



# 2025 REACH GOLFERS MEDIA KIT

Creating meaningful connections between brands and golfers.





# TABLE OF CONTENTS

Why Golfers? .....	3
Golfer Demographic Statistics .....	4
Our Network .....	9
Advertising Examples .....	13
Attribution .....	16
Case Study: FanDuel .....	17
Branding Opportunities .....	19
Ad Inventory & Specifications .....	20
Title & Hole Sponsorships .....	21





# Why Golfers?

Prime Consumers and Households

01

Golfers include a wide range of people across multiple demographics

02

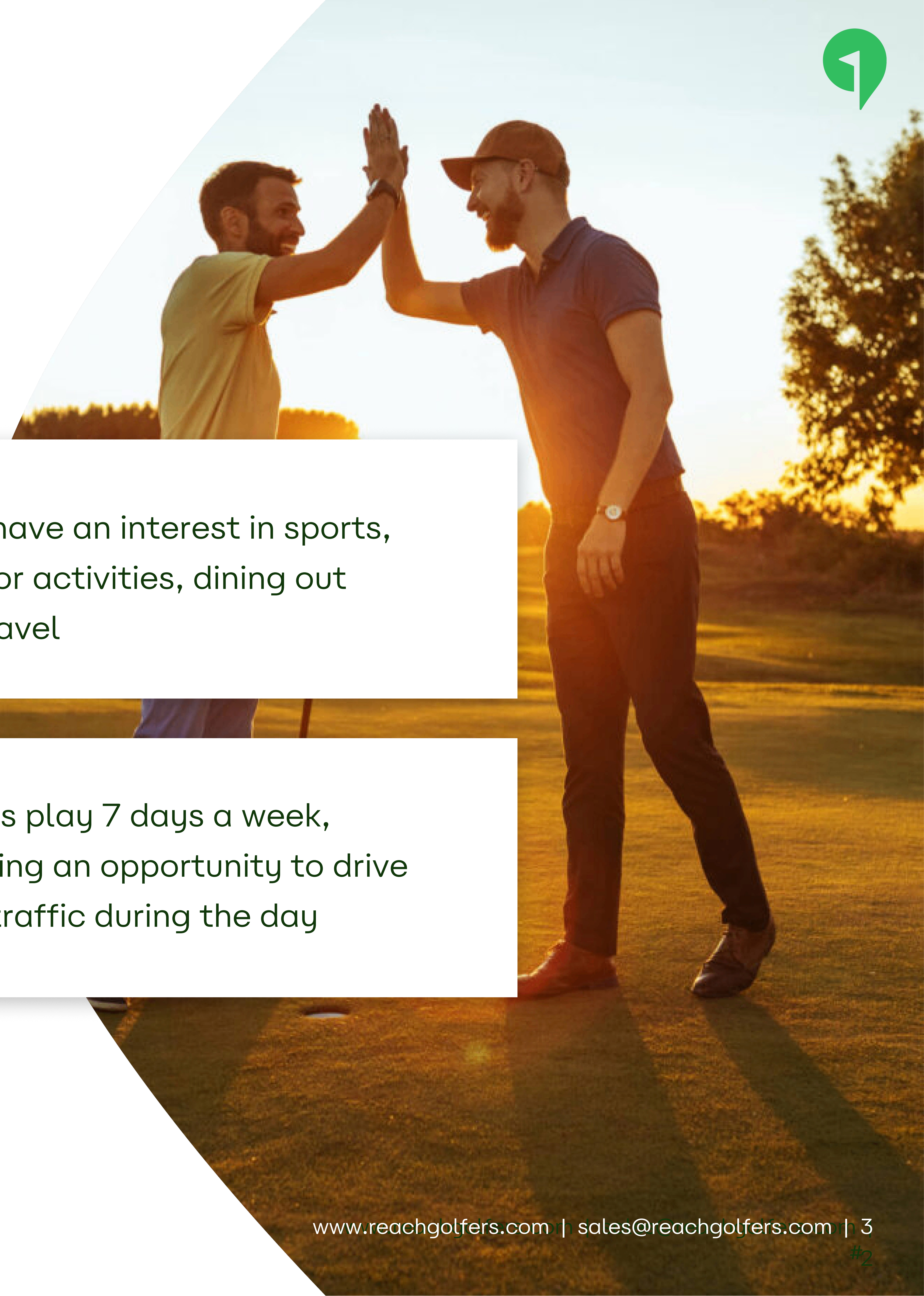
Golfers consistently spend on goods, travel, cars, insurance and possess multiple debit/credit cards

03

Most have an interest in sports, outdoor activities, dining out and travel

04

Golfers play 7 days a week, providing an opportunity to drive more traffic during the day







**40%** of Americans  
engage in golf, with  
an average  
**household income of  
\$125K** and average  
net worth of **\$770K.**





# U.S. GOLF MARKET TODAY

ROUNDS OF GOLF

**| 545 Million**

GOLFERS

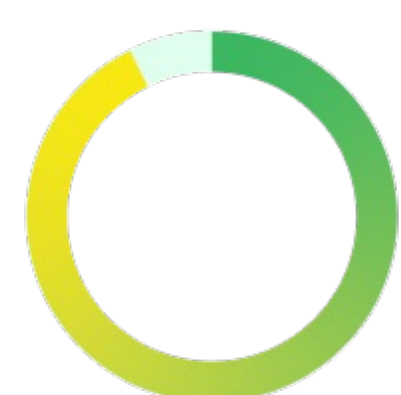
**| 28.1 Million**

GREEN FEES

**| 27.4 Billion**

GOLF TRAVEL

**| 40 Billion**



**90%**

GOLFERS WHO  
PLAY AT PUBLIC  
FACILITIES



**80%**

GOLF COURSES  
THAT ARE PUBLIC



**52%**

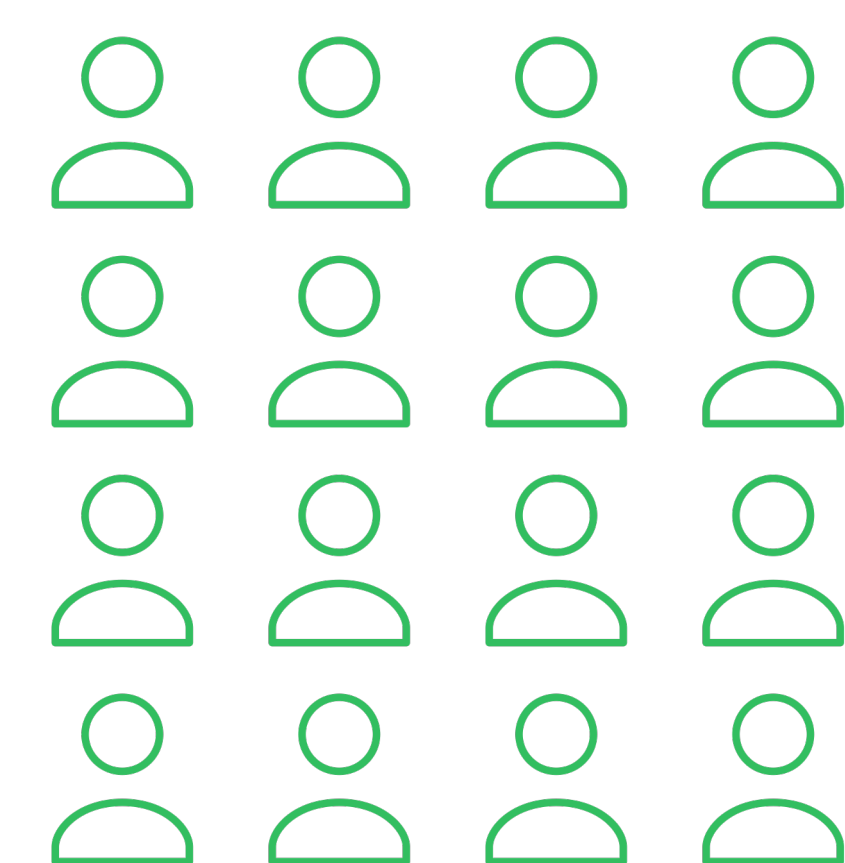
GOLFERS THAT HAVE A  
HH INCOME OF MORE  
THAN \$100,000

\*Source: NGF | 2025 The Graffis Report | Golf Industry 2024 - Year in Review





# GOLFER DEMOGRAPHIC STATISTICS



TOTAL  
NUMBER OF  
GOLFERS  
IN THE U.S.  
**28.1 Million**



**8.3%**  
PERCENT OF THE  
U.S. POPULATION  
WHO PLAY GOLF



**68%**  
PERCENT OF  
GOLFERS WHO  
ARE MARRIED



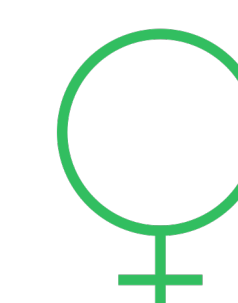
**91%**  
PERCENT WHO USE  
THE INTERNET ON A  
REGULAR BASIS



**72%**  
PERCENT OF  
GOLFERS WHO ARE  
MALE



**67%**  
PERCENT OF GOLFERS  
WHO ATTENDED OR  
GRADUATED COLLEGE



**28%**  
PERCENT OF  
GOLFERS WHO ARE  
FEMALE



**50%**  
PERCENT WHO ARE  
EMPLOYED IN A WHITE  
COLLAR OCCUPATION

\*Source: NGF | 2025 The Graffis Report | Golf Industry 2024 - Year in Review





# GOLFER HOUSEHOLD INCOME / ECONOMICS



AVERAGE  
HOUSEHOLD  
INCOME OF  
A GOLFER

**\$125,000**

**83%**

PERCENT  
WHO OWN  
SECURITIES

**86%**

PERCENT  
WHO OWN  
LIFE INSURANCE

**98%**

PERCENT WHO  
OWN A CREDIT /  
DEBIT CARD

**91%**

PERCENT WHO  
OWN A HOME  
(\$480K AVG.  
VALUE)

