



Back 9 Media Group 2023 Media Kit

Available online at:
Back9MediaGroup.com

INNOVATIVE MARKETING SOLUTIONS





Online Marketing Makes Sense!

When you partner with Back 9 Media Group, your company can reach a national golf-specific market through digital magazines, videos, podcasts, and emails.

Ohio, Michigan, and Indiana Golf Journals are the only monthly digital magazines covering the passion and excitement found in these three golf-rich states. The Journals are distributed via email, social media, and online through their websites, OhioGolfJournal.com, MichiganGolfJournal.com and IndianaGolfJournal.com. The magazines feature articles about resorts, travel, news, playing tips, history, rules, equipment reviews, and more.

Back 9 Report Podcast, which airs weekly, can be seen on the Back 9 Report TV YouTube Channel and receives over 150,000 views annually. It contains a diverse mix of golf news, travel, interviews and tips plus offers their unique take on issues facing the golf industry today.

Advertising options are available by clicking on the links provided. If you have any questions or would like a marketing plan customized for your needs contact us.

BACK 9 MEDIA GROUP INNOVATIVE MARKETING SOLUTIONS

Back 9 Media Group is a brand of AFP Marketing LLC, a family-owned business, incorporated in 2006. Fred Altvater heads up the Back 9 Media Group brand and is a member of both the Golf Writers Association of America and the International Network of Golf. He has had articles published by Golf Digest, Bleacher Report, and The Toledo Free Press. His articles also appear in Ohio, Michigan and Indiana Golf Journal digital magazines published monthly by Back 9 Media Group.

Ohio, Michigan and Indiana Golf Journals provide an array of opportunities for cover and feature articles, full, as well as, partial page advertising, plus customized advertorials.

The award-winning **Back 9 Report Podcast**, with new episodes weekly, offers several sponsorship opportunities to fit your budget, ranging from the main show sponsor to sponsors of specific segments.

Also award-winning, **Back 9 Report TV on YouTube** offers sponsorship and advertising opportunities. Back 9 Report TV offers a diverse mix of golf information, travel, news, interviews, plus a unique twist on the latest issues in golf.





Back 9 Media Group Internet Reach



Gain exposure to an audience of golfers looking for information about anything golf - travel, PGA tour news, golf tips, history, rules, equipment reviews and more. And they know they can find what they are looking for from the integrated content offered by Back 9 Media Group.

Back 9 Media Group offers their marketing clients exposure through, video, digital print, email, and podcasting, which can all be used in the client's own social media marketing efforts.

Website and Email Reach

Ohio, Michigan and Indiana Golf Journals are distributed to over 350,000 specific golfer targeted emails every month with an open rate averaging close to 22%.

The total website views for the three magazines and the Back 9 Report website **exceed 52,000** per month coming from over 14,000 unique visitors.

Social Media Reach

Back 9 Media Group has over 12,000 Twitter followers in three accounts as well as an additional 100,000 Twitter followers in accounts that are programmed to retweet our tweets. Facebook pages for the magazines have over 1,500 followers and Fred Altwater personally has over 4,900 friends. On Instagram, Back 9 Report has 1,375 followers and is growing daily. Fred's LinkedIn profile has over 1,000 connections, who are interested in golf topics.

YouTube

Back 9 Report Podcasts are posted to the Back 9 Report TV channel on YouTube which receives over 150,000 views annually.

Back 9 Report Podcast is recorded via zoom and uploaded to iTunes, Spreaker and YouTube where average views are as reported above.



Ohio, Michigan and Indiana Golf Journal Advertising Opportunities

Advertise in Ohio, Michigan and Indiana Golf Journals:

- Full-page ad in all three - \$800/mo.
- Half-page ad in all three - \$500/mo.
- Cover and Feature article in all three - \$5,500



- Eblast your content to our database – Price varies based on number of emails sent

Discounts available for 12-month commitment and prepaying.

Contact us for pricing in one or two magazines.

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