 years Next 3–5 years	14% 34%
If so, in what price range? Under \$250k \$250-\$500k \$500k-\$750k \$750k-\$1 million \$1 million+	47% 23% 9%
When considering real estate purchases, LINKS readers find the following resources helpful Print ads	62%
Online real estate databases (e.g. Zillow) Real estate agents Real estate editorial Direct mail Social media ads	60% 51% 40%
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	



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.

Sources: NGF and LINKS Subscriber Study

LINKS Golf Media 2025 MEDIA KIT 9

EDITORIAL CALENDAR

TIMING	PRODUCT	ISSUE CONTENT	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
2025 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/11/24	NA	11/18/24	1/2/25
2025 FEBRUARY WINTER ISSUE	LINKS MAGAZINE	Introducing The LINKS 100 Backstory and Letter to America Mucking About in Rosapenna Profile: Deane Beman	1/3/25	12/20/24	1/6/25	2/5/25
2025 APRIL SPRING ISSUE	LINKS MAGAZINE	The Fazio Factor Jim "Bones" Mackay on Augusta NYC Golf by Subway Portugal	2/21/25	2/7/25	2/24/25	3/22/25
2025 JUNE SUMMER ISSUE	LINKS MAGAZINE	Northern Ireland H.S. Colt—#1 Architect Oakmont Fights Back Irish Castle Courses	5/9/25	4/25/25	5/12/25	6/7/25
2025 OCTOBER FALL ISSUE	LINKS MAGAZINE	The Hagen Hoof Ryder Cup: Bethpage Black Bob Rotella Profile Historic Golf Hotels	8/22/25	8/8/25	8/25/25	9/27/25
2026 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/10/25	NA	11/17/25	1/2/26

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





Today's Top Sand Wedge Choices

Many players carry four wedges these days, largely because it allows for more precise distance control on shorter approach shots and offers more options for playing recovery shots around the green. Of these so-called "scoring clubs," the sand wedge may be the most valuable-in part because it can be the most versatile. Along with helping you get safely out of bunkers, the loft of the sand wedge is often ideal for approach shots that need to be hit high and land with spin. And they're employed just as often on pitch and chip shots played from grass. So while they're called sand wedges, they really offer a lot more utility than

However, choosing the right sand wedge for your game isn't as easy as just looking for a club that has an "5" stamped on its sole.



Explore The Santa Lucia Preserve in Carmel.

In addition to the Tom Fazio-designed, award-winning golf course at The Preserve Golf Club, The Santa Lucia Preserve community features nearly 100 miles of trails, a recreational lake, Sports Center, and full-service Equestrian Center set within a 20,000-acre nature preserve, offering a one-of-a-kind experience for golfers and outdoor lovers on the Monterey Peninsula.



Yamaha: Sun, Fun, and Family

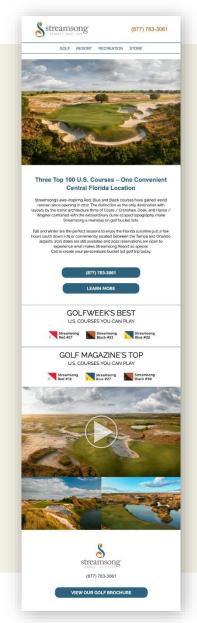
outing or seeking new adventures to share, Yamaha Golf Car's personal ansportation vehicles are the perfect



5 of Canada's Top Golf Resorts

American consumers don't consider traveling north of the border, despite Canada being home to a slew of