**\$770K**

AVERAGE NET  
WORTH OF U.S.  
GOLFER

\*Sources: NGF | 2025 The Graffis Report | Golf Industry 2024 - Year in Review, and Bench Craft Company





**71%** of the post-pandemic rounds growth has come from golfers **under the age of 50.**





# Our Network

## Types of Courses



### PUBLIC

80% of rounds played in the U.S. are on public courses, with an average greens fee of \$39.



### PRIVATE

Heading into 2025, there are 3,727 total private golf facilities in the U.S..



### SEMI-PRIVATE

Allow members & non-members to play, offering both exclusivity & accessibility.



### RESORT

There are over 1,185 golf resort facilities in the U.S.

\*Source: NGF | The Graffis Report | Golf Industry 2024 - Year in Review





# Our Network

Where We Are



**15,500+**

ACTIVE SCREENS



**215+**

COURSES



**40**

STATES



**115+**

DMAs

Millions of verified impressions

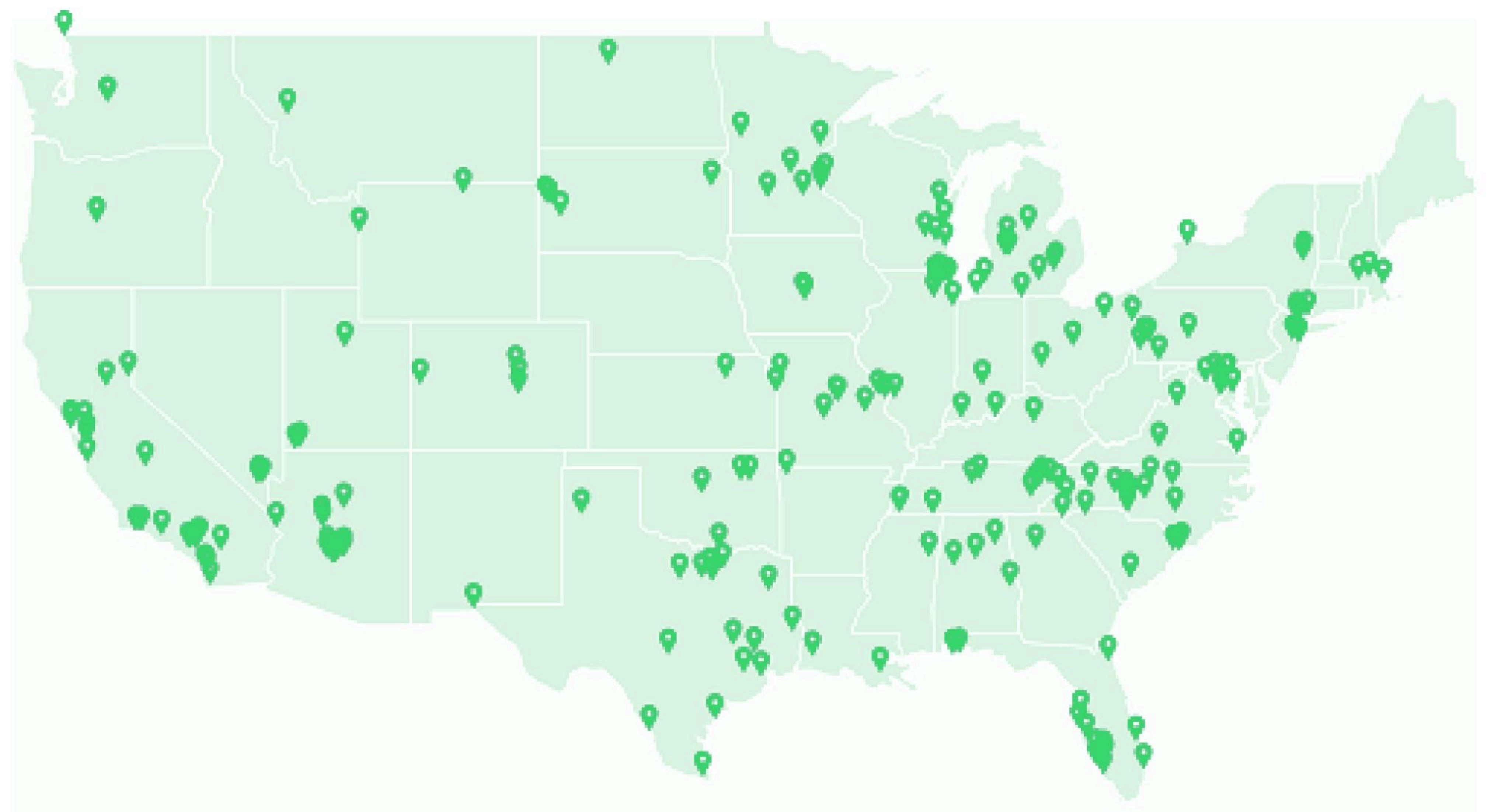




# Our Network

## Golf Course Locations

- Current inventory of **15,500+ screens**, across **215+ golf courses** in key markets across the USA
- Creative can be **tailored to target specific markets**
- **100% viewability** - you're the only message on the screen
- **1:1** interactive, intimate engagement







