

Official Media Kit

GolfProblems Media Kit 2026

Golf's supposed to be fun—and so are we.



718K+
Subscribers

About Us

We're not your typical golf site. No long-winded lectures. No boring, buttoned-up content. Just the good stuff to our **718K subscribers**.

"Golf's supposed to be fun—and so are we."



Giveaways

Prizes and contests you'll actually want to enter.



Instruction

Tips that make sense (and actually work).



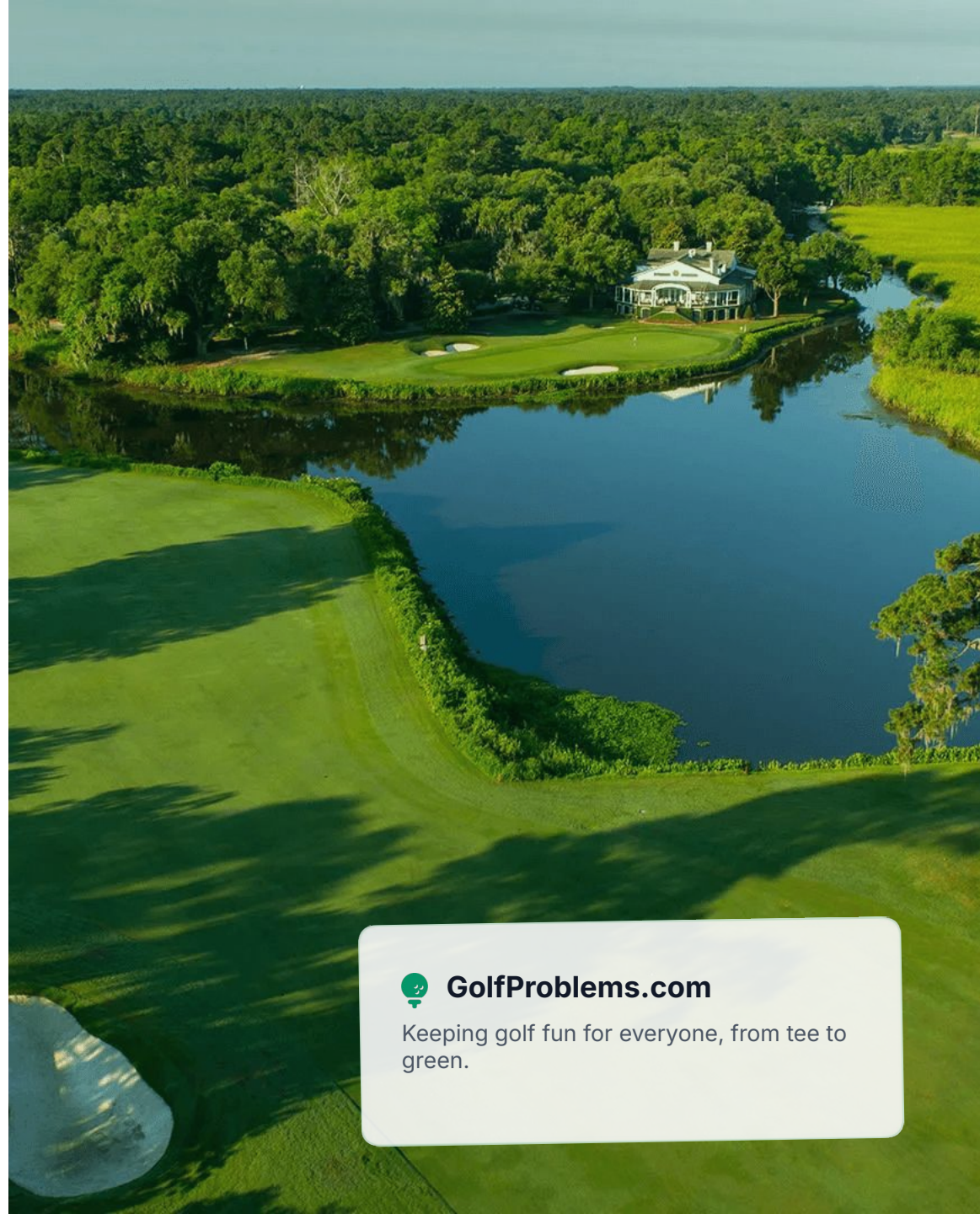
Social Media

Content that feels like you're teeing it up with friends.



News

Just enough to keep you in the loop without putting you to sleep.




GolfProblems.com

Keeping golf fun for everyone, from tee to green.

