



2026 REACH GOLFERS MEDIA KIT

Creating meaningful connections between brands and golfers.



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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





40-45% of Americans engage in golf, with an average household income of **\$100K+** and average net worth between **\$750K-\$1.2M.**



U.S. GOLF MARKET TODAY

ROUNDS OF GOLF

| 549 Million

GOLFERS

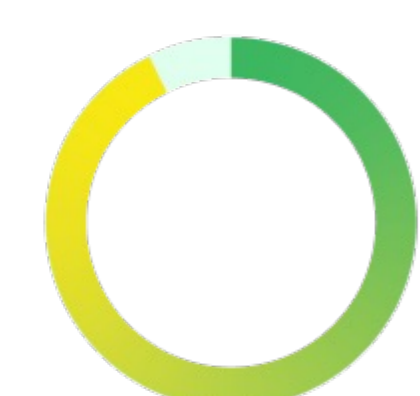
| 29.1 Million

GREEN FEES

| 25.8 Billion

GOLF TRAVEL

| 30 Billion



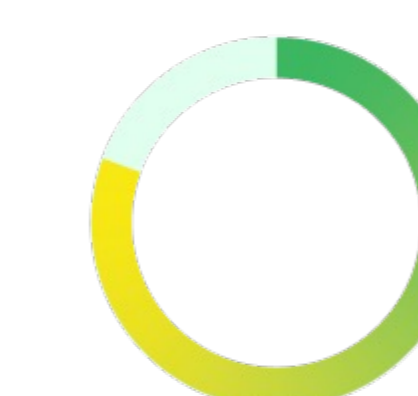
90%

GOLFERS WHO
PLAY AT PUBLIC
FACILITIES



73%

GOLF COURSES
THAT ARE PUBLIC



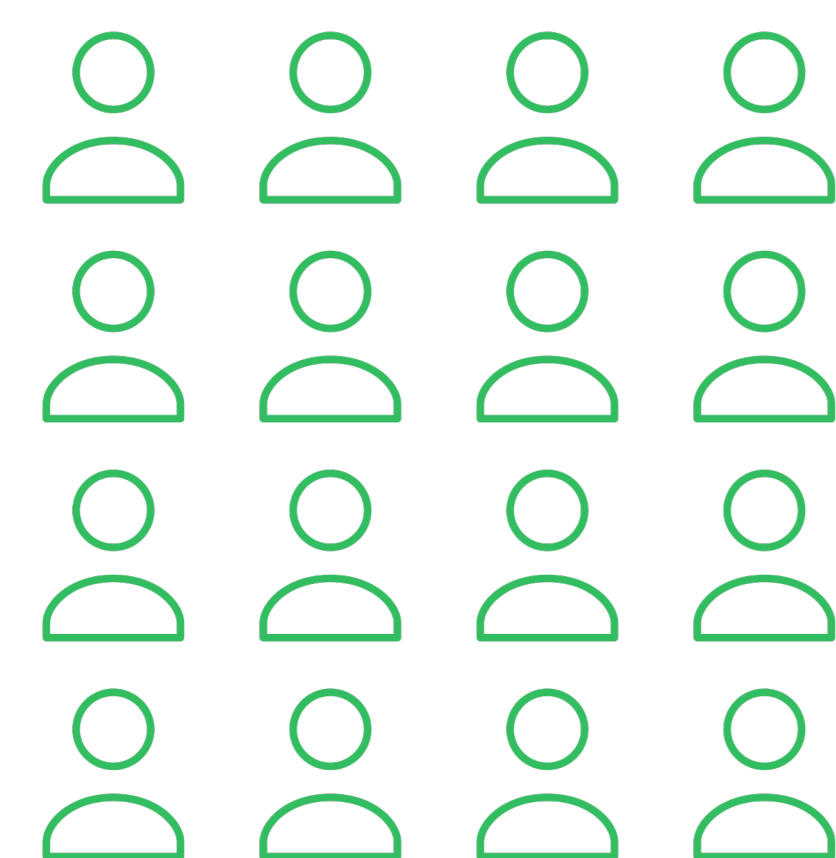
41%

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

*Source: NGF | 2026 The Graffis Report | Golf Industry 2025 - Year in Review



GOLFER DEMOGRAPHIC STATISTICS



TOTAL
NUMBER OF
GOLFERS
IN THE U.S.
29.1 Million



8.5%

PERCENT OF THE
U.S. POPULATION
WHO PLAY GOLF



65-70%

PERCENT OF
GOLFERS WHO
ARE MARRIED



95%

PERCENT WHO USE
THE INTERNET ON A
REGULAR BASIS



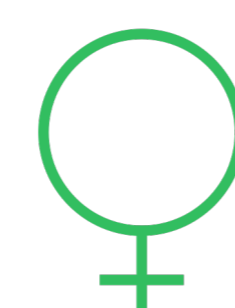
72%

PERCENT OF
GOLFERS WHO ARE
MALE



70-75%

PERCENT OF GOLFERS
WHO ATTENDED OR
GRADUATED COLLEGE



28%

PERCENT OF
GOLFERS WHO ARE
FEMALE



65-70%

PERCENT WHO ARE
EMPLOYED IN A WHITE
COLLAR OCCUPATION

*Source: NGF | 2026 The Graffis Report | Golf Industry 2025 - Year in Review



GOLFER HOUSEHOLD INCOME / ECONOMICS



AVERAGE
HOUSEHOLD
INCOME OF
A GOLFER

\$120,000

65-75%

PERCENT
WHO OWN
SECURITIES

90-95%

PERCENT WHO
OWN A CREDIT /
DEBIT CARD

\$750K-

\$1.2M

AVERAGE NET
WORTH OF U.S.
GOLFER

60-70%

PERCENT
WHO OWN
LIFE INSURANCE

75-80%

PERCENT WHO
OWN A HOME

*Sources: NGF | 2026 The Graffis Report | Golf Industry 2024 - Year in Review, and Bench Craft Company



65% of golfers are between the ages of 18-65, representing a **6%** year-over-year increase.