**60%** of on-course  
golfing time is  
spent in the cart.

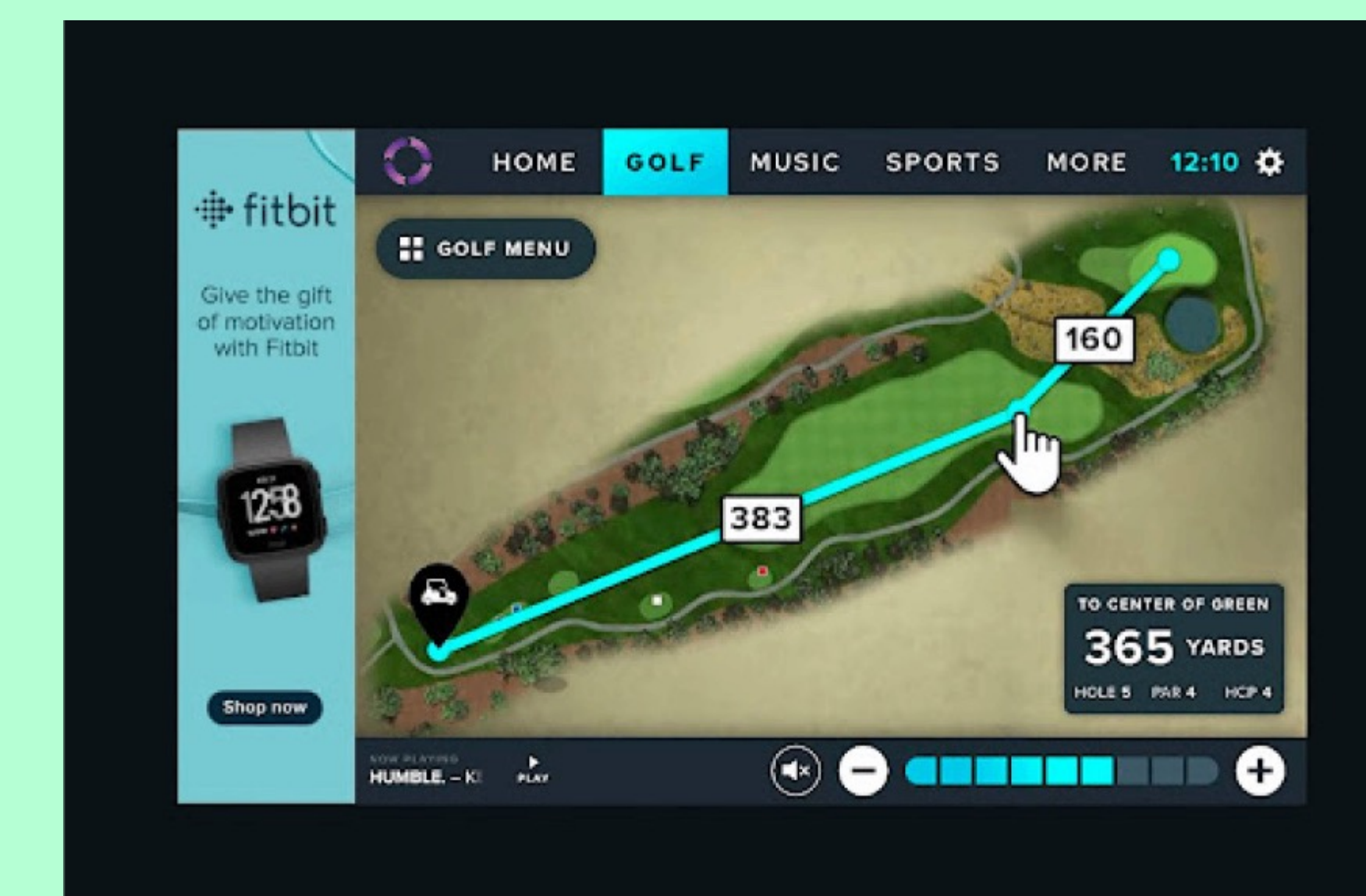
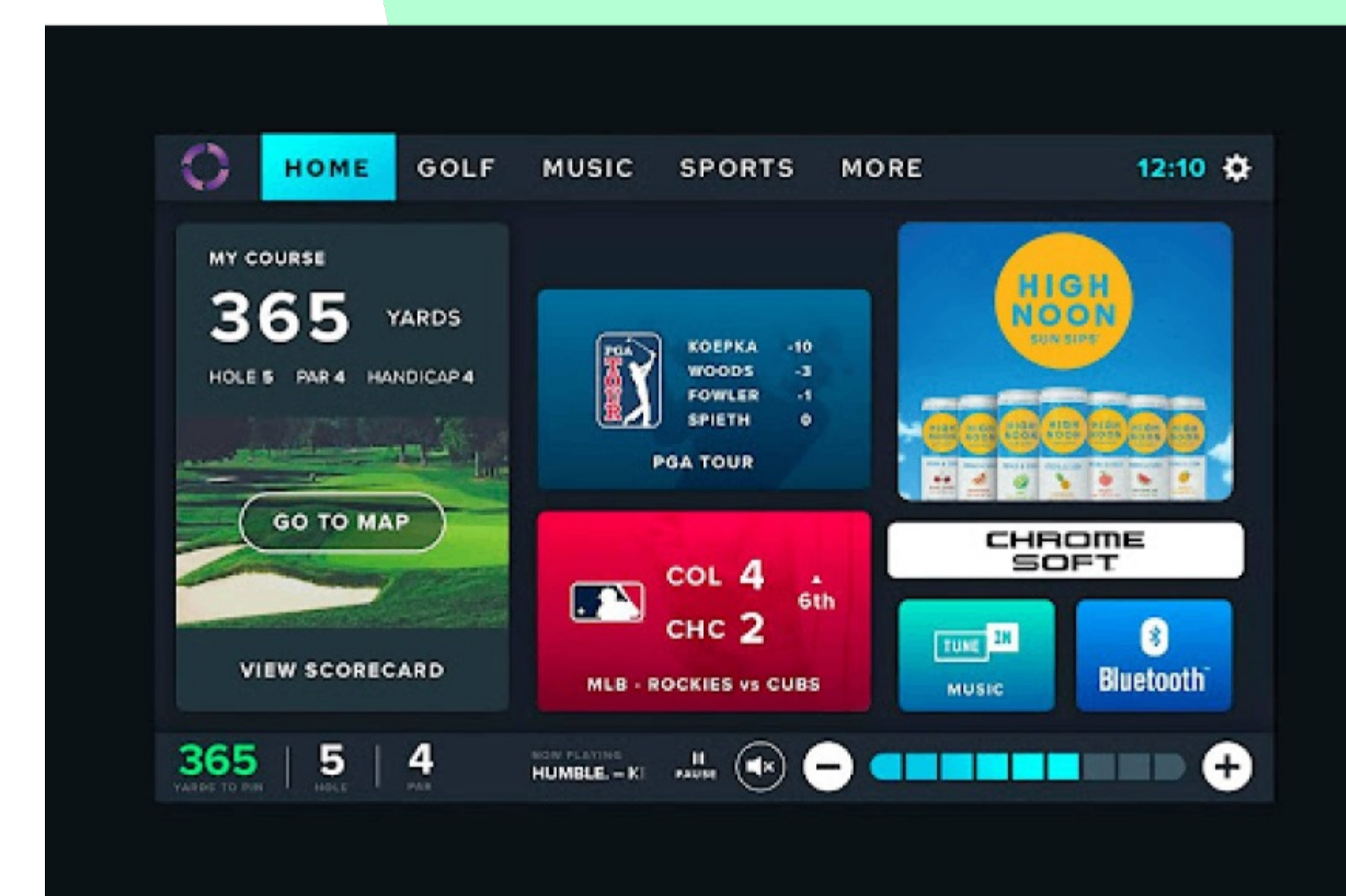
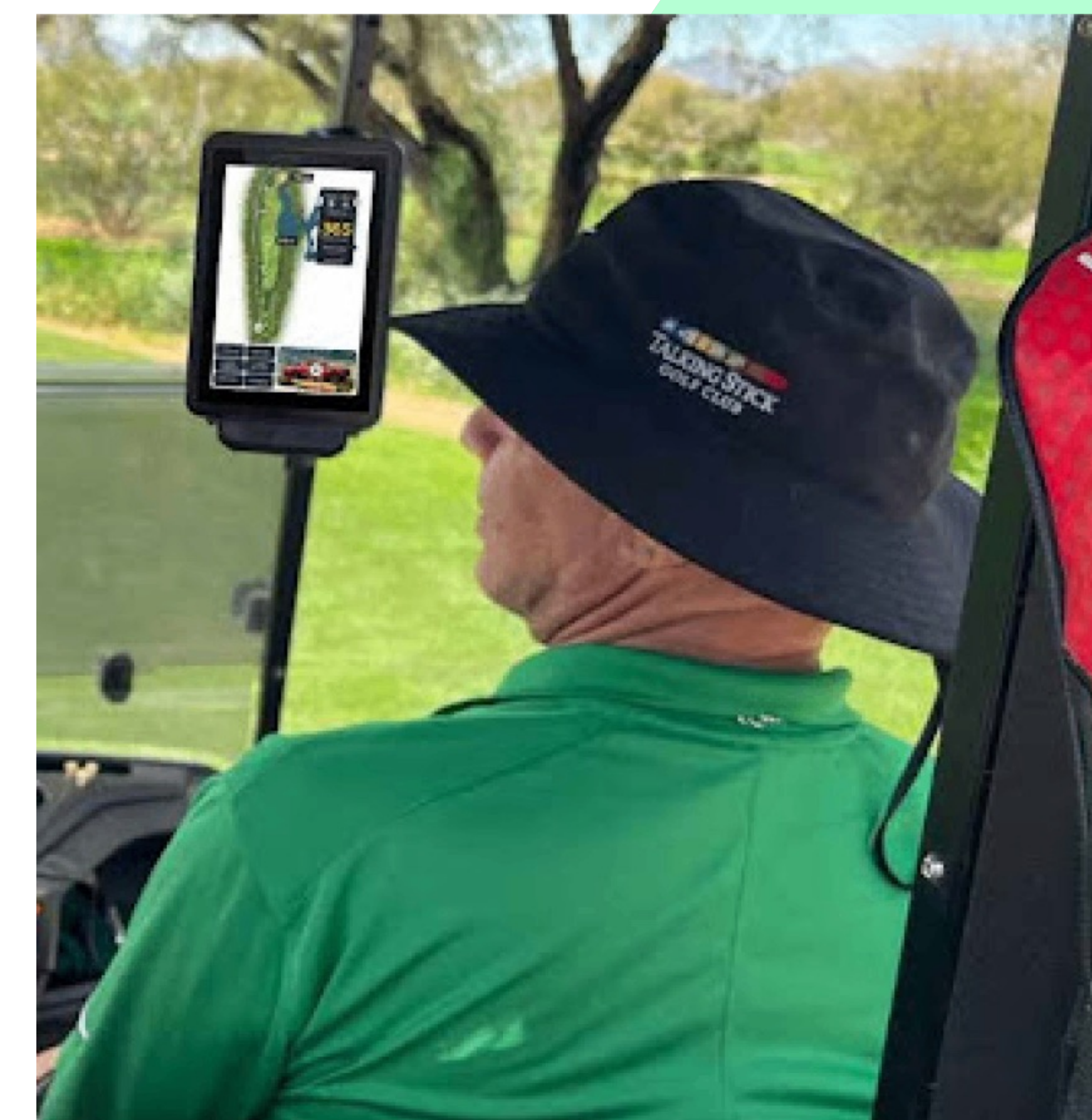




# We'll Handle the Details

Precision Campaigns.  
Seamless Execution.