Audience Demographics

718K+


 Engagement

315K+

HYPER ACTIVE SUBSCRIBERS
(Open > 1 or more emails per week)

37%
Avg Open Rate

5.3%
Avg Click Rate

 Affluence


Average Household Income


\$165K


Annual Equipment Spend


64%


Spend more than **\$1,000** annually on golf equipment & apparel


 Player Habits


 **70+**
Average rounds of golf played per year

 **85%**
Go on 2-3 golf trips or vacations per year

 **50%**
Are interested in Pickleball as a cross-interest

 Gender **72% Male**

 Location **97% USA Based**

 Membership Status

70%

Are members of private clubs or card holders

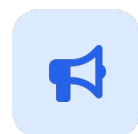
Advertising Opportunities

Our digital ad inventory and weekly cadence provide multiple touchpoints to reach our engaged audience effectively.



Weekly Newsletter

Sponsorship, advertorial, and banner placements available.



Periodic Promo Emails

Exclusive sponsorships and partnership opportunities promoting our biggest promos.



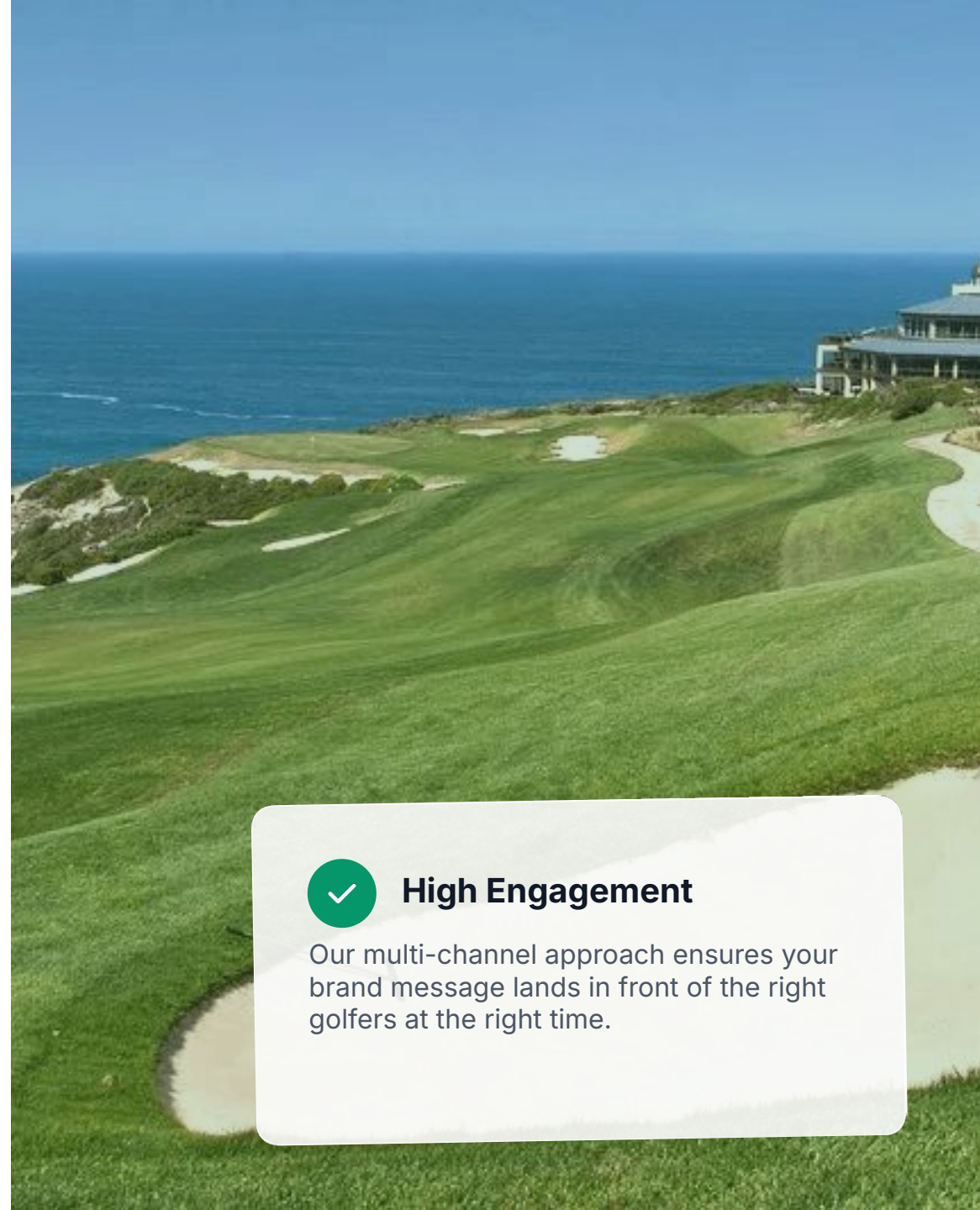
Solo Email Broadcast

Direct access to our **275K** most engaged subscribers.



