



NORTHEAST GOLF

2023 MEDIA KIT



THE LARGEST AND MOST READ REGIONAL GOLF MAGAZINE
IN THE UNITED STATES

ABOUT NORTHEAST GOLF

As the largest and most widely read golf publication in North America, we reach a massive audience of affluent avid golfers in the most desired demographic in the country. We 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 circulation strength is national and international, being most prominent in the Eastern United States markets and Eastern Canada.

For over 15 years, our golf content creation team has published a commanding mix of original work for all levels. 2022 marked a new and exciting journey as we produced the Northeast Golf Show at Patriot Place in Foxboro, MA. The 2023 show is scheduled for March 17-19, 2023.

Northeast Golf magazine is available in print and digital editions.

Bi-monthly regional publication reaches an audience of affluent avid golfers in the most desired demographic in the country.





Reaches
4 MILLION+ Affluent
Avid Golfers
annually in homes, golf facilities, resorts, and businesses

#1 Regional Golf Magazine in the United States



75K+

Print magazine
readers per
issue



250K+

Digital magazine
& online readers
per issue



700k+

Unique visitors
monthly to
multiple
websites.



100k+

Engaged
Email
Subscribers
w/ Over 28%
Open Rate



50k+

Social Media
reach across all
our channels and
partner accounts.



80k+

Distributed at the
Northeast Golf
Show, CT Golf
Show & New
England Home
Shows

OUR READERS

By the Numbers from the Northeast Golf Show & Reader Sweepstakes

82%
Male Audience

53
Median Age

\$249,000
Average Household Income



56%

Private country club
members



28%

Own more than one
home



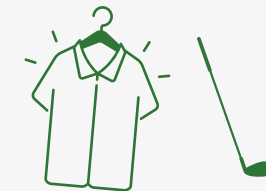
36%

Plan on buying a
retirement home



73%

Take 1+ golf trips per
year



59%

Spend \$4,000+
annually on apparel &
equipment

2023 EDITORIAL CALENDAR

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

February/March Issue

Deadline: 1/15

THEME: Season Launch **Northeast Golf Show & CT Golf Show Distribution**

TRAVEL & HOMES - Spring Destinations Near/Far & Florida Communities

GEAR & FASHION - Drivers, Fairways, Balls & Shoes, Rain Gear, Belts

COURSES & CLUBS - Must Plays in Massachusetts, Rhode Island & Connecticut

August/September Issue

Deadline: 7/14

THEME: Travel Planner

TRAVEL & HOMES - Travel Planner & Island Living

GEAR & FASHION - Bags, Carts, & Leisure Lookbook

COURSES & CLUBS - Must Plays in Canada

April/May Issue

Deadline: 3/15

THEME: Game Improvement

TRAVEL & HOMES - Drivetime Destinations & Community Living

GEAR & FASHION - Irons, Hybrids, Wedges, Putters & Summer Styles, Eyewear

COURSES & CLUBS - Must Plays in New York and Pennsylvania

October/November Issue

Deadline: 9/15

THEME: Clubs & Communities

TRAVEL & HOMES - Southwest & Midwest Destinations & Communities

GEAR & FASHION - New Releases & Fall Apparel Trends, Colder Weather Wear

COURSES & CLUBS - Must Plays Nationwide

June/July Issue

Deadline: 5/15

THEME: Fashion & Function

TRAVEL & HOMES - Bucket List Destinations & Carolina Communities

GEAR & FASHION - Distance Devices, Speakers & Boutique Wear, Headwear, T-Shirts

COURSES & CLUBS - Must Plays in New Hampshire, Vermont & Maine

December/January Issue

Deadline: 11/17

THEME: Indoor Golf & Fitness

PGA Show Distribution

TRAVEL & HOMES - Southeast Destinations & Communities

GEAR & FASHION - New Releases & Fitness Apparel/Accessories

COURSES & CLUBS - Must Plays Internationally

15% Off
Multiple
Issues

DISPLAY ADVERTISING MENU



FULL PAGE



FULL SPREAD



1/2 PAGE



1/3 PAGE

Back Cover = \$3,750

Prime Front Spread = \$3,450

Prime Front Page = \$2,550

Full Spread = \$2,950

Full Page = \$1,950

2/3 Page = \$1,350

1/2 Page = \$1,250

1/3 Page = \$750

1/4 Page = \$650

1/6 Page = \$450

ADD ON DEDICATED EMAIL BLAST(S)