- Our inventory combines IZON screens with leading OEM cart manufacturers
- We make it easy for agencies and brands by conforming to creative asset standards
- We combine video and static display ads to leverage the full breadth of ad types and drive maximum impressions
- Detailed and frequent proof-of-play (POP) reporting

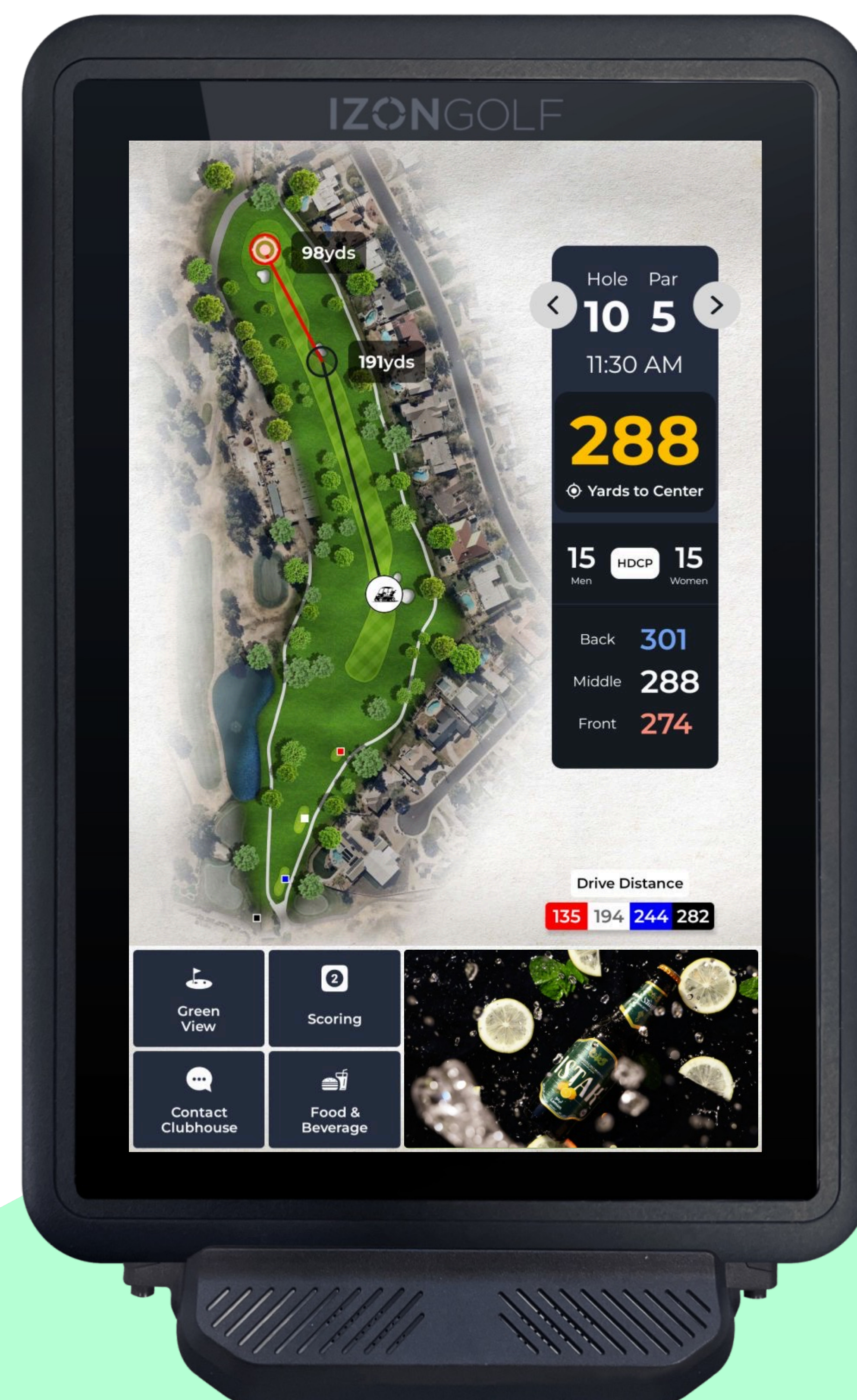




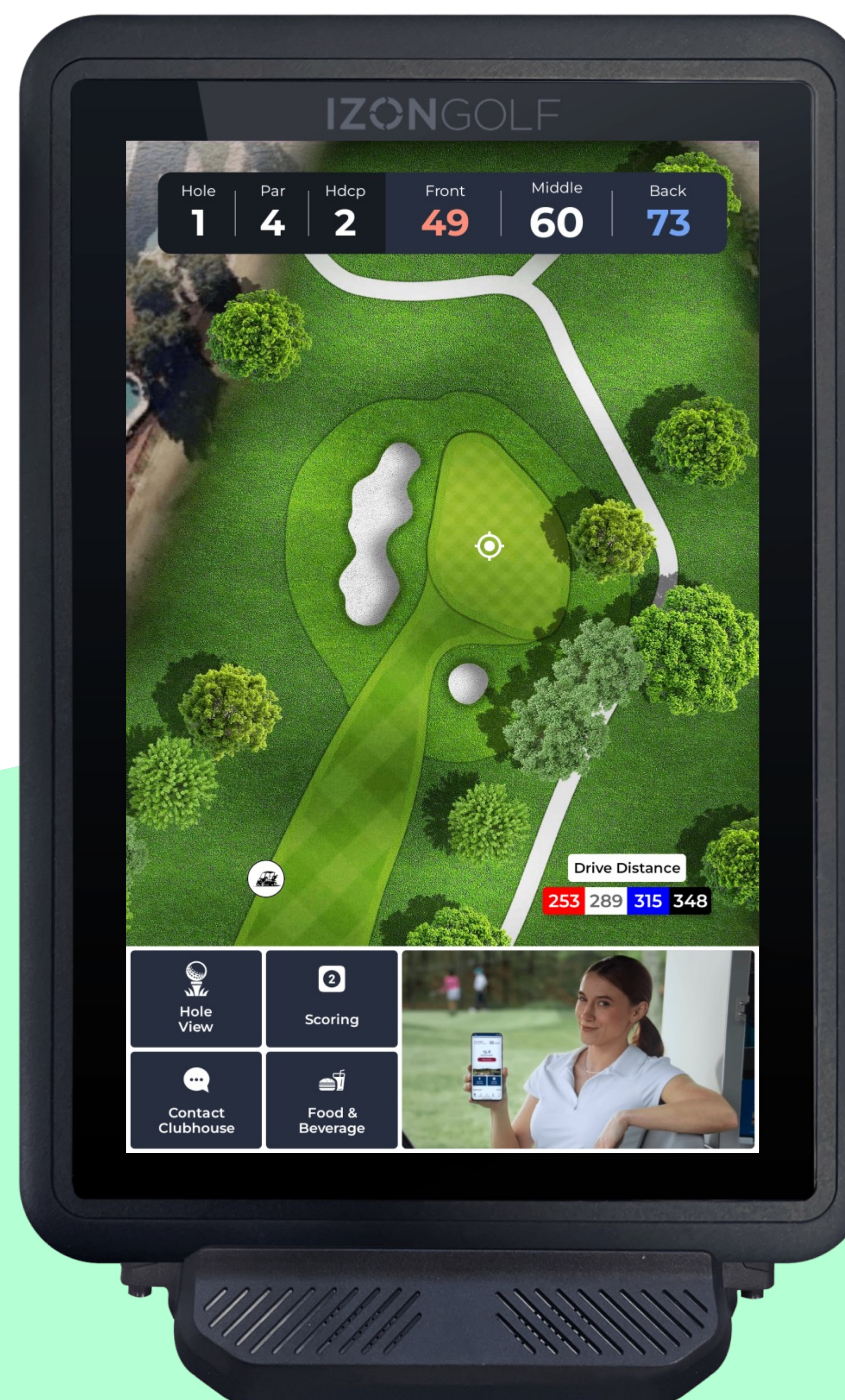


# Display Ad Examples

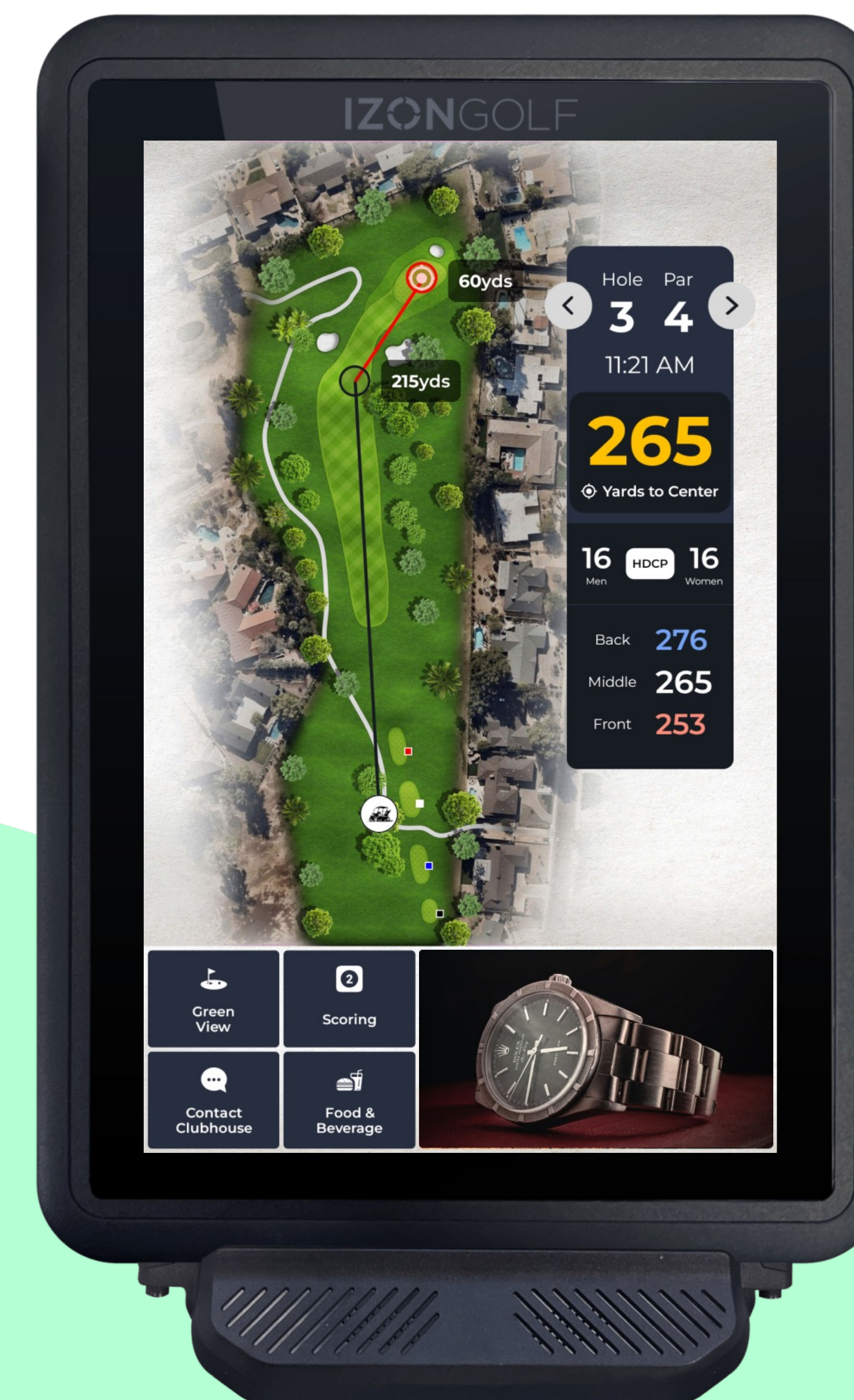