High Engagement

Our multi-channel approach ensures your brand message lands in front of the right golfers at the right time.



Email Example – Newsletter with Sponsored Content

Seamless integration of brand messaging within high-engagement editorial content

When you know the curve you're playing, the swing relaxes. The ball listens. And golf feels a lot more under control.

To better golf,

GolfProblems.com

- Sponsored -



More News

=> [AFFORDABLE GOLF BALLS Save Over 50% Compared to Major Golf Brands!...](#)

=> [Mastering The Mental Game: How Your Mind Shapes Your Golf Performance...](#)

=> [The Importance Of Core Exercises For Golf...](#)

=> [Mastering Big-box Store Golf Club Fittings: What To Know Before You Go...](#)

Sponsored Banner Placement

Premium positioning for visual impact. Example showing "Golf's Most Stable Foundation, now spikeless" placement seamlessly integrated above editorial content.

Editorial Context

Ads appear alongside engaging content like "Control the Curve. Control the Hole.", ensuring high visibility from engaged readers looking for value.



"More News" Section


Additional engagement opportunities with curated links to relevant articles (e.g., affordable balls, mental game, fittings) keeping users clicking through.

Email Example — Featured Article Format

High-impact visual storytelling designed to maximize click-through rates.

golfproblems.com

Control the Curve. Control the Hole.



<https://trk.golfproblems.com/a/2713/click/445/1109/6018d76bcf33a7b1eedf1e70a17af313ed11bdf9/5e1ecf3225bbaad9f2ff5c703fef92de7f66aaf0?ana=inV0bv9tZWRpdW09ZW1haWwmdXRtX2NhbXBhaWduPTEyLjIjLjI1LVNFtkQtMV9Hb2xmX1Byb2JsZW1zX1NoYXBIX1lvdXJfU2hvdHMgY29weSBTcWFpcnogU3Bpa2VsZXNzIFByb21vlg==>

TIPS

The Fundamentals of Aim and Alignment – How to Shape the Ball

Water left. Trees right. The hole feels like it's closing in. Most golfers grip tighter, aim somewhere safe, and pray the ball behaves.

That's not a plan. That's survival.

Better players step in calm because they already know the shape. They see the curve before they swing. They know where the ball will start and

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Hero Headline

Bold, engaging headlines like "Control the Curve. Control the Hole." immediately capture attention and drive curiosity.

Visual-First Design

Large, high-quality imagery featuring professional golfers creates immediate visual interest and breaks up text.

Instructional Value

Content focuses on tangible improvement ("How to Shape the Ball"), positioning brands alongside valuable, educational material.

Ad Placements & Rates



Effective Dates

January 1, 2026 - April 3, 2026



Email Placements

Solo Email Broadcast

Premium

\$3,500 per email

Dedicated broadcast to full list

Newsletter Advertorial

\$1,500 per newsletter

Native content integration

Newsletter Banners

\$750 per newsletter

Standard display placement



Digital Placements

Website Editorial

\$1,000 30 Days

On GolfProblems.com

Home Page Featured Post

\$900 Per Week

Top visibility placement

Contest Sponsorship

New

Starting at \$1,000 per contest **ask for details*

Sponsor branded giveaways

Website Impressions — Ad Zone Performance



Detailed breakdown of traffic distribution across key advertising zones.

☰ Zones

All Origins | Search by Zone Name...