Our Network

Types of Courses



PUBLIC

76% of rounds played in the U.S. are on public courses, with an average greens fee of \$47.



PRIVATE

Heading into 2026, there are 4,398 private golf facilities in the U.S.



SEMI-PRIVATE

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



RESORT

There are over 1,250 golf resort facilities in the U.S.

*Source: NGF | 2026 The Graffis Report | Golf Industry 2025 - Year in Review



Our Network

Where We Are



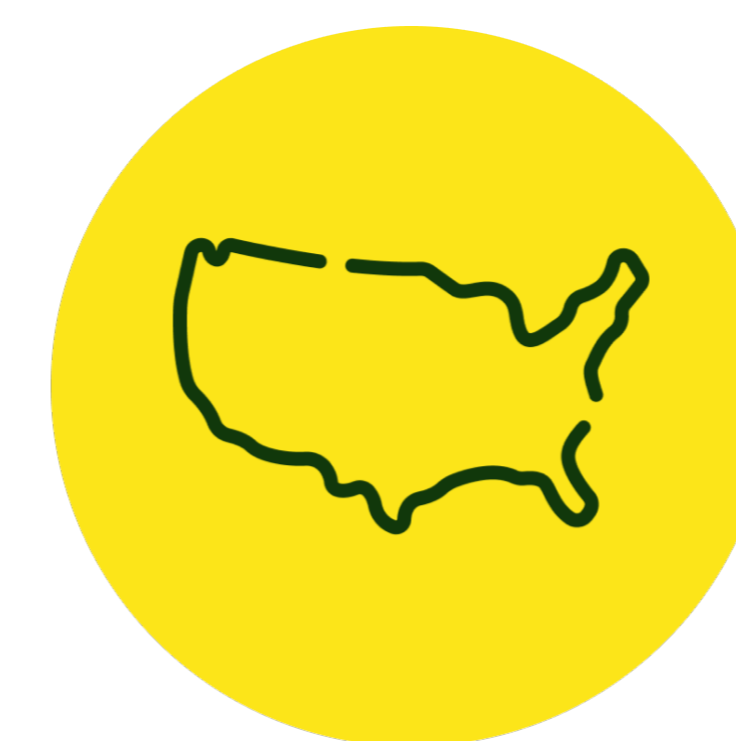
15,000+

ACTIVE SCREENS



200+

COURSES