Video Ad



Video Ad



Video Ad

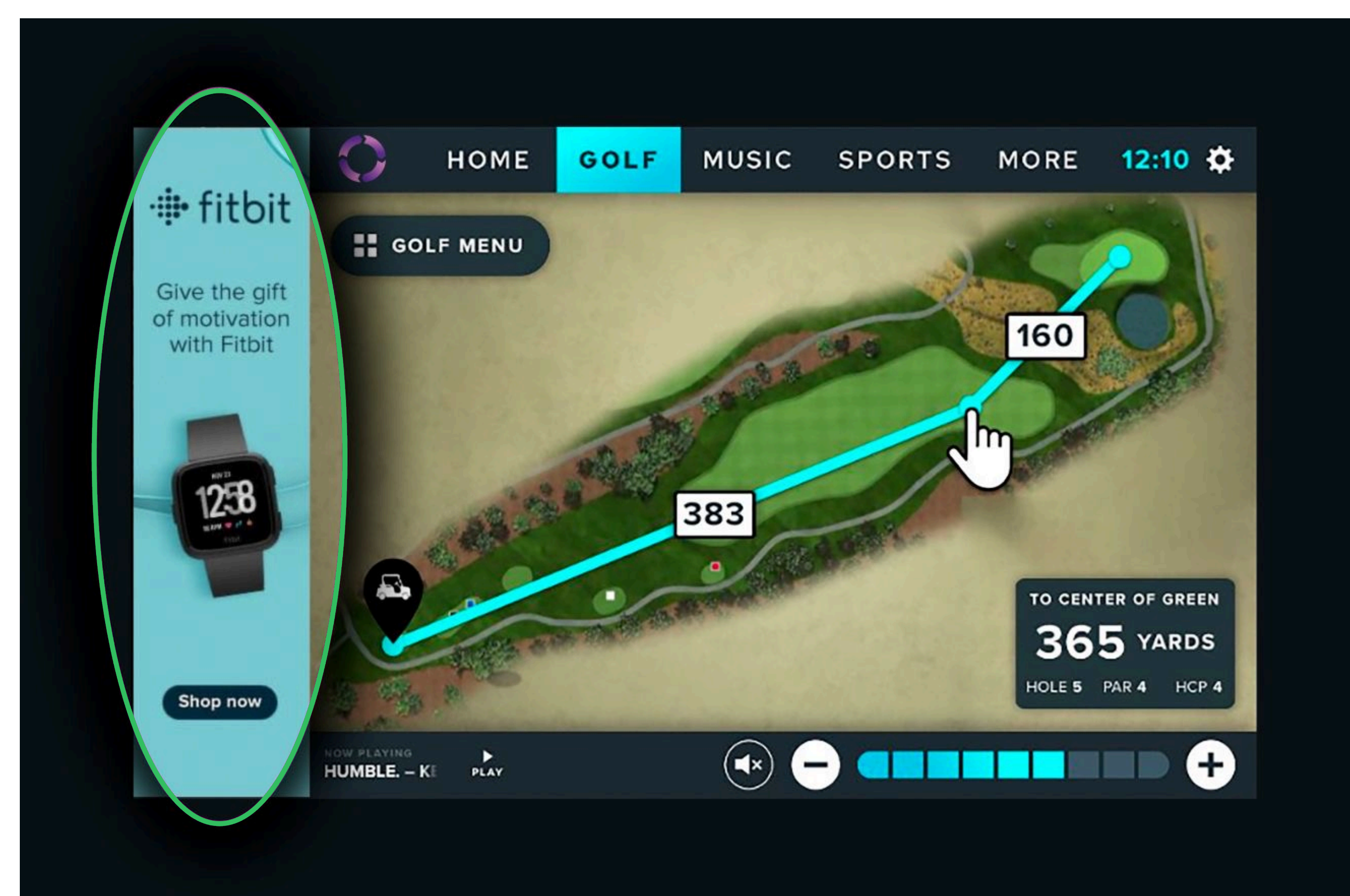




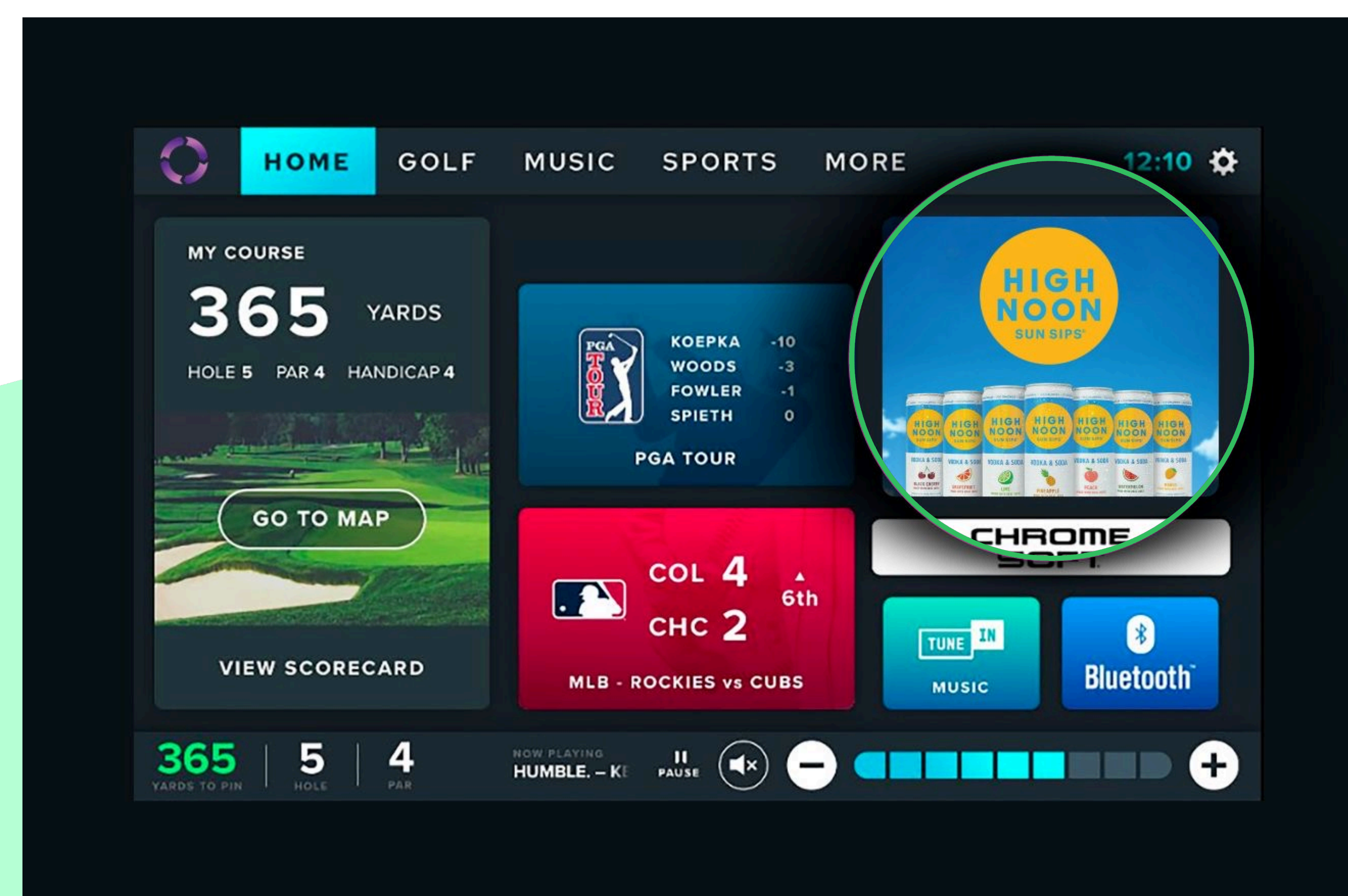


# Display Ad Examples

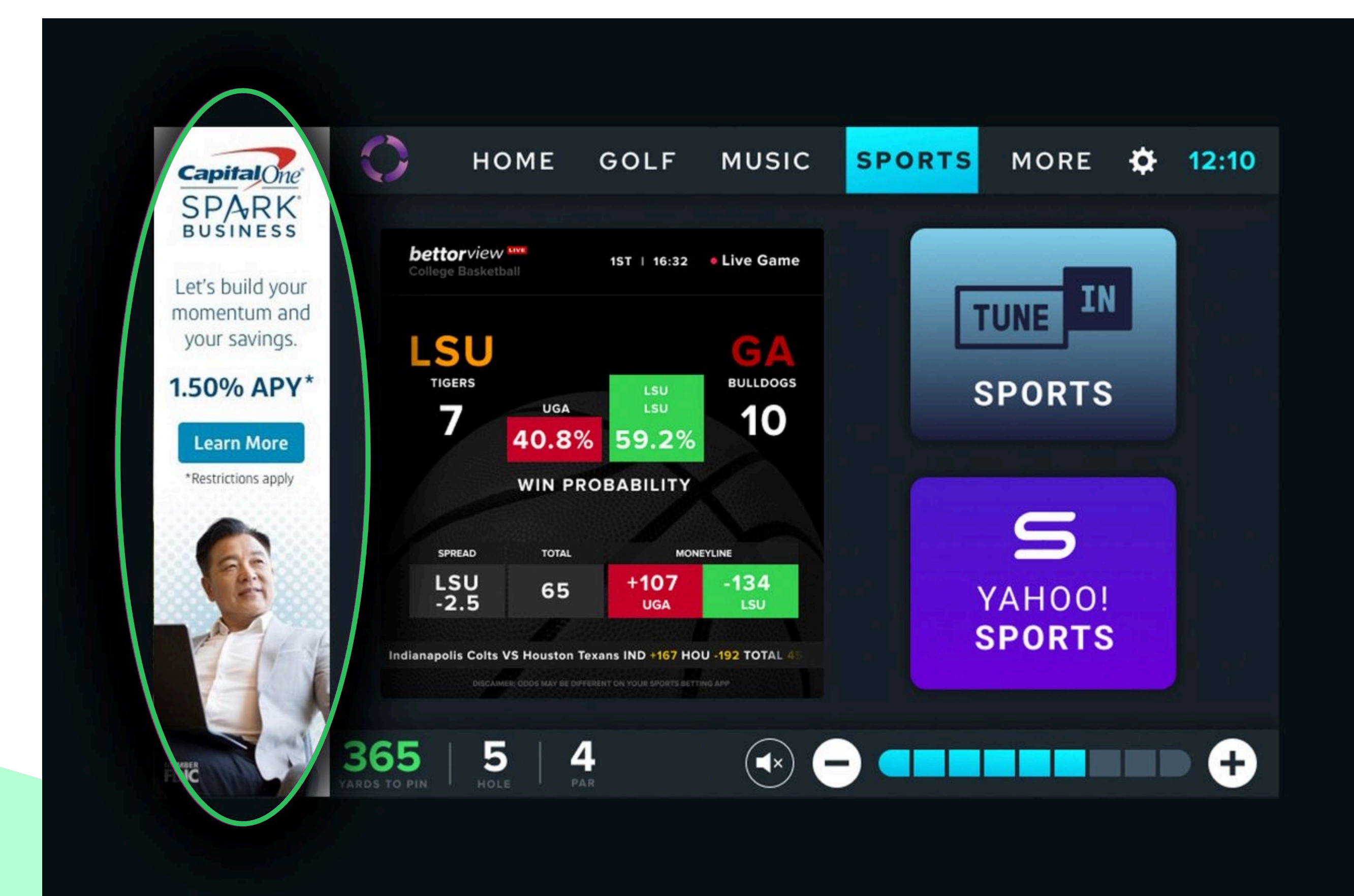
Banner Ad



Video or Static Ad



Banner Ad







# Attribution

Converting Customer Traffic

When your OOH ads are designed to boost in-store visits, generate ecommerce sales or increase mobile app downloads, **we measure** →

✓ POST LIFT

✓ CONVERSION RATE

✓ CONVERSIONS