1 Blast = \$950 | 2 Blasts = \$1,450

4 Blasts = \$4,250



FOR COURSES & CLUBS

Must Play Tracks

- Magazine Advertorial
- Online Post w/ Backlinks
- Weekly eNews Feature
- Social Media Campaign

1/2 Page - \$650

1 Page - \$950

2 Page - \$1,500



ADVERTORIAL PACKAGES

SPREAD PACKAGE \$2,750



- 2 Page Advertorial in Print, Online, in Enews & on Social
- 1 Dedicated eBlast

STORY PACKAGE \$5,000

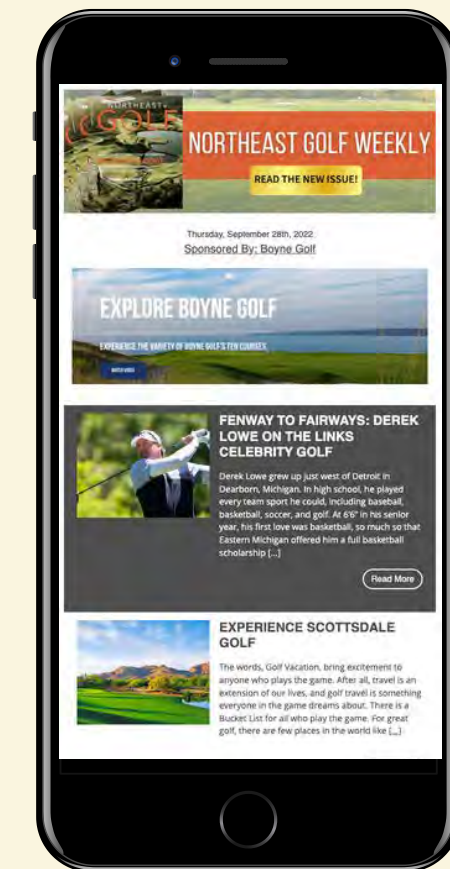


- 4 Page Advertorial in Print, Online, in Enews & on Social
- 1 Page Display Ad Next Issue
- 2 Dedicated eBlasts



**EMAIL COMBO PACKAGE
EBLAST & ENEWS SPONSORSHIP**

\$1,250



Send an eBlast & Sponsor our Weekly eNews to over 80K golfers each send!