40

STATES



118M

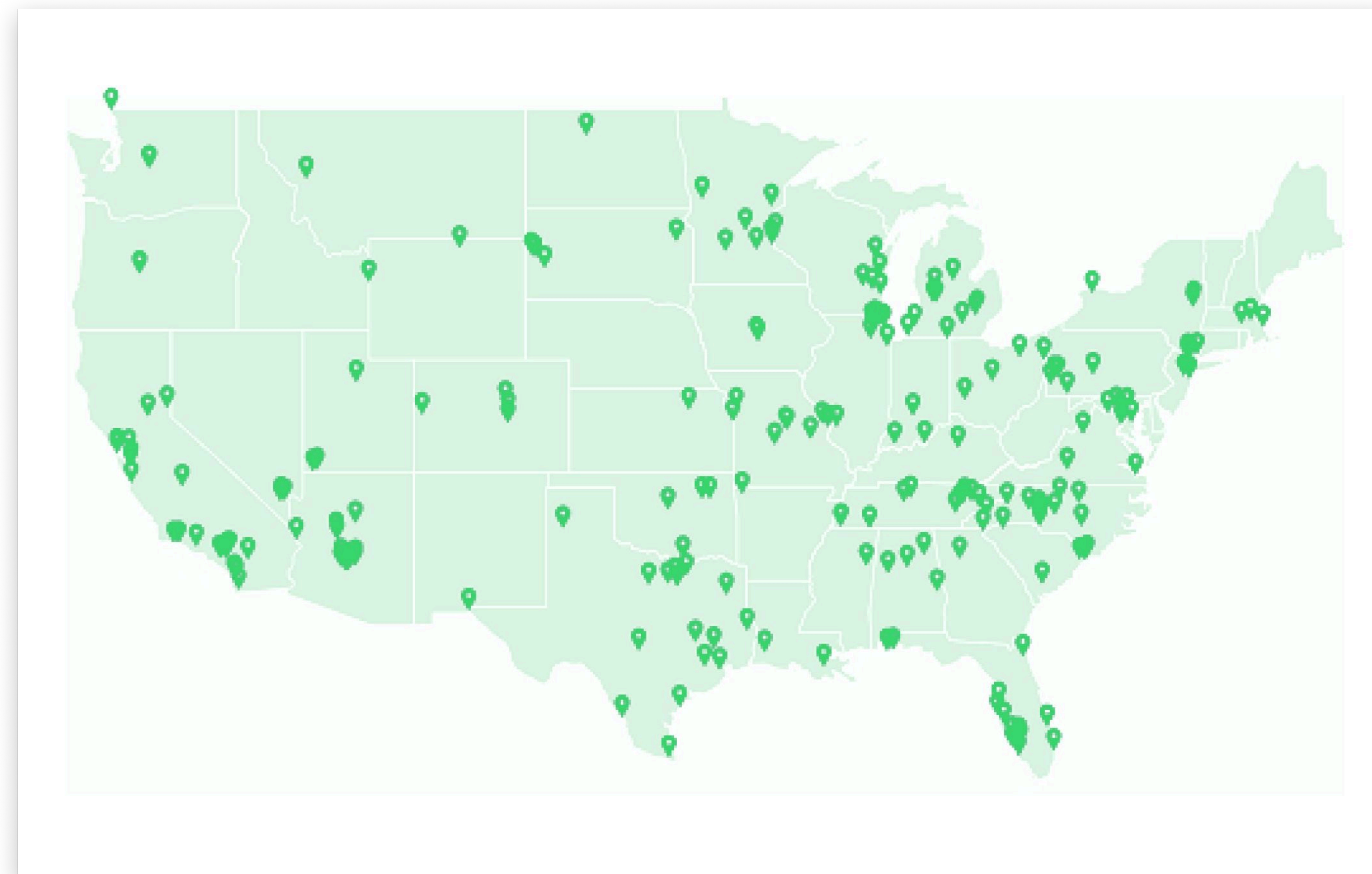
TOTAL AVAILABLE
MONTHLY IMPRESSIONS



Tailored Campaigns

Precise & Flexible Audience Segmentation

- Customizable by state, location, course type and key physical locations to **match your brand's goals**
- Flexible creative formats tailored to **target specific markets**
- **100% viewability** - you're the only message on the screen
- **1:1** interactive, intimate engagement





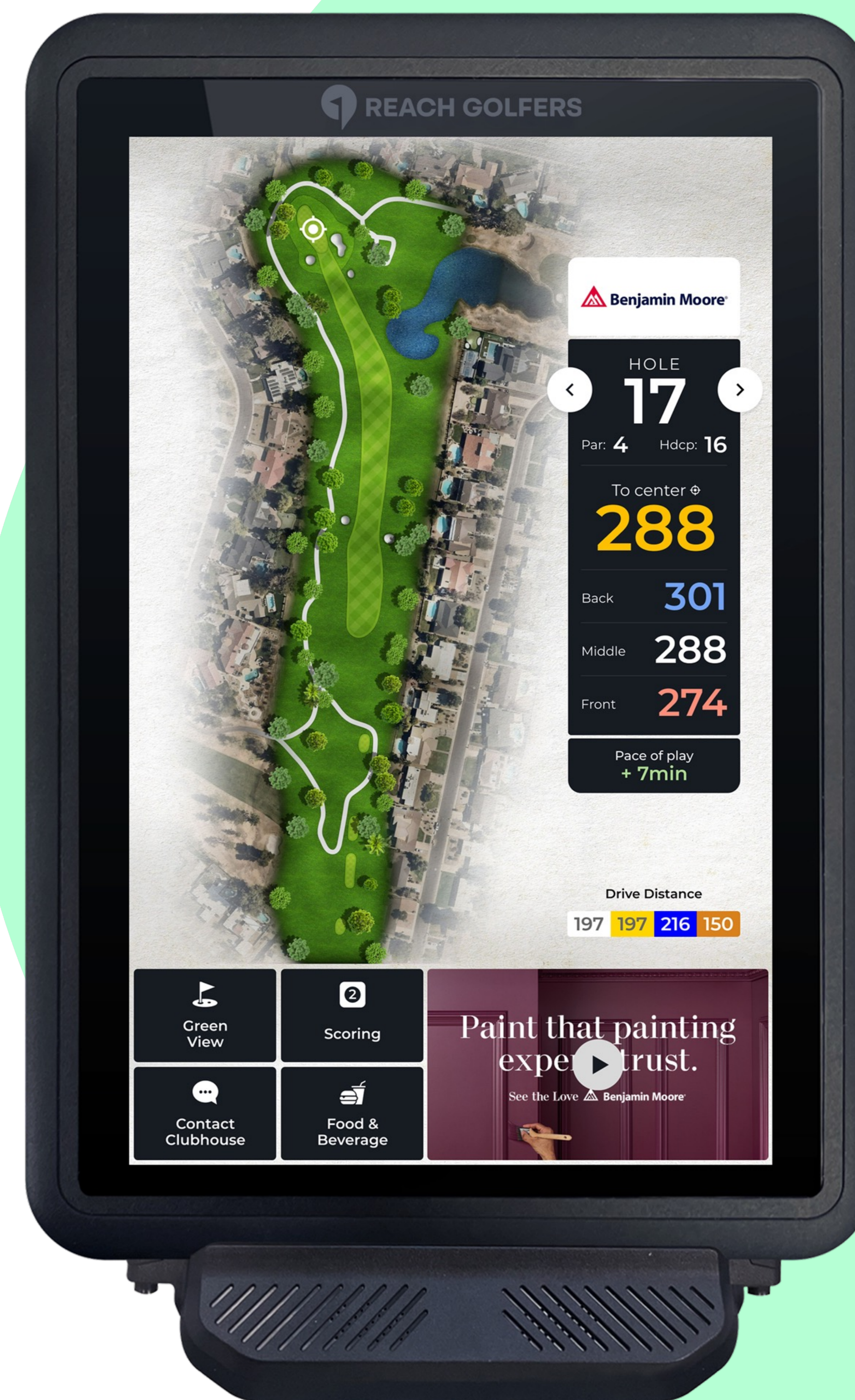
60% of on-course
golfing time is
spent in the cart.