CUSTOM & SPONSORED E-BLASTS



CUSTOM BLASTS

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

30-40%* OPEN RATE 1.5-2.5% CTR



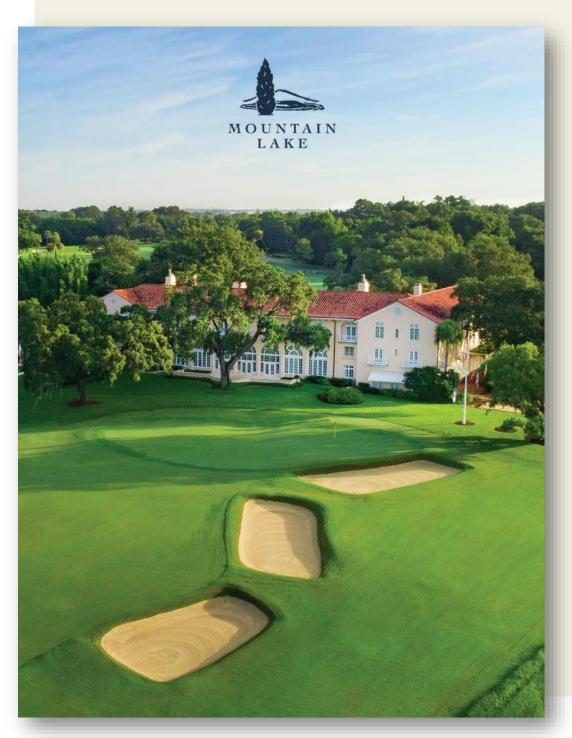
SPONSORED BLASTS

- 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%*

1.5-2.5%

*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 CREATIVE

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

CREATIVE DIRECTION

Advertising and marketing is everevolving, 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.

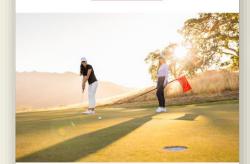
Custom Blast





LINKS Magazine invites you to explore the private golf and equestrian community at The Santa Lucia Preserve in Carmel, California.

The Preserve is a private golf and equestrian community with a Tom Fazio designed golf course, set within a 20,000 acre nature preserve in Carmel, California. In addition to the award-winning golf course, the community features mild weather year-round with nearly 100 miles of trails, a recreational lake. Sports Center, Equestrian Center, and dining venues set amidst expansive wilderness, offering a one-of-a-kind experience for golfers and outdoor lovers on the Monterey Peninsula

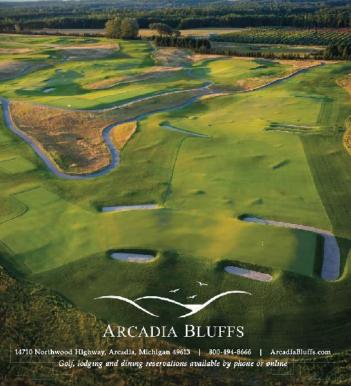


THE PRESERVE GOLF CLUB

The Preserve Golf Club—one of Tom Fazio's finest creations—was built in harmony with the 365 acres on which it resides, and has been distinguished as one of America's Greatest Golf Courses. Those who know the game view The Preserve's 18 as one of the best and most scenic in the region, just nine miles from Pebble

