

2 Unique
Readerships,
1 Advertising
Solution

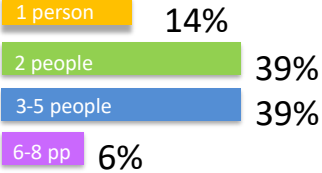
Golf Business Canada/GreenMaster

2024 Rate Card



Pass Through Rate at Facility

Golf Business Canada/GreenMaster



Distribution

4,300

Spring Issue
February – April

2,900

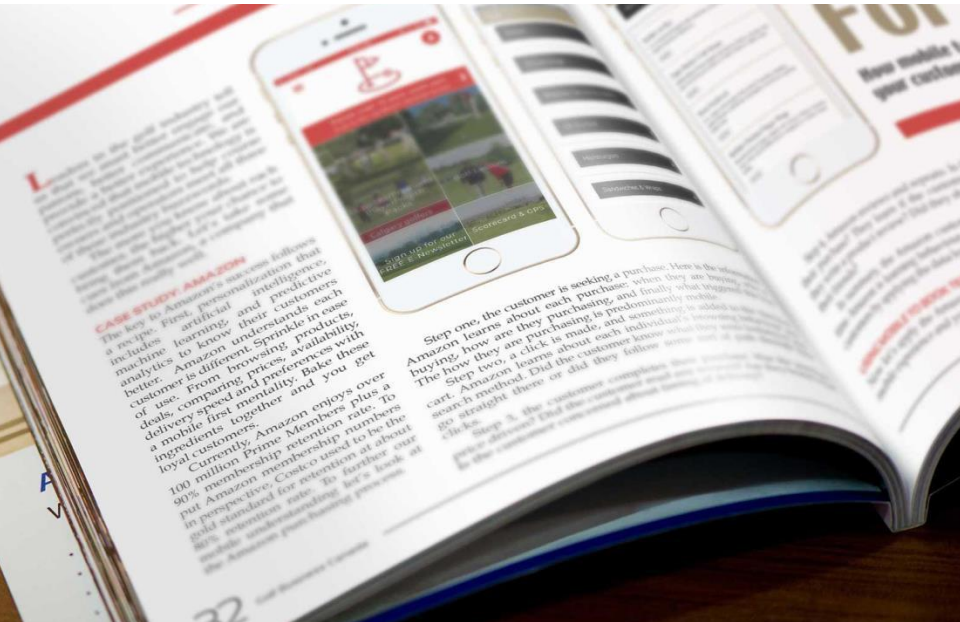
Fall Issue
August – October

2,900

Summer Issue
May – July

3,200

Winter Issue
November - January



Golf Business Canada

Golf Business Canada/GreenMaster



BEST PUBLICATION Award by the Canadian Society of Association Executives. Distributed to all NGCOA Canada and CGSA members, this quarterly trade publication features a 16 page French insert and provides insightful, timely and informative editorial through feature and departmental articles on topics such as: F&B, legal, marketing, financial, business best practices, technology, pro shop along with updates from the NGCOA Canada. The magazine boasts a pass-through rate of 3 key members at each facility.

From our Readers



The magazine is the best golf publication for owners/operators and I share every edition with my management team. After 24 years and over 90 editions, how does Golf Business Canada magazine always continue to inform and educate NGCOA members with? It's incredible! Definitely one of the many success stories of the NGCOA Canada.

*Kathy Mackay
Somerhill Golf Club, Kincardine, ON*



Golf Business Canada | GreenMaster is a strong communications tool for me to keep informed about our industry, my colleagues management techniques and experiences, and new products.

*Darren Kalyniuk, Manitoba Director,
Chair of the Communications and Marketing Committee and Superintendent at St. Boniface Golf Club*



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Rates/Deadlines

Issue	Confirmation of Artwork	Artwork Due	Mailing Date
Spring	January 4	January 10	February 15
Summer	April 2	April 10	May 15
Fall	July 3	July 10	August 15
Winter	October 2	October 9	November 15

Size	1X	2X 10% OFF	4X 20% OFF	Golfmax/National Affiliates
Full Page	\$3,125	\$3,125 \$2,815	\$3,125 \$2,500	Additional 10% OFF
½ page horz.	\$1,835	\$1,835 \$1,650	\$1,835 \$1,470	Additional 10% OFF
1/3 vert.	\$1,050	\$1,050 \$945	\$1,050 \$840	Additional 10% OFF
1/6 vert.	\$525	\$525 \$475	\$525 \$420	Additional 10% OFF

*Prices reflect the gross rate per issue. All rates quoted in CDN dollars. All applicable taxes are billed extra.



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Technical Specifications

Size	Width	Height
Full Page (trim size)	8.125"	10.875"
Full Page (bleed size)	8.625"	11.325"
½ page horz.	7"	4.675"
1/3 vert.	2.25"	9.325"
1/6 vert.	2.25"	4.635"

File Formats

- Adobe Acrobat: Print ready pdf
- Adobe Illustrator : Type converted to outlines. Colours must be converted to CMYK
- Adobe Photoshop: file at 100%, 133 lpi, 300 dpi and save in a TIFF or EPS format.

File transfer: email, dropbox, wetransfer

Send to: Kyle Wilkinson: kwilkinson@ngcoa.ca



Golf Business Canada

French Insert	Width	Height
Full Page (trim size)	8.125"	10.375"
Full Page (bleed size)	8.625"	10.425"
½ page horz.	7"	4.375"
1/3 vert.	2.25"	9"
1/6 vert.	2.25"	4.25"

Golf Business Canada includes a 16 page French only insert which entails a more condensed version of the full English Magazine. The 16 pages are included in the center of the complete English version and is distributed to all French language preferred courses.

Regional Advertising Opportunities

PLUS

Don't need a national audience? Have a new product, promotion or service?

Much like a 'Direct Mail' piece, you are able to package your promotional material with Golf Business Canada magazine.

You can include everything from a flyer, pamphlet or small sample to a targeted audience. Contact us for a customized pricing package based on the market you're targeting.

Golf Business Canada/GreenMaster



For advertising information contact:

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Golf Business Canada/GreenMaster are published quarterly and are the official publications of the **NATIONAL GOLF COURSE OWNERS ASSOCIATION CANADA** and the **CANADIAN GOLF SUPERINTENDENTS ASSOCIATION**
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