MARCH 17-19

2023

**SOCIOS.COM
FIELD HOUSE**



WELCOMES

**NORTHEAST
GOLF
SHOW**

**A ONE-OF-A-KIND
DESTINATION EVENT FOR
AFFLUENT GOLFERS &
SPORTS FANS**

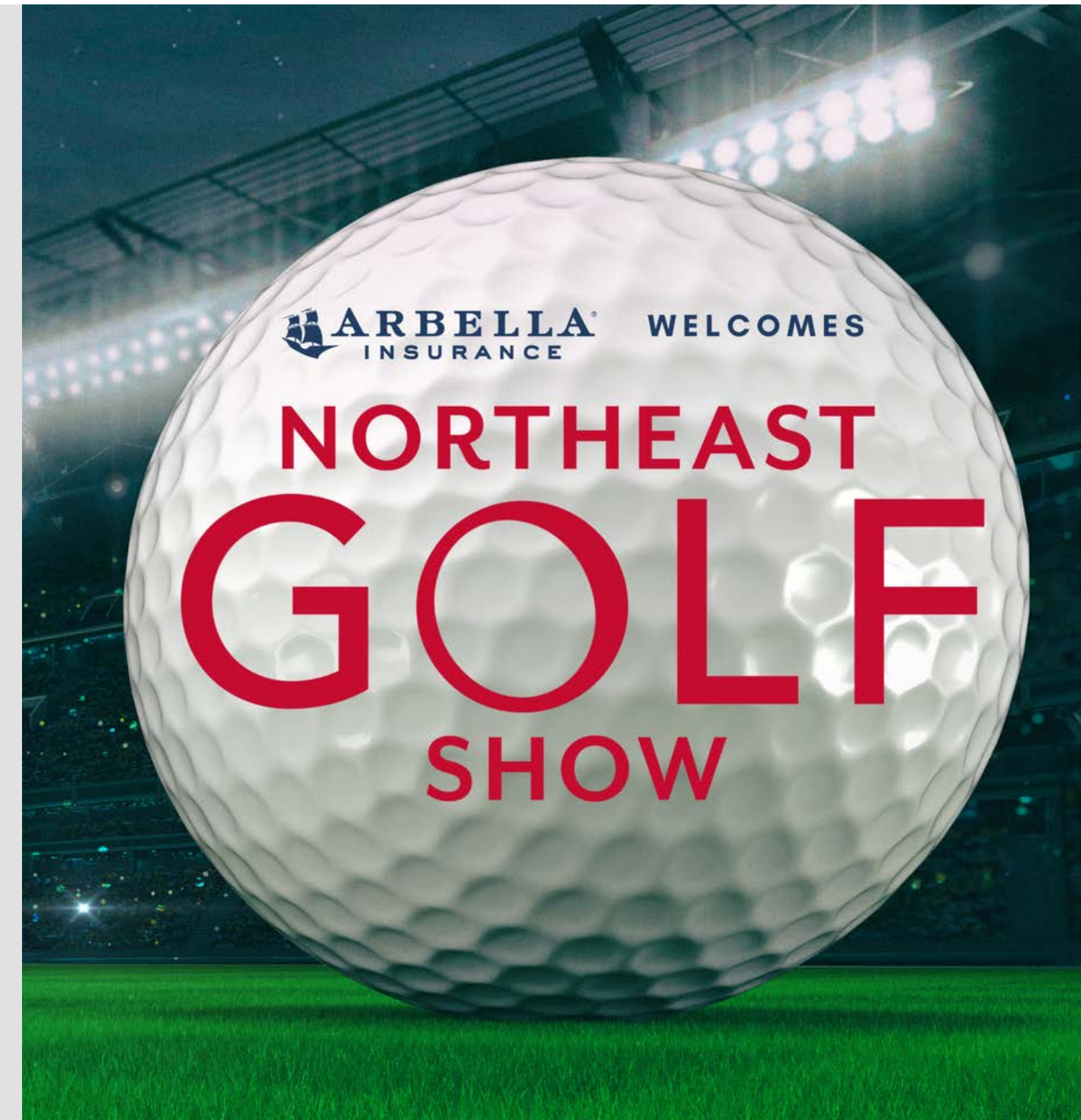
WWW.NORTHEASTGOLFSHOW.COM

ABOUT NORTHEAST GOLF SHOW

The only golf expo in the Massachusetts, Rhode Island, and New Hampshire markets, the Northeast Golf Show began in 2021 and drew over 10,000 golf enthusiasts in its first year. The feedback was tremendous and we're expecting over 15,000 attendees this year.

The Northeast Golf Show features over 250 golf-related exhibits, giveaways, interactive features, and the Northeast's largest demo/fitting area with the best pro shop deals of the season. Located at Gillette Stadium, a premier destination for almost all New England golfers and sports fans, Patriot Place is home to two four-star hotels, nineteen+ restaurants, live entertainment, a state-of-the-art theatre, and more.

Join us and meet face-to-face with avid golfers from MA, RI, NH, VT, CT, and beyond. The New England region is recognized nationally for its size, scope and qualified buying audience, making this the best place to grow your sales and audience.