We'll Handle the Details

Precision Campaigns.
Seamless Execution.

- Our inventory combines Reach Golfers 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

Zoom View

Full Hole View

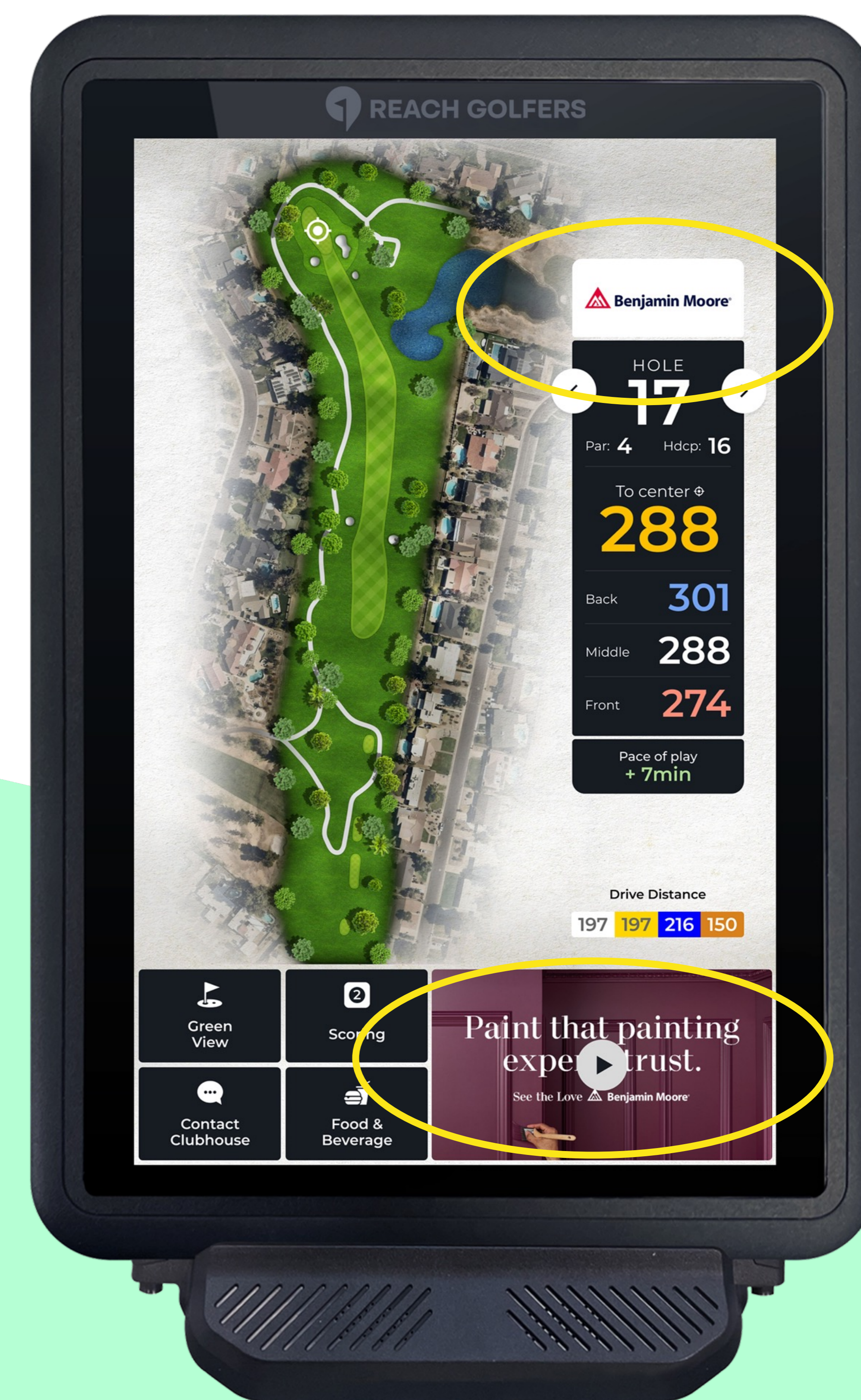
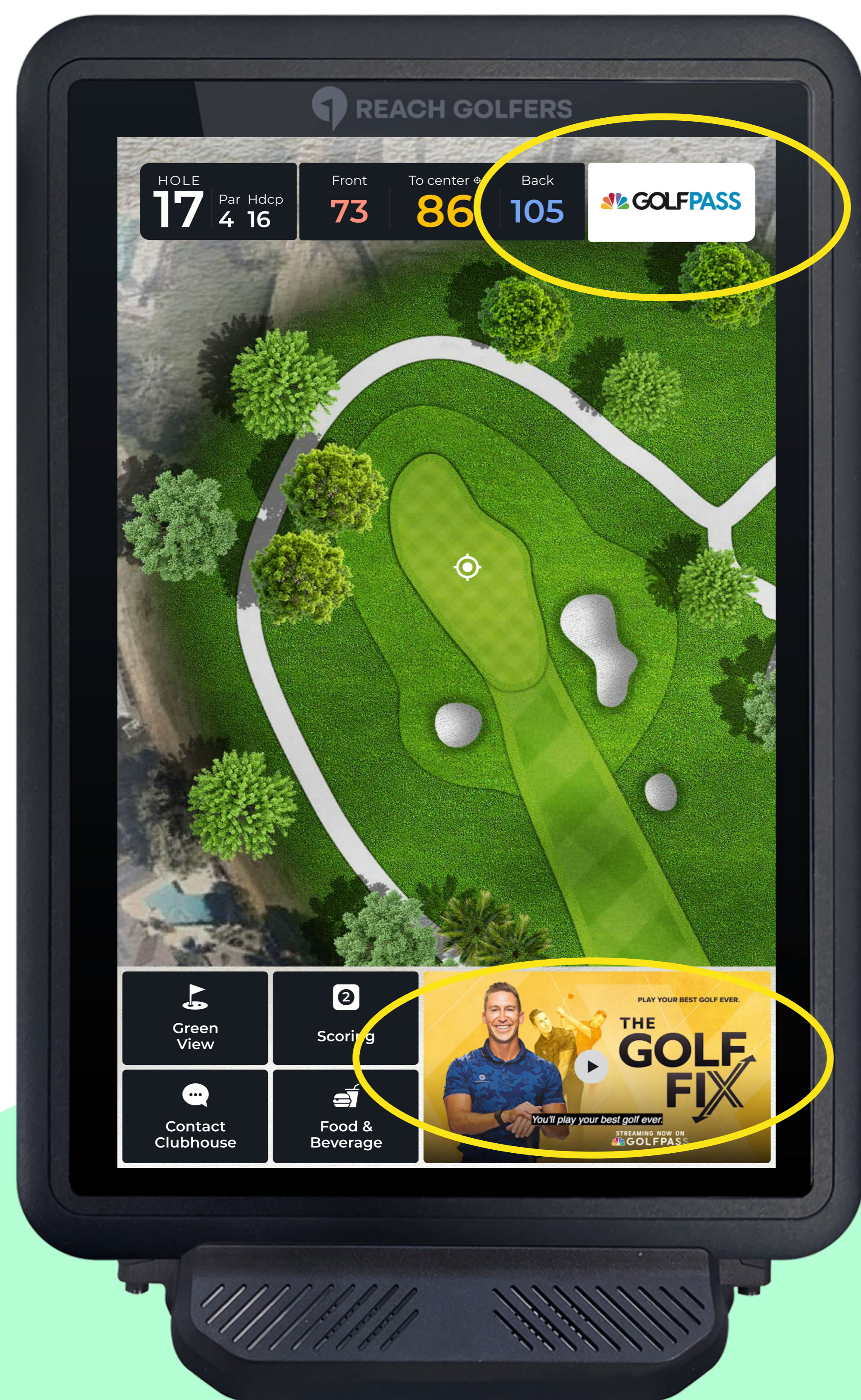
Logo Image