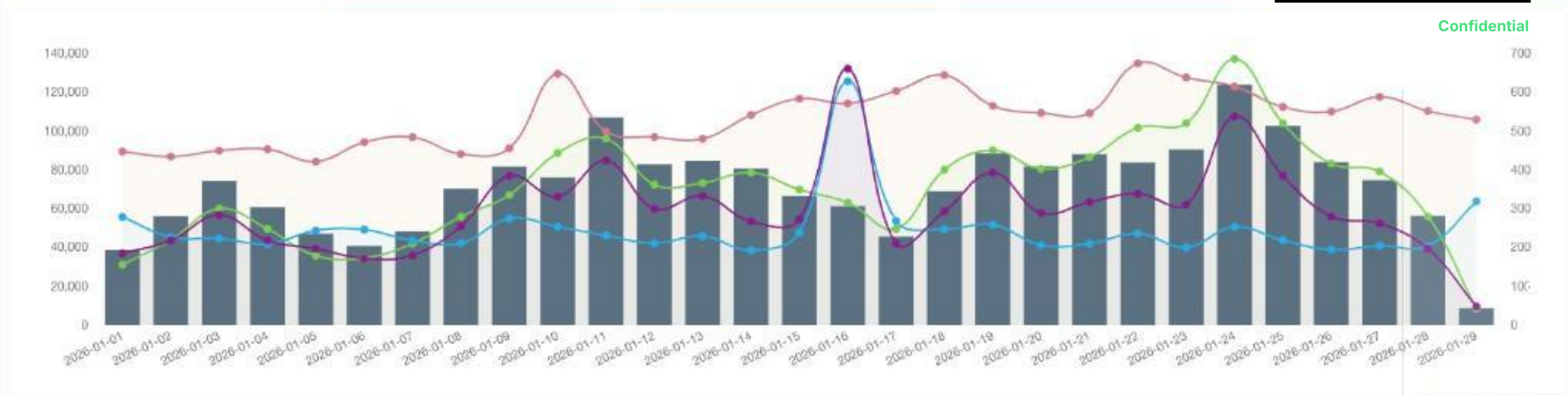
Zones	Origin	Impressions	Clicks	CTR
Golfproblems_S2S_Autorepeat_Incontent_ROS	Optimize	905,784	5,280	0.58%
Golfproblems_S2S_Fixedfooter_ROS	Optimize	759,345	2,287	0.30%
Golfproblems_S2S_BottomLeaderboard_ROS	Optimize	114,084	348	0.31%
Golfproblems_S2S_Sidebar1_ROS	Optimize	155,006	393	0.25%
Golfproblems_S2S_TopLeaderboard_ROS	Optimize	141,380	237	0.17%

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Website Performance Analytics – Monthly Overview

● Live Data Snapshot

Total Impressions 2,075,599	Total Clicks 8,545	Click Through Rate 0.41%	Effective CPM \$1.39
IMPRESSIONS 2,075,599	CLICKS 8,545	CTR 0.41%	ECPM \$1.39



All dates are in +JTC

Origins Stats Breakdown

Origin	Impressions	Clicks	CTR	eCPM	eCPC
Optimize	2,075,599	8,545	0.41%	\$1.39	\$0.33

Platform Overview

Key metrics across our digital ecosystem



Website Performance

220K+

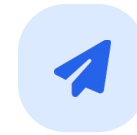
Monthly Page Views

93K+

Unique Visitors

Key Ad Units

- ✓ Header Banner (High Visibility)
- ✓ In-Article Display (Contextual)
- ✓ Sidebar Units (Persistent)



Email Newsletter

315K+

Engaged Subscriber Count

34.5%

Average Open Rate

**Est. (filtered for Mail Protection)*

Advertising Options

- ★ Dedicated Sponsored Slot (Exclusive Focus)
- ✉ Native Content Integration (Seamless Storytelling)
- 📧 Solo Email Broadcasts (Direct Messaging)

"Changing how golfers think about performance."

Case Study: SQAIRZ

The Strategy

A comprehensive multi-channel approach designed to drive maximum engagement and high-quality traffic through strategic placements.



Inline Banner Ads

4-Day High Visibility Run



Email Campaign

Dedicated Solo Email + Sponsored Slot



Custom Content

Featured Editorial Blog Post

Campaign Results



Banner Ads

23,263

Total Page Views

Oct 1 - Oct 31, 2025



Audience Reach

22,791

Active Users Reached

Unique Engagement



Blog Traffic

927

Dedicated Visitors

For one post



Engagement

1m 41s

Avg. Time on Page

High Reader Interest

Snell Golf Campaign

Leveraging targeted evening sends and high-visibility placements.



The Media Buy

A concise, high-impact campaign designed to capture evening engagement when golfers are planning their next round.



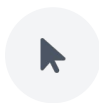
5 Days

Inline Banner Ads



Evening Sends

Prime Time Targeting



1,500

Total Sessions



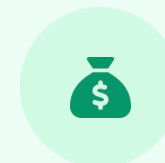
22

Active Users Attributed

Revenue Generated

\$1,200

Direct Attribution



Case Study: Leadbetter Swing Aids

Consistent Performance Across Multiple Campaigns

August 18

Media Buy 1

5,618
Total Clicks

↓

244
Total Buyers

"High volume engagement for initial launch campaign."