THE 15,000+ ATTENDEES

By The Numbers

82% MALE AUDIENCE

53
Median Age

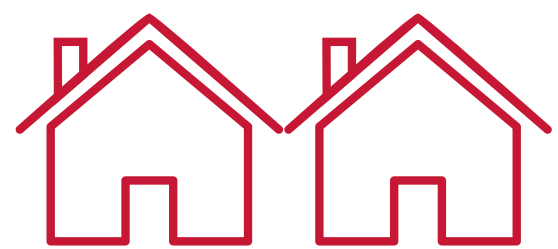
\$249K+

AVERAGE
HOUSEHOLD
INCOME



56%

Private country club members



28%

Own more than one home



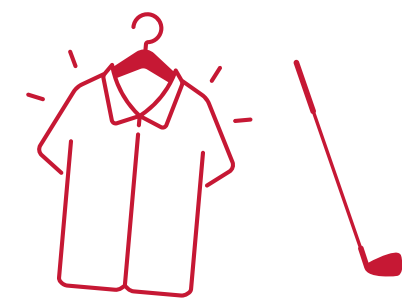
36%

Plan on buying a retirement home



73%

Take 1+ golf trips per year



59%

Spend \$4,000+ annually on apparel & equipment

YOUR EXHIBITING OPTIONS

FLOOR PLAN FROM 2022

*** Floor Plan Announced Soon ***

EXHIBITOR BOOTHS

10x10 = \$1,600

10x20 = \$3,000

20x20 = \$5,200

Bulk Space = Contact Us

**RATES INCREASE TO \$17/SQFT AFTER 12/31/22*

Your Exhibitor Package Includes (based on a 10x10):

- 8' draped backwall & 3' sidewall (not included on 400 sq. ft. or more)
- Company identification sign
- 24-hour security service
- Company listing and link on show website & program
- 5 exhibitor credentials
- 4 guest tickets
- Please note that space does NOT include tables, chairs, electrical outlets or freight/handling.

AVAILABLE SPONSORSHIPS

CONTACT FOR PRICING

- Presenting (all naming rights)
- Welcoming (entrance, bags & banners)
- Demo & Fitting Range (floor decals & scrim)
- Closest to the Pin & Hole in One Challenge
- Longest Putt Challenge
- Drive Fore Show Challenge
- Trouble Shot Challenge
- 19th Hole & Northeast Golf Club VIP

WELCOMING SPONSORSHIP



ADVERTISE AND REACH 4 MILLION MORE BUYERS

FEB/MARCH 2023 ISSUE. GOLF SHOW, DIRECT MAIL, & DIGITAL DISTRIBUTION.



DIGITAL REACH



800K+

100K+

50K+

500,000+

MULTI-MEDIA IMPRESSIONS MONTHLY

Each package comes with an online directory page including an image gallery, embedded video, editorial & links to your website/social pages.

PAR PACKAGE \$850 (\$1,500+ value)

- 1/2 page in Feb/March Show Magazine
- 1 Enews position to 80+k Northeast Golf email list
- 1 Preferred listing in the Golf Show program and website
- 1 Social Campaign - Post & Story

BIRDIE PACKAGE \$1,500 (\$2,500+ value)

- 1 page in Feb/March Show Magazine
- 1 dedicated Eblast to 100+k Northeast Golf email list
- 1 Preferred listing in the Golf Show program and website
- 1 Social Campaign - Post & Story

EAGLE PACKAGE \$2,500 (\$4,000+ value)

- 2x pages in Feb/March Show Magazine
- 2x dedicated Eblast to 100+k Northeast Golf email list
- 1 Preferred listing in the Golf Show program and website
- 1 Social Campaign - Post & Story

01/25/2023

SPACE DEADLINE

NORTHEAST GOLF PRINT CIRCULATION

- Affluent avid golfer subscriber base
- Every golf facility in the region
- Every resort in the United States
- Thousands of business waiting rooms
- Golf consumer trade shows



OVERVIEW

For over 50 years, Home Golf Lifestyle Media (HGL Media) has been one of the Northeast's most respected luxury brand multimedia marketing firms.

We provide our clients with all the services needed to grow their businesses targeting Home, Golf and Lifestyle enthusiasts.

Our myriad of multimedia platforms, niche magazines and in-person events reach affluent consumers to engage with your brand. The HGL Media marketing menu includes print, digital, social, email, geo-fencing, consumer shows, video channels and specialty events.

OUR FOLLOWERS ARE YOUR CUSTOMERS AT THE LOCAL, REGIONAL, NATIONAL AND GLOBAL LEVEL.





PUT OUR ALL-IN-ONE CREATIVE AGENCY & MULTI-MEDIA PLATFORMS TO WORK FOR YOU!

DESIGN

Together, we'll design the media assets that align your brand message with a marketing campaign that fits your business strategy and budget.

DISTRIBUTE

We will distribute your marketing campaign to the large, established, affluent HGL Media audience, through our partnered media outlets and also your company customer base.

DELIVER

We deliver measurable results providing valuable insights about your customer base and targeted strategies for revenue growth throughout your HGL Media partnership.

