



NORTHEAST GOLF

2022 MEDIA KIT

The Largest & Most Read
REGIONAL GOLF MAGAZINE
IN THE UNITED STATES

Mission STATEMENT

At every level golf is game of memories, friendships and relationships that are celebrated by all us who embrace the essence of this great sport. Our own individual journeys through the game of golf are strewn with great moments, great places and great people that are part of it all. Northeast Golf is a window of expression, and a cornucopia of views into everything that encompasses and surrounds us all in our golf life.

One of the most fascinating things about the game of golf is that it is and always will be an open book for learning and improvement. Much like life, golf reflects our ability to work through challenges and obstacles while teaching us to create solutions along the way. Tiger Woods, once said, "no matter how good you get, you can always get better — and that's the exciting part."

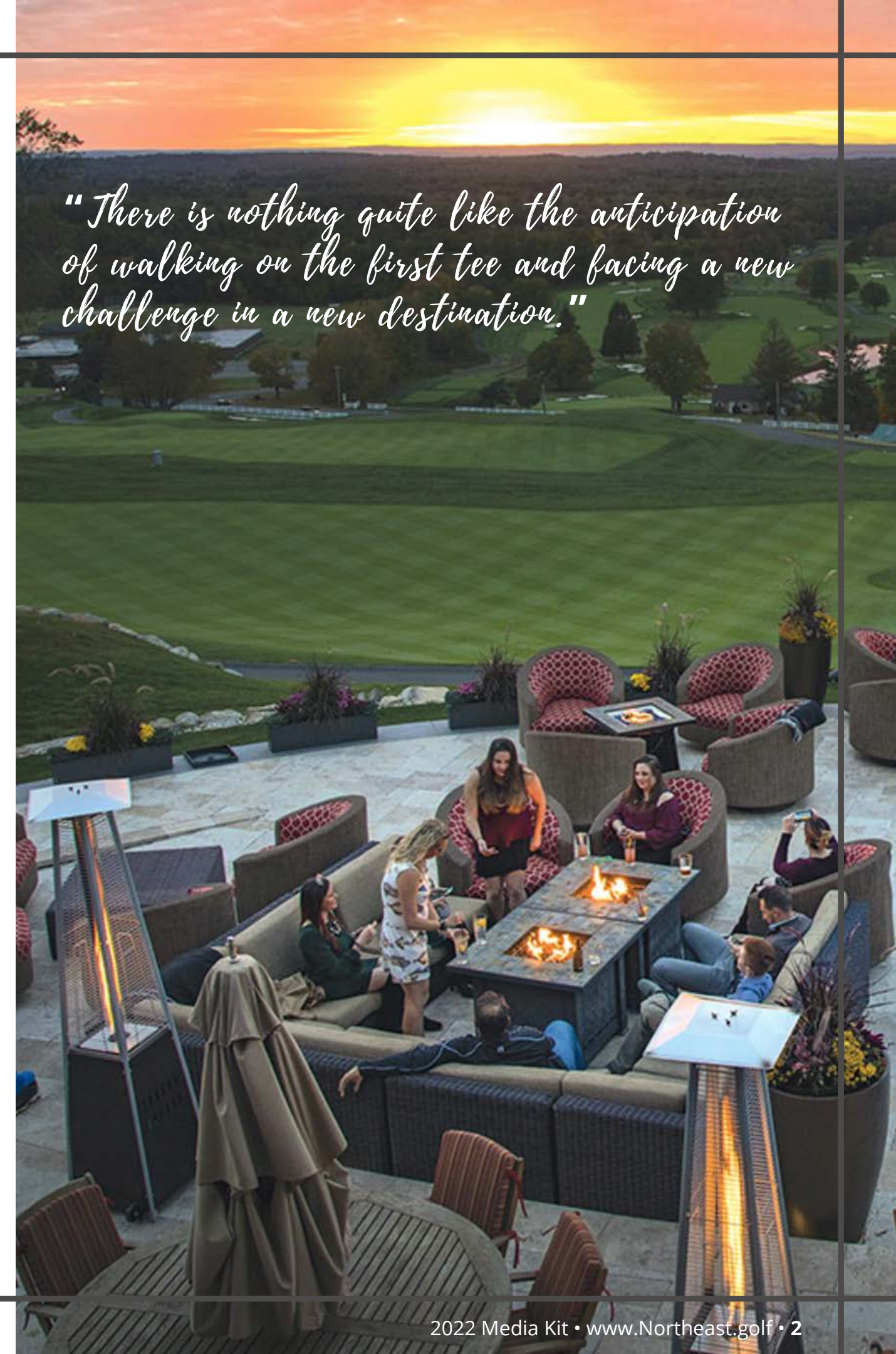
Our focus is simple and our mission sincere, create every issue to be better than the last and never stop searching for more. Much like the journey we all travel in the game, there is always more to see, more to learn and more to discover.

Stay Tuned!

TIMOTHY R. BRANCO
Editor / Publisher



"There is nothing quite like the anticipation of walking on the first tee and facing a new challenge in a new destination."