Print single page advertisement

A Tribute to a Bygone Era

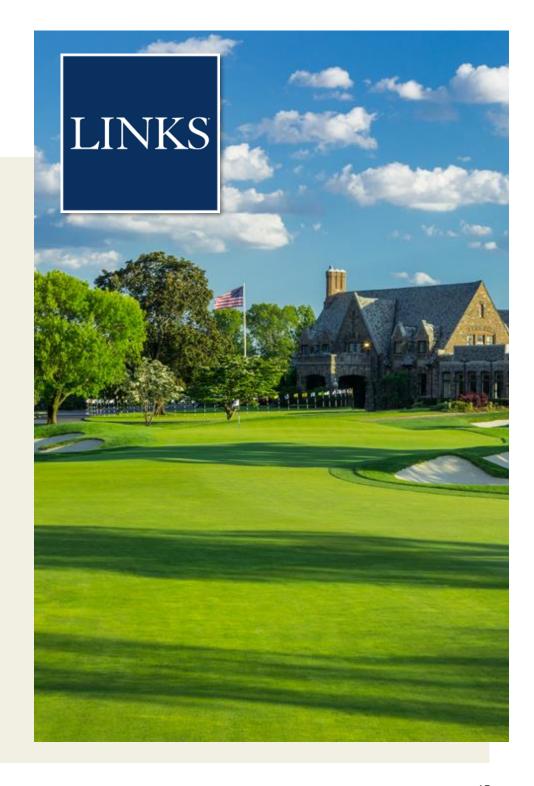




LINKS GOLF PODCAST

- 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 performing episodes earning 4k downloads
- Ad Impressions average is 3–4k, with high performing episodes earning 7k impressions
- Advertisers receive a "Sponsored by" credit for each podcast on the LINKS Insider

Click <u>here</u> to view the LINKS Golf Podcast page

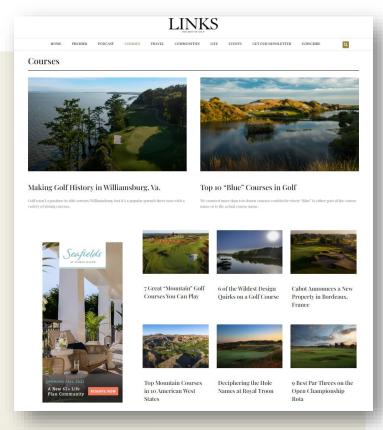


Winged Foot (photo by L.C. Lambrecht)

LINKS Golf Media 2025 MEDIA KIT 15

WEBSITE TAKEOVER

- LINKS 7 Great "Mountain" Golf Courses You Can Play BY ERIK MATUSZEWSKI Mountains typically don't have the most hospitable terrain on which to build a golf course, but they sure vield some beautiful settings and backdrons linksmagazine.com 9
- 200,000 AVERAGE MONTHLY UNIQUE VISITORS
- 3 MILLION AVERAGE MONTHLY IMPRESSIONS
- MONTHLY TAKEOVERS AVAILABLE
- 2-WEEK PERIOD 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



Teeth of the Dog, Casa de Campo

PerryGolf

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

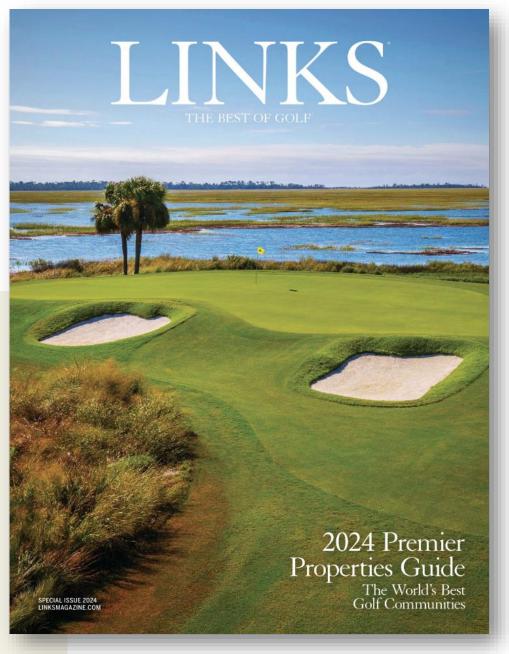
LINKS targets top demographics from our subscriber list using the following criteria to deliver the most affluent 60,000 subscribers:

- 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

- Houston
- Los Angeles
- · Minneapolis
- NYC/CT/NJ corridor
- Philadelphia
- Phoenix
- San Francisco
- Seattle
- Detroit



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







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

community, the thoughtfully crafted master plan for the North Village focuses on walkability, healthy living, and community values. Only 40 residences (34 singlefocused 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. cou which was treated to a \$10 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 communit offers a diverse collection of custom oceanfront. airway-front, and village homes in its unspoiled set

118 LINKSMAGAZINE.COM

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 300 words and is taken from the advertiser listing
- Photo, title, and "Read More" button are hyperlinked to your designated landing page





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

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







"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

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For pricing and package information, please contact your sales representative