

BALLS & bogeys

If you're not familiar with [Balls & Bogeys](#), we forgive you. We're a new golf media outlet. We're not stodgy, nor long-winded. We like to have fun with golf. Giveaways. Instruction. Social Media. And just enough news to keep you informed.

Our digital ad inventory/weekly cadence:

- No more than one dedicated ad email per week
- Weekly newsletter (Sponsorship, advertorial, and banners available.)
- Periodic emails promoting our biggest promos (Sponsorships/partnerships available.)

Audience size and make-up:

- 200k+ opted-in database of avid golfers
- Aver. Open Rate = 36%; Aver. Click Rate = 1.5%
- 72% Male
- Aver. age is 56
- Aver. HHI \$165k
- Aver. Net Worth \$1.35M
- 85% go on 2-3 golf trips/vacations per year
- Play an aver. of 70+ rounds of golf per year
- 70% are members of private clubs or card holders
- 64% spend more than \$750 annually on golf equipment and apparel

Media Cost:

- Email
 - Dedicated ad email - \$3,750 per (\$19 CPM); \$3,000 x2 (\$15 CPM)
- Newsletter
 - Sponsorship - \$750 per newsletter; \$2,000 per month (guaranteed 4-week run)
 - Advertorial - \$750 per newsletter; \$500 x2
 - Banners - \$500 per newsletter; \$400 x2
- Promotion sponsorship
 - Presenting sponsorship - \$7,500-\$15,000
 - Prize partner sponsorship - \$3,000-\$5,000
 - Cash + Trade payment options
 - Partners include PGA Tour events, PGA of America Sections, State Golf Associations and leading golf-endemic companies
 - Promo aver. impressions = 1M+; Aver. entries/entrants = 15k

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Monday, Oct. 10th, 2022 Edition

Tom Kim's year to remember continues with 2022 Shriners Children's Open win
- by Adam Schupak / Golfweek

Per Adam: "Kim is more than living up to the hype after shooting a final-round 5-under 66 at TPC Summerlin on Sunday to win the 2022 Shriners Children's Open in Las Vegas.

Kim, who won the Wyndham Championship in August, battled Patrick Cantlay to a standstill until the latter made a triple-bogey on the final hole to gift-wrap a three-stroke victory. It marked Kim's second win in his last four PGA Tour starts, posting a 72-hole total of 24-under 260.

"I got very lucky on the 18th. I'm not going to lie. Patrick played awesome, and it was an honor to battle with him, and to come out on top. I feel very fortunate," Kim said."

B&B POV - Recent President Cupper & fan favorite, 20-yr-old Tom Kim, is living up to every plaudit being thrown his way.

Youngest to win twice on Tour since Tiger did in the late '90s, yep.

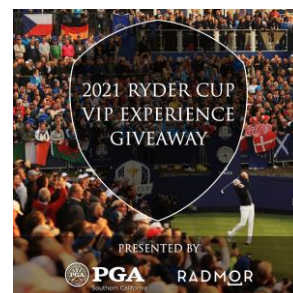
Wins Tour event without making a bogey - WHAT? HOW? - crazy talk.

Stares down superstar Patrick Cantlay in the final group to win this weekend in Vegas, oh yeah baby!

Tom Kim, Golf's Newest Superstar.

[FULL ARTICLE >](#)

Sample Newsletters
 October 10, 2022 ([click](#))
 August 15, 2022 ([click](#))
 April 18, 2022 ([click](#))



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