Affluent AUDIENCE

Northeast Golf is the largest and most widely read golf publication in North America. We reach an audience of affluent avid golfers, the most desired demographic in the country. NEG clients represent some of the most exclusive golf travel destinations in the world along with the leading fashion and equipment brands in the game today. Our strength of circulation is national and international, but we are most prominent in the Eastern United States markets and Eastern Canada.

For over 12 years our team of golf content creators has published an eclectic mix of original work with something for every golfer to enjoy. 2022 marks a new and exciting journey for our media outlet. NEG will be co-producing the Northeast Golf Show at Patriot Place in Foxboro, MA and partnering with Golfing the World TV airing NBC Sports Boston, Bally Sports Florida and Altitude Sports Rockies along with streaming on social/online channels.

strength in numbers...

1,000,000 AFFLUENT GOLFERS

in their homes, at work, on the course, in the air & more...

- **Direct Mailed** luxury printed magazines to golfers' homes, every public/private golf facility in the region, every resort in North America & through marriage mail to professional waiting rooms
- **Digital** magazine and online editorial each issue
- **Email** subscribers engaged at over 20% open rate
- **Social** reach across all channels growing daily
- **Show** in-person at Gillette Stadium in Foxboro, MA

NORTHEAST GOLF 82% Male Median Age: 53 \$249,000 Average Household Income

56% PRIVATE COUNTRY CLUB MEMBERS

28% OWN MORE THAN ONE HOME

36% PLAN ON BUYING A RETIREMENT HOME

73% TAKE AT LEAST ONE GOLF TRIP PER YEAR

59% SPEND \$4,000+ ANNUALLY ON EQUIPMENT & APPAREL

2022 CALENDAR

IN EVERY ISSUE: TRAVEL | HOMES | GEAR | FASHION | TECH | COURSES | CHARITY | OPINION

SEASON LAUNCH
FEB/MARCH
SPACE DEADLINE: 1/15/22

TRAVEL & HOMES - Spring Destinations Near/Far & Florida Communities
GEAR & FASHION - Drivers, Fairways, Balls & Shoes, Rain Gear
COURSES & CLUBS - The Best in Massachusetts & Rhode Island

GAME IMPROVEMENT
APRIL/MAY
SPACE DEADLINE: 3/15/22

TRAVEL & HOMES - Drivetime Destinations & Community Living
GEAR & FASHION - Irons, Hybrids, Distance Measuring & Summer Styles, Eyewear
COURSES & CLUBS - The Best in Connecticut & Upstate New York

FASHION & FUNCTION
JUNE/JULY
SPACE DEADLINE: 6/1/22

TRAVEL & HOMES - Bucket List Destinations & Carolina Communities
GEAR & FASHION - Wedges, Putters, Speakers & Boutique Wear
COURSES & CLUBS - The Best in New York & New Jersey

DESTINATION & RESORTS
AUGUST/SEPTEMBER
SPACE DEADLINE: 7/15/22

TRAVEL & HOMES - Travel Planner & Island Living
GEAR & FASHION - Bags, Carts, GPS/Lasers & Leisure Lookbook
COURSES & CLUBS - The Best in New Hampshire, Vermont & Maine

PRIVATE CLUBS & COMMUNITIES
OCTOBER/NOVEMBER
SPACE DEADLINE: 9/15/22

TRAVEL & HOMES - Southwest & Midwest Destinations & Communities
GEAR & FASHION - New Releases & Fall Apparel Trends
COURSES & CLUBS - The Best in the West

INDOOR GOLF & FITNESS
DECEMBER/JANUARY
SPACE DEADLINE: 12/1/22

TRAVEL & HOMES - Southeast Destinations & Communities
GEAR & FASHION - New Releases & Fitness Apparel/Accessories
COURSES & CLUBS - The Best in the East

MARKETING MENU

BUNDLES FROM \$300/MONTH

Our 2022 packages are designed to provide each of our marketing partners with a cost-effective way to reach the most affluent golfers in the country who are engaged with the Northeast Golf Platform in print, online, email, social media and in-person at the 2022 Northeast Golf Show at Gillette Stadium in Foxboro, Massachusetts.

ALL-INCLUSIVE MARKETING CAMPAIGNS FROM \$1,500

- Advertorial Features: 1 to 6 pages in length
- Display Ads: 1/3, 1/2, 2/3, 1, 2 page sizes
- Prime Position Display Ads: 1 or 2 page sizes
- Front Cover feature w/ 4 page story inside
- Back Cover feature w/ 2 or 4 page story inside
- Center Trunk 4 page soft touch cover insert

All campaigns include email blast(s) or email newsletter position(s) and a social media campaign w/ post/story on all channels.

SWEEPSTAKES | CONTESTS | SOCIAL GEOFENCING

HOME.GOLF.LIFE.

PRINT. DIGITAL SOCIAL EVENTS.

BRANDING & GRAPHIC DESIGN | PRINTING & MAILING | SWEEPSTAKES
WEB DESIGN & HOSTING | SOCIAL, EMAIL & CONTENT MARKETING
DIGITAL & PRINT ADVERTISING | GEO, EVENT & ADDRESSABLE FENCING

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MEDIA
DESIGN.DISTRIBUTE.DELIVER
WWW.NEWENGLAND.MEDIA

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