COMPLETE CREATIVE SERVICES

DIGITAL & PRINT SERVICES 100% CUSTOMIZABLE TO YOUR BUSINESS

WEBSITES



DESIGN

Starting at \$1,750

HOSTING

Starting at \$50/M

MAINTENANCE

Starting at \$45/HR

SEO



ANALYSIS & STRATEGY

Starting at \$250

CAMPAIGN

Starting at \$300/M

BLOGS

Starting at \$100/P

CONTENT



STRATEGY

Starting at \$250

EDITORIALS

Starting at \$275

DISTRIBUTION

Starting at \$500

EMAIL



DESIGN

Starting at \$350

DEDICATED BLAST

Starting at \$750

SPONSORED BANNER

Starting at \$200

COMPLETE CREATIVE SERVICES

DIGITAL & PRINT SERVICES 100% CUSTOMIZABLE TO YOUR BUSINESS

AUDIENCE



SWEEPSTAKES

Enter to Win

CONTESTS

Photo, Video & Story

FANTASY

Golf, Football & More

FENCING



GEO

Starting at \$20 CPM

ADDRESSABLE

Starting at \$25 CPM

SOCIAL

Starting at \$750

PRINT



LISTS & EDDM

Postcards, Menus etc.

CARDS, BROCHURES +

Basic to Premium

BANNERS & SIGNS

Various Sizes & Materials

DESIGN



SOCIAL BANNERS

Starting at \$75

PRINT & WEB ADS

Starting at \$50/H

BUSINESS CARDS

Digital & Print w/ Leads

ABOUT OUR MULTI-MEDIA PLATFORMS

MILLIONS OF AFFLUENT HOME, GOLF & LIFESTYLE ENTHUSIASTS



NORTHEAST GOLF MAGAZINE

- 4,000,000+ Annual Reach
- Print & Digital Publication 6x/yr
- 75,000+ Engaged Email Subscribers
- Multiple Websites
- Social Channels



COASTAL HOME LIFE MAGAZINE

- 3,000,000+ Annual Reach
- Print & Digital Publication 4x/yr
- 50,000+ Engaged Email Subscribers
- Multiple Websites
- Social Channels

NORTHEAST GOLF SHOW

NORTHEAST GOLF SHOW

- March 17-19, 2023
- Field House @ Gillette Stadium in Foxboro, MA, Home of the Patriots
- 15,000+ Attendees



GOLF CONTENT NETWORK

- One-of-a-kind digital & social media platform for writers, golf companies and agencies.



NEW ENGLAND HOME SHOWS

- The most professional, organized, and well-attended live events in MA & RI.
- Tens of thousands of qualified, affluent homeowners at each show.
- Lincoln (RI) 3/4-3/5, 2023 | Foxboro 3/24-3/26, 2023
- Marlboro 3/31-4/2, 2023 | Topsfield 4/22-4/23, 2023



HOME GOLF LIFESTYLE 

MEDIA

DESIGN.DISTRIBUTE.DELIVER

PRINT • DIGITAL • SOCIAL • EVENTS

RICH CASTIGLIONE
CEO / PARTNER

CALL/TEXT: 508-942-7340
EMAIL: rich@hglmedia.com

GREG SAMPSON
CMO / PARTNER

CALL/TEXT: 757-621-7494
EMAIL: greg@hglmedia.com

TIM BRANCO
EDITOR

CALL/TEXT: 774-930-1623
EMAIL: tim@hglmedia.com

KAT MOTTRAM
MULTI-MEDIA MANAGER

CALL/TEXT: 508-212-0259
EMAIL: kat@hglmedia.com

BRITTANY RAYBURN
CONTENT MARKETING

CALL/TEXT: 508-380-5228
EMAIL: brittanyrayburn@gmail.com

TONY PIMENTEL
SALES & MARKETING ASSOCIATE

CALL/TEXT: 401-696-9267
EMAIL: tony@hglmedia.com

GEO MOTTRAM
SALES & MARKETING ASSOCIATE

CALL/TEXT: 401-340-0100
EMAIL: geo@hglmedia.com

SHEKHINAH CLUBA
SALES & MARKETING ASSOCIATE

CALL/TEXT: 802-999-3585
EMAIL: shek@hglmedia.com

JOSH GORRA
SALES & MARKETING ASSOCIATE

CALL/TEXT: 617-821-0338
EMAIL: josh@hglmedia.com