



WOMEN'S GOLF NICHE

MEDIA KIT 2024

WWW.WOMENSGOLFNICHE.COM

540-428-3258
ADVERTISING@WOMENSGOLFNICHE.COM



ACTIVE COMMUNITY

WELCOME TO YOUR NEW HOME: the premier virtual community for women golfers of all skill levels.

WATCH, SHOP, READ, LISTEN, or SOCIALIZE: with the WGN, our audience is one keystroke away from interacting with like-minded women and enjoying content covering all aspects of women's golf: instruction, fashion, etiquette, resorts, life experiences, professional golf, and more.

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THEATER

Filled with original programming you can't see anywhere else. This includes an inspiring interview with a former golf widow turned golf mogul and GOLF PARTNER, a brand new reality series unlike anything you've ever seen.

MARKETPLACE

Our online shopping mall with virtual stores gives our audience 24-7 access to the latest in golf apparel, resorts, instruction, equipment, accessories, and other golf-related merchandise.

LIBRARY

Filled with informative articles and podcasts covering all aspects of women's golf, fashion, life experiences, instruction, women's professional & college golf and more.

SOCIAL

Comprised of multiple forums, message boards, webinars, and roundtable discussions so users can interact with like-minded women.

AT A GLANCE



AFFLUENT AUDIENCE

The WGN gives advertisers the unique opportunity to get in front of the fastest growing audience in golf - **WOMEN !!**

With females making up a larger proportion of beginners on the golf course, the WGN audience represents a group of golfers actively learning the game and trying to improve. This translates into a constant need to buy a wide array of golf-related offers.

PURCHASING POWER

The WGN audience are primarily affluent and active female golf enthusiasts with a discretionary income that's in the top 10% of the USA. This means every user who interacts with your marketplace store or banner ad is more likely to be converted into a qualified lead or customer.

STATISTICS

WGN audience profile (based on social media analytics):

- Median age: 56
- 78% female
- Average HHI: \$187K
- 95% USA
- 85% mobile users; 15% desktop users

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DEMOGRAPHICS



COST-EFFECTIVE ADVERTISING

There's zero financial risk advertising on the WGN because you only pay for clicks and views for your store and/or banner ad. The WGN does not charge flat fees or require upfront payment, and you may cancel at any time without further obligation.*

*Does not apply for special advertising arrangements such as GOLF PARTNER commercial spots, infomercials, webinars, etc.

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RATES

MARKETPLACE STORE

- Click To Enter Store, View Video, or Download Document @ \$2 per click
- Click To Redirect To Advertiser's Website (external URL) @ \$3 per click

BANNER AD

- Lobby Page (rotating carousel) - not clickable @ \$.15 per page view
- Social Page - clickable @ \$.25 per page view, \$2 per click
- Theater Page - clickable @ \$.25 per page view, \$2 per click
- Library Page - clickable @ \$.25 per page view, \$2 per click

MAJOR TERMS

- For budgeting purposes, advertisers will have the option to put a monthly limit on the fees incurred. Once the monthly limit is reached, the advertiser's store or banner ad will be removed or inactivated for the remainder of the month unless the advertiser agrees to waive the limit for the current month.
- Advertisers will not incur any fees for the first 30 days after the effective date of the Advertiser Agreement.
- Advertisers will be billed at the end of each month based on the total number of clicks and views received during the month.
- The term of the Advertiser Agreement is in perpetuity until cancelled by either the advertiser or the WGN.
- Advertisers are responsible for all fees incurred up until the date of cancellation.
- All banner ads are subject to availability.
- Placement/position of store and banner ad is at the sole discretion of the WGN.

RATES & TERMS