Logo Image

Logos and Videos
Simultaneously
Play to Increase
Brand Visibility

Video Ad

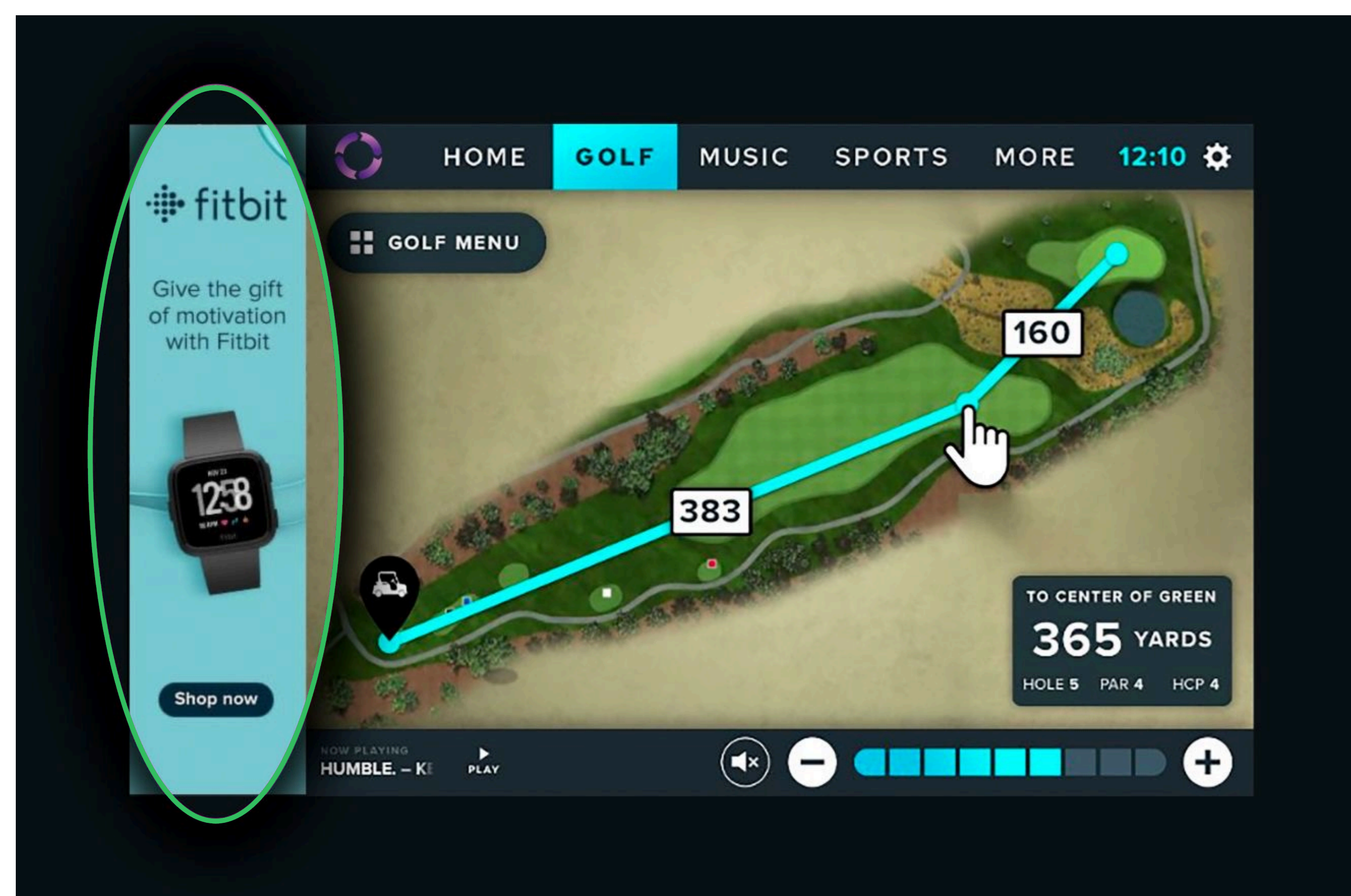
Video Ad



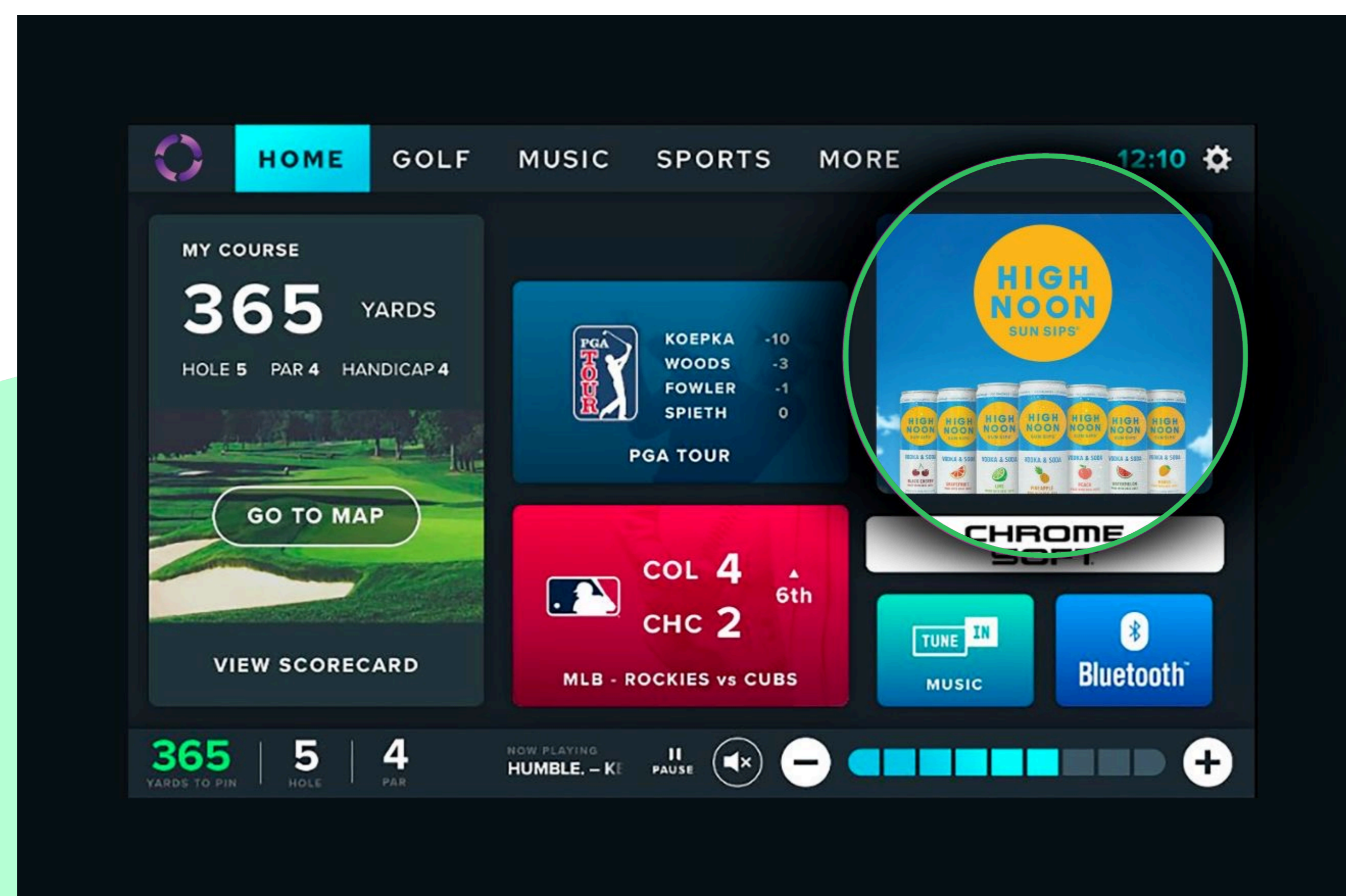


Display Ad Examples

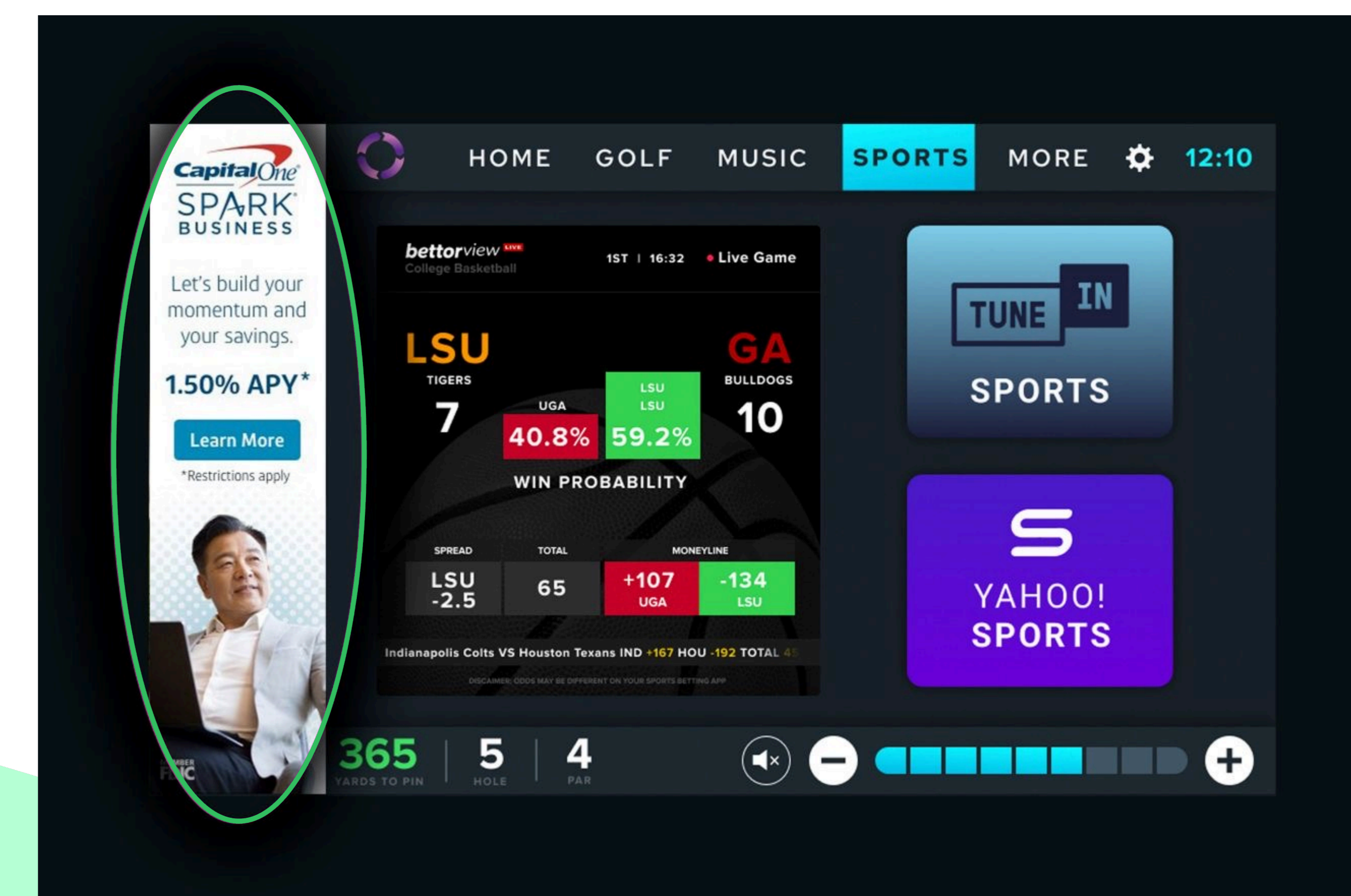
Banner Ad



Video or Static Ad



Banner Ad





Ad Inventory & Specifications

VIDEO GUIDELINES

Screen Count	15,000
Co-Viewing Multiplier	1.7
Available Impressions*	64M
Orientation	Landscape
Aspect Ratio	16:9 Preferred 4:3 and 6:5 Supported
Dimensions	640 x 360, 1024 x 768, 1920 x 1080, 300 x 250
Max File Size	15 MB
File Type	MP4
Audio	Included
Closed Captioning	Required

STATIC GUIDELINES

Screen Count	14,000
Co-Viewing Multiplier	1.7
Available Impressions*	54M
Orientation	Landscape, Portrait, Square
Aspect Ratio	6:5
Dimensions	300 x 200, 320 X 50, 160 x 600, 728 X 90
Max File Size	1 MB
File Type	JPEG, PNG, GIF
Audio	N/A
Closed Captioning	N/A

* 4-Week Campaign Total Available Impressions



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** →

✓ IMPRESSIONS

✓ FOOTFALL ANALYSIS

✓ CONVERSIONS

✓ RETARGETING

✓ CAMPAIGN LIFT

✓ CHANNEL COMPARISON





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.