✓ NET LIFT

✓ CONTROL LIFT

✓ CAMPAIGN LIFT

✓ TEST LIFT







# Client Attribution Case Study

Mobile App

## CHALLENGE

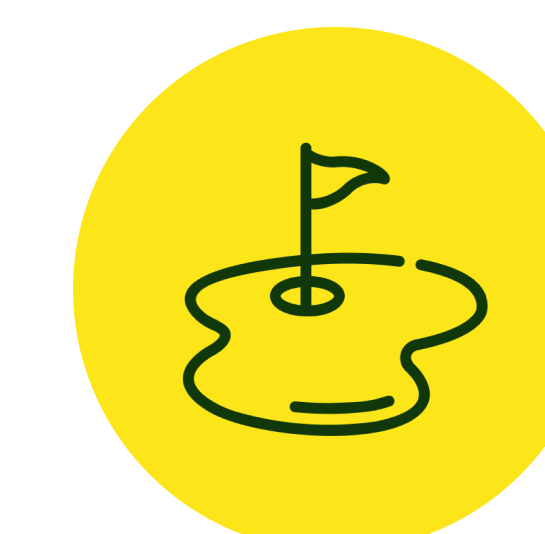
FanDuel was looking to increase brand awareness and drive app engagement with a highly targeted audience on the golf course.

## SOLUTION

Reach Golfers launched a 5-month campaign in 16 states on 91 courses and tracked key engagement metrics including installs, deposits, registrations and purchases.