September 30

Media Buy 2

2,568
Total Clicks

↓

252
Total Buyers

"Improved efficiency with targeted follow-up."

October 26

Golf Glove Offer

Focused Product Promotion


3,252 Clicks **72** Buyers

Revenue **\$2,399**

2.21% Conversion


Email Performance — Last 90 Days

● Live Data Snapshot

Sent Volume 


36,647,043

Total emails sent

Delivered 

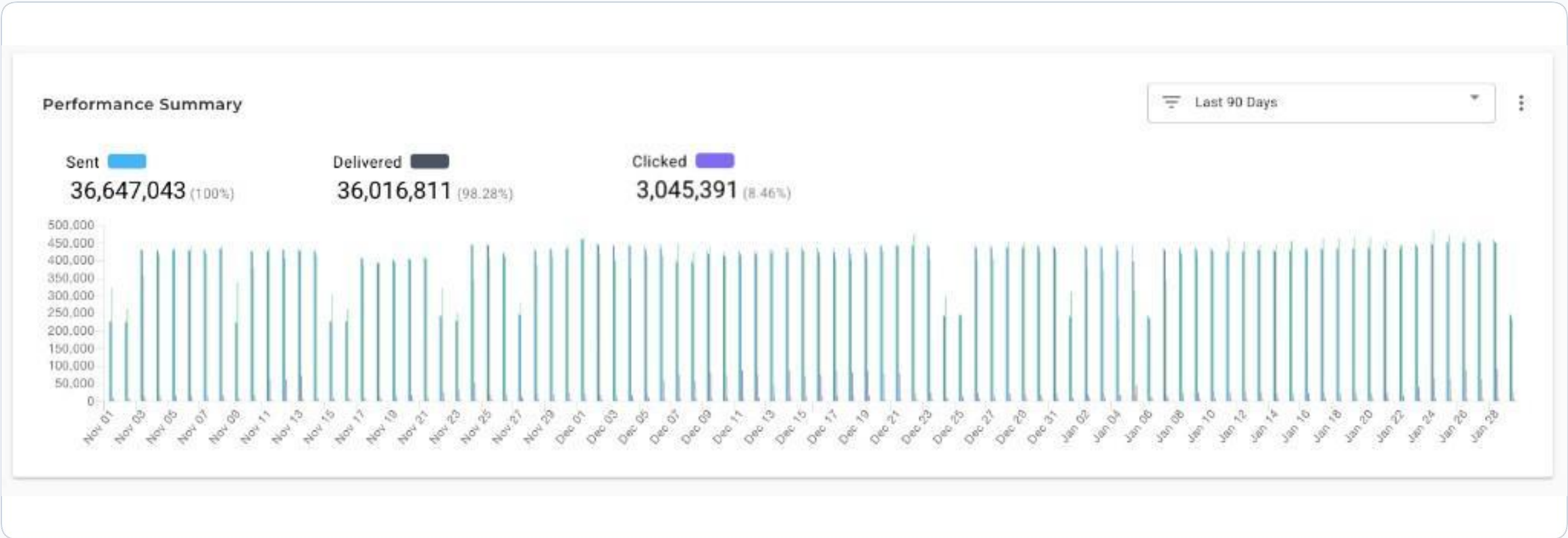
36,016,811

↑ 98.28% Delivery Rate

Total Clicks 

3,045,391

↑ 8.46% Click Rate



Get In Touch



General Inquiries

Email

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golfproblems.com

Phone

610-329-9759



Advertising & Promotions

Contact Person

Marty McDonald

Direct Email

Marty@badrhinoinc.com

Advertising Policies & Terms



Our Advertising Policy

Golf Problems cannot guarantee ad impressions or clicks, although we always strive to provide a realistic expectation of what an ad can expect to achieve.

As an online news source, we are committed to delivering **credible journalism**. We avoid sensationalism and clickbait material as a method of drawing readership.

Instead, we focus on thoughtful stories and articles around golf and golf-adjacent products to ensure high-quality engagement for our partners.



Due Dates & Cancellation

- **Content Submission**

All advertising content is due at least **3 business days** prior to publish date. Late content may result in date changes.

- **Missed Dates & Rescheduling**

If we miss a date, you'll be reimbursed with equal value ad. If you miss a date, rescheduling requires **1 week (7 days) notice**.

- **Cancellation Policy**

Minimum **30-day notice** required. We strive to reschedule rather than cancel. No monetary refunds issued for unused units.