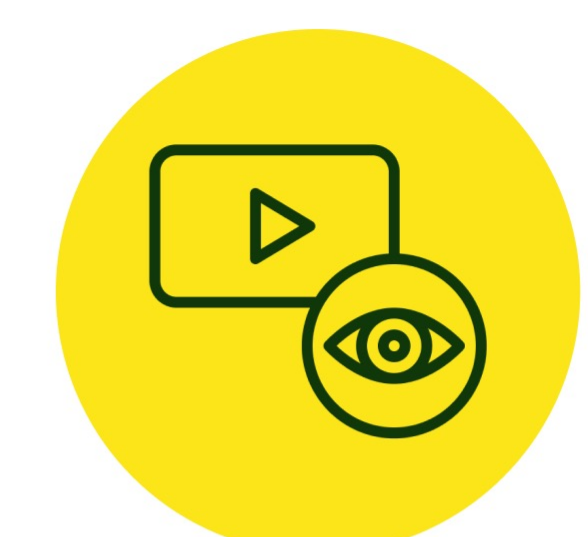
16
STATES



91
COURSES



7,058
ACTIVE SCREENS



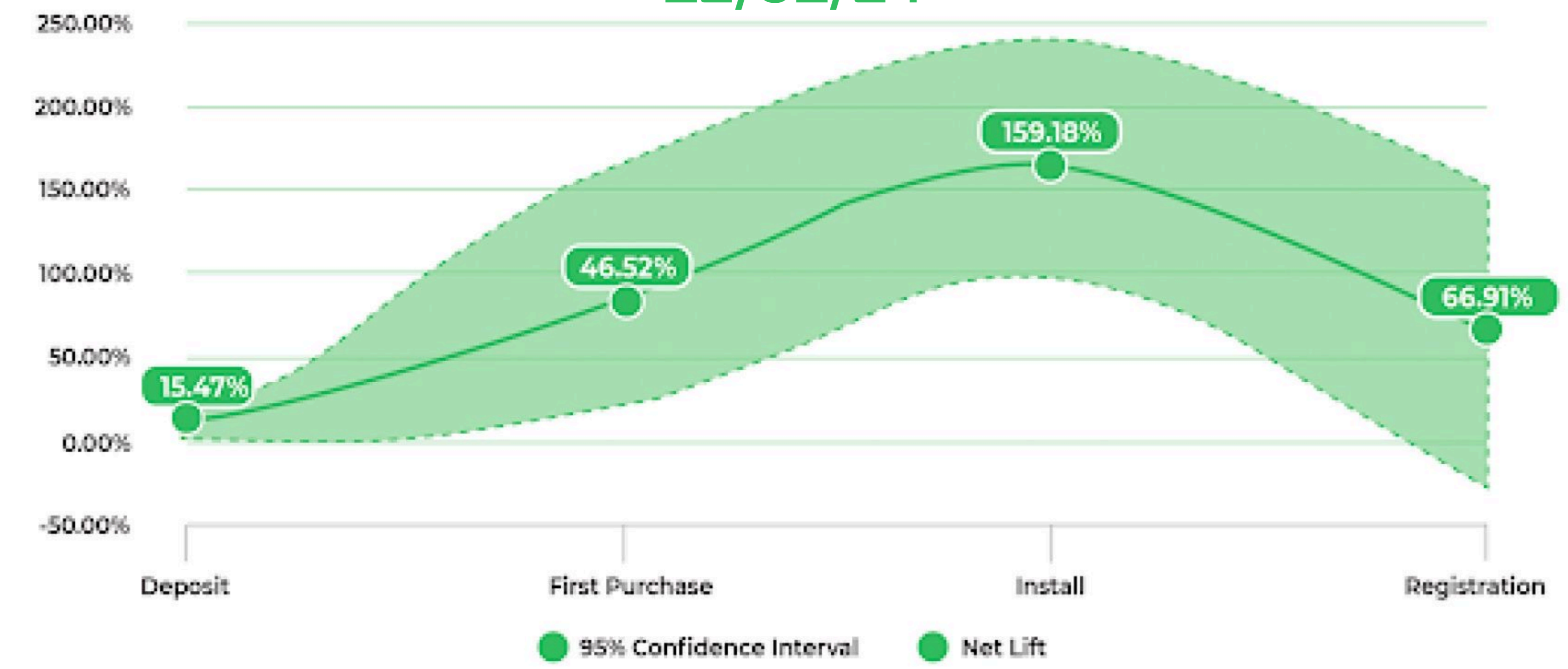
24.1M
IMPRESSIONS



Client Attribution Case Study

Mobile App

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

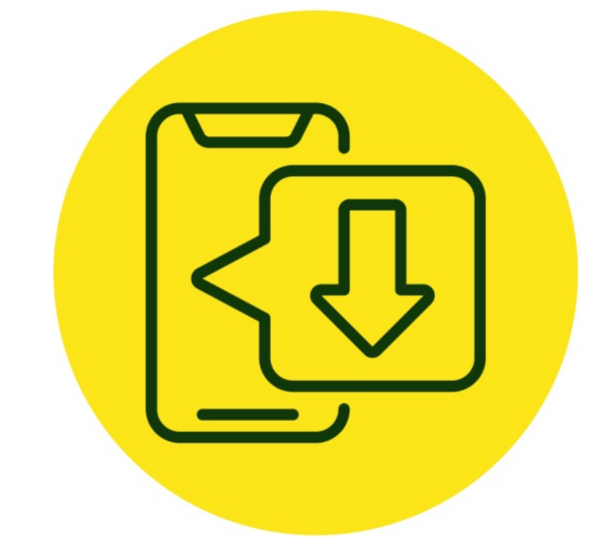


**Lift calculated for users exposed to FanDuel ads via the Reach Golfers in-cart screen inventory, compared to a control group of similar individuals who were not exposed. Install, register, deposit, and purchase are the four key conversion activities that FanDuel chose to study.*



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

PREMIUM AUDIENCE PRECISION TARGETING PROVEN RESULTS



Contact us today to start
your advertising campaign.

sales@reachgolfers.com
www.reachgolfers.com