**16**  
STATES



**91**  
COURSES



**7,058**  
ACTIVE SCREENS



**24.1M**  
IMPRESSIONS

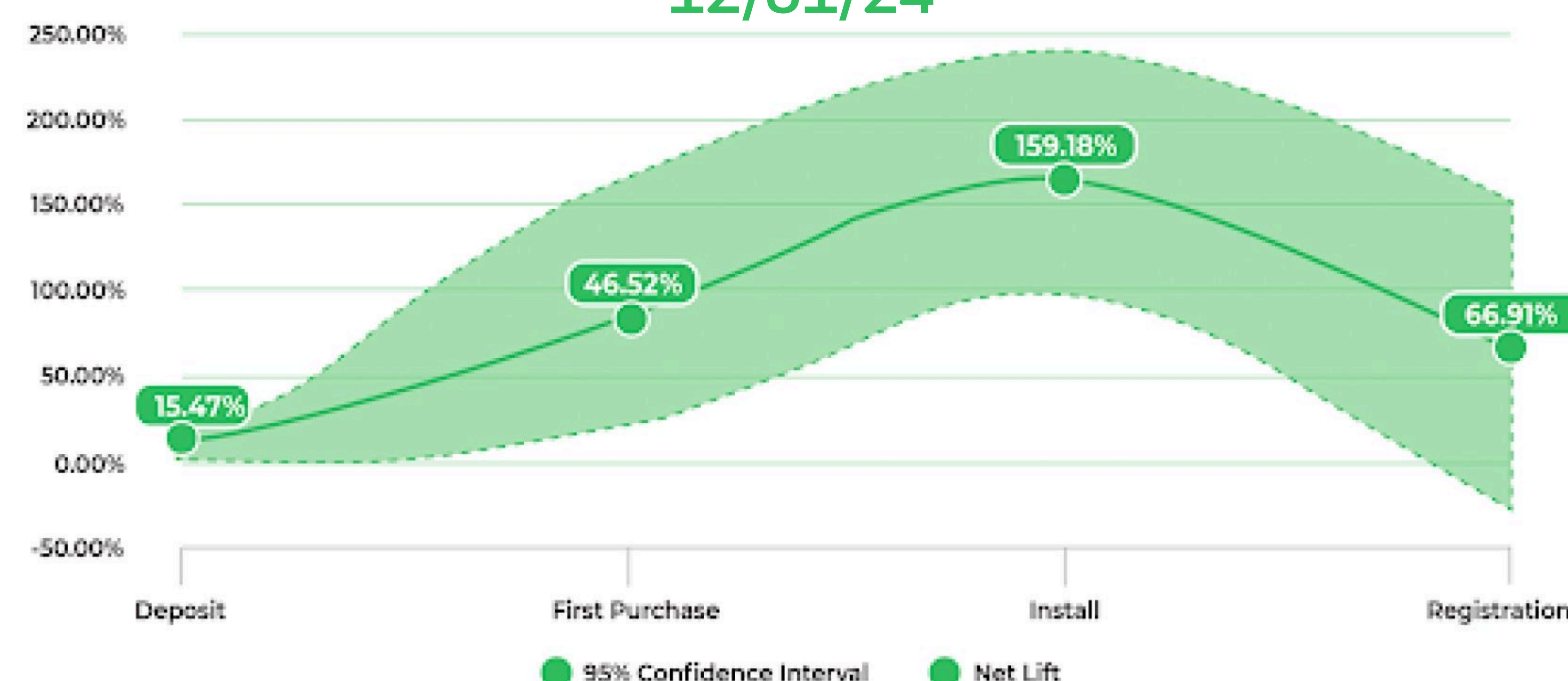




# Client Attribution Case Study

Mobile App

## INCREMENTAL LIFT ANALYSIS: 8/01/24 - 12/31/24



*\*Lift calculated for users exposed to FanDuel ads via the Reach Golfers in-cart screen inventory, compared to a control group of similar individuals who were not exposed. Install, register, deposit, and purchase are the four key conversion activities that FanDuel chose to study.*



## RESULTS

An **overall lift of 95.5%** for exposed users over the control group



The highest performing activity was "app download" with a **159% lift** over the control group



# BRANDING OPPORTUNITIES





# Ad Inventory & Specifications

## VIDEO GUIDELINES

Screen Count	<b>15,500</b>
Co-Viewing Multiplier	<b>1.7</b>
Available Impressions*	<b>59M</b>
Orientation	<b>Landscape</b>
Aspect Ratio	<b>16:9 Preferred 4:3 and 6:5 Supported</b>
Dimensions	<b>640 x 360, 1024 x 768, 1920 x 1080, 300 x 250</b>
Max File Size	<b>15 MB</b>
File Type	<b>MP4</b>
Audio	<b>Included</b>
Closed Captioning	<b>Required</b>

## STATIC GUIDELINES

Screen Count	<b>14,500</b>
Co-Viewing Multiplier	<b>1.7</b>
Available Impressions*	<b>50M</b>
Orientation	<b>Landscape, Portrait, Square</b>
Aspect Ratio	<b>6:5</b>
Dimensions	<b>300 x 200, 320 X 50, 160 x 600, 728 X 90</b>
Max File Size	<b>1 MB</b>
File Type	<b>JPEG, PNG, GIF</b>
Audio	<b>N/A</b>
Closed Captioning	<b>N/A</b>

\* 4-Week Campaign Total Available Impressions





# Title & Hole Sponsorships



## TITLE SPONSORSHIP

Welcome Screen

End-Round Screens

1st hole

**\$2,000/month**

per course with one year commitment

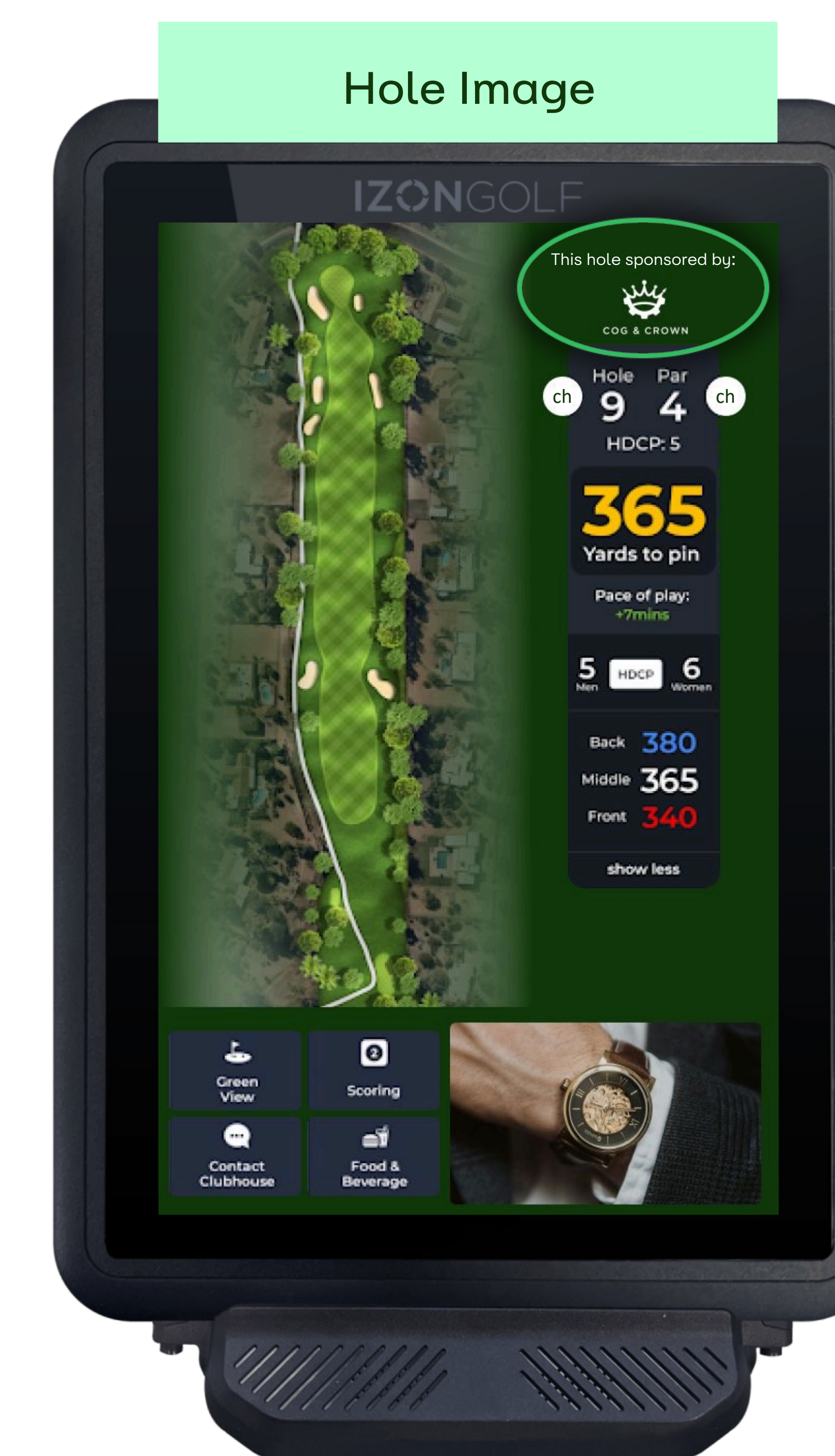
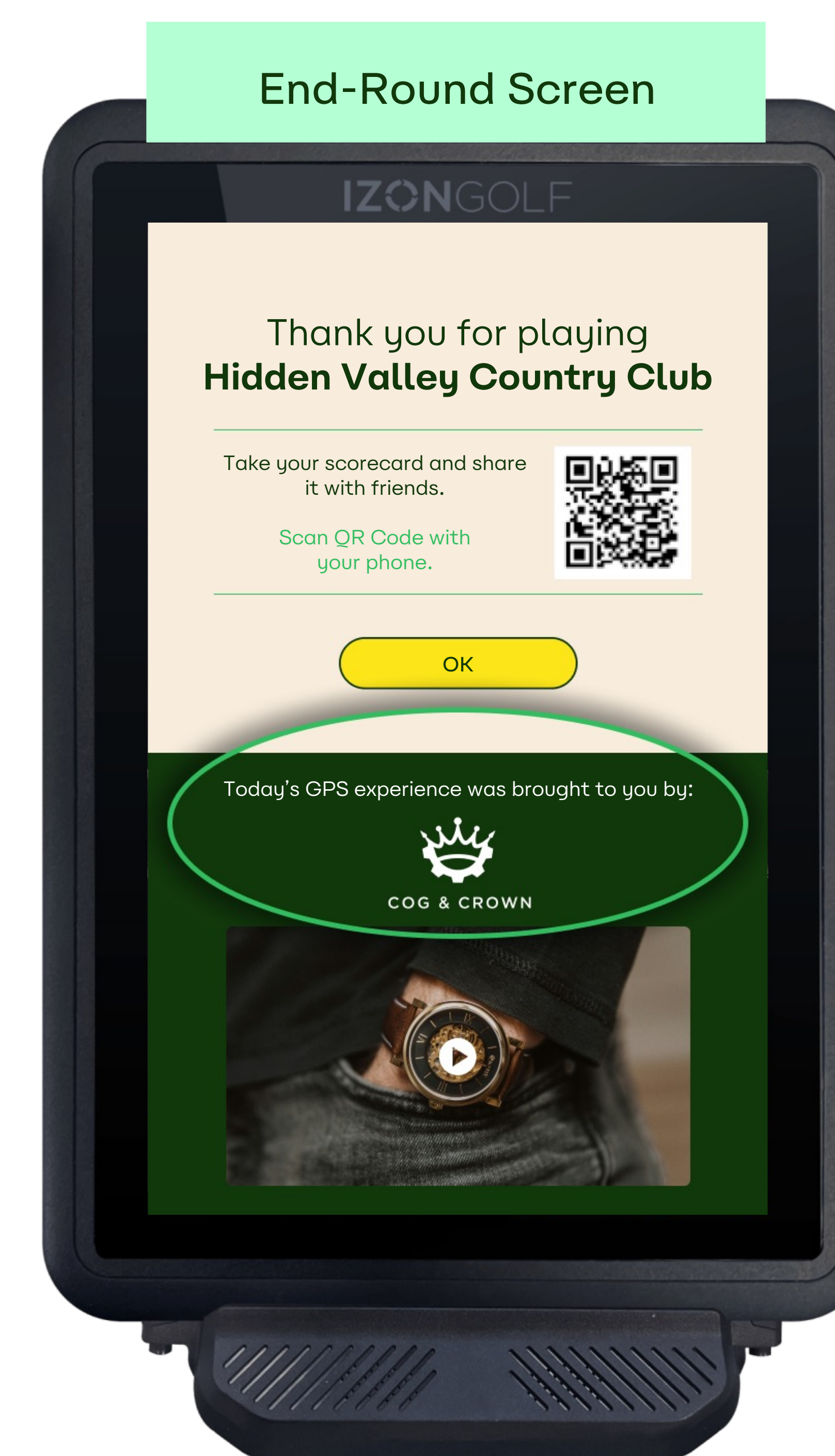
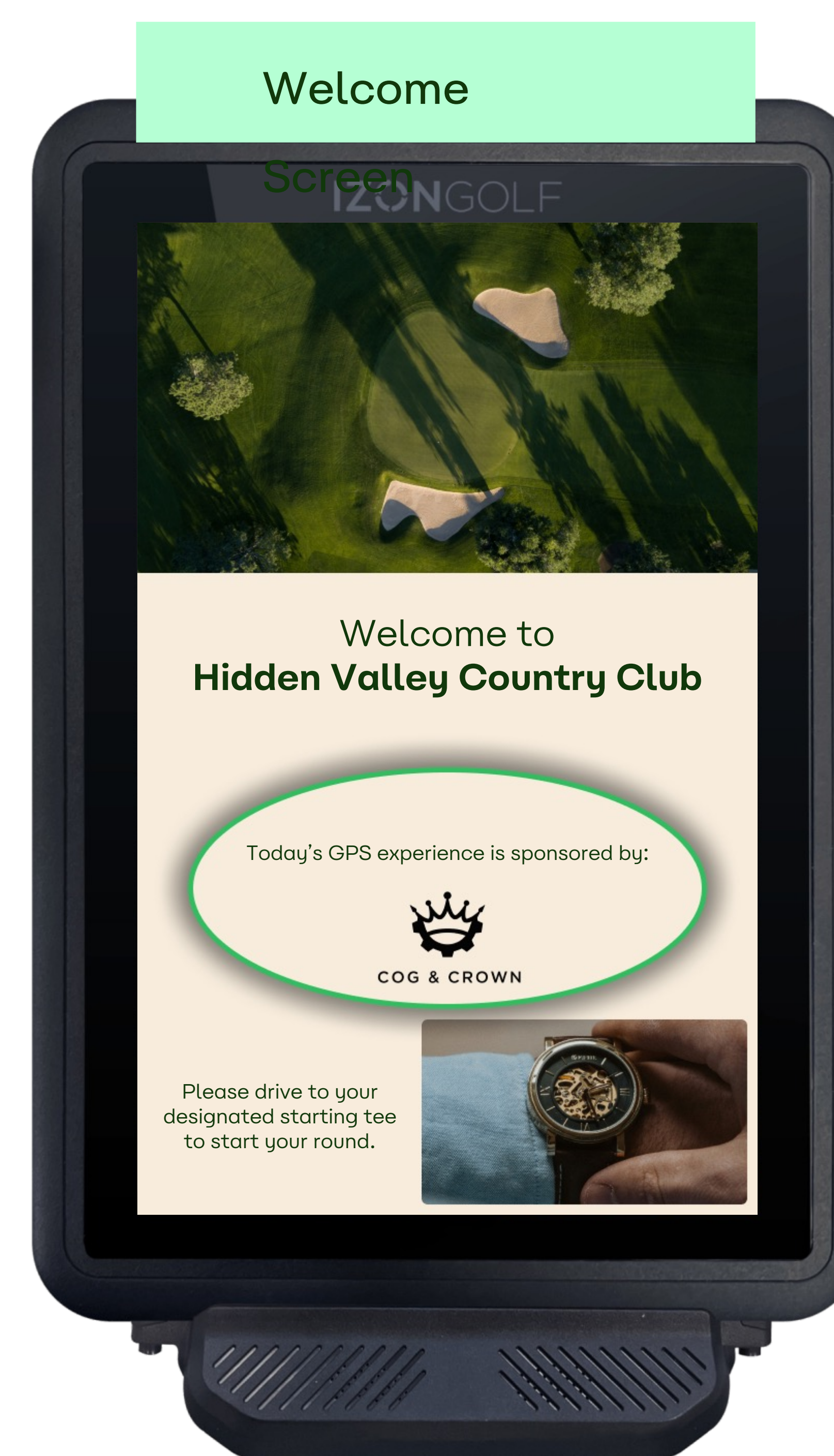


## HOLE SPONSORSHIP

**\$1,000/month**

per course with one year commitment

17 available slots







# Ad Specs & Update Frequency

Title and hole sponsor updates available with 30 days advance notice.

## VIDEO GUIDELINES

Format: **MP4**

Aspect Ratio: **16 : 9**

Ad Video Length: **Up to 30 sec**

Max Size: **75 MB**

## LOGO IMAGE GUIDELINES

Format: **RGB - JPG, PNG, GIF**

Aspect Ratio: **1.91 : 1**

Resolution: **1200 x 628**

Max Size: **5 MB**





# **PREMIUM AUDIENCE PRECISION TARGETING PROVEN RESULTS**



Contact us today to start  
your advertising campaign.

[sales@reachgolfers.com](mailto:sales@reachgolfers.com)  
[www.reachgolfers.com](http://www.reachgolfers.com)

