



TRIAD GOLF

MAGAZINE

2024 MEDIA KIT

THE PREEMINENT GOLF PUBLICATION
DESIGNED FOR GOLFERS IN NORTH
CAROLINA'S PIEDMONT TRIAD REGION.





BACK AND BETTER THAN EVER

THE RETURN OF THE PRINT EDITION OF NORTH CAROLINA'S #1 SOURCE FOR GOLF NEWS!

A staple in the golf industry for more than three decades, **TRIAD GOLF MAGAZINE** is resuming its popular print edition after a three-year stint hiatus (triadgolf.com continued), with a fresh perspective and a dynamic new team. As avid golf enthusiasts and storytellers, we are eager to bring the latest and most compelling narratives from a region considered a hotbed of American golf. Our revitalized magazine is dedicated to exploring the Triad region's top golf destinations, uncovering hidden gems, and sharing compelling stories about news, personalities and places that make the Triad special.

MEDIA PRICING

PRINT ADVERTISING SCHEDULE

AD SIZE	OPEN RATE	ANNUAL RATE (5 ISSUES)
1/8 Page	\$500	\$2,000
1/4 Page	\$900	\$3,600
1/2 Page	\$1,400	\$5,600
Full Page	\$1,800	\$7,200

PREMIUM PLACEMENT

Covers	Call for information
Map	Add 20% to advertising schedule

DIGITAL ADVERTISING SCHEDULE

Interactive Ad	Included with Print Ad
Destination Guide	\$500
Top Banner Ad	\$2,000
Side Banner Ad	\$1,500
Business Web Page	\$750

ADDITIONAL PRICING

RATES ARE NET. Agencies need to add the appropriate commission to the standard rates. Full color is included in the pricing.

GUARANTEED POSITIONS are 10% of total ad rate for half and full pages only. Map pages are guaranteed positions. Back pages are charged a 25% premium.

THREE STRIKES RULE: All advertisers will be contacted at least 3 times. After that we will run the current ad with an updated expiration date for any promotions.

ADVERTISING CANCELLATIONS must be made prior to the closing date. Cancellations made afterward will have a 50% charge. Also a \$50 late fee will be charged on all ads not received on the Wednesday prior to printing.

FIRST TIME ADVERTISERS must pay in advance.

TERMS ARE 5% 15 NET 30 DAYS. Ads are billed per issue until the frequency discount has been met within the year. Account must be current to receive the free ads at the end of the year.



AD REQUIREMENTS + DEADLINES

MONTHLY EDITORIAL FEATURES

DATE	TOPIC	DEADLINE
April 1	Spring Golf	March 1
May 1	Beach, Mountains Destinations	April 1
June 1	U.S. Open, Pinehurst	May 1
August 1	Wyndham Championship	July 1
October 1	Fall Golf	September 1

PRODUCTION INFORMATION

Final trim size of 11" x 11". Ad design services are provided at a flat rate of \$150 per ad.

AD REQUIREMENTS

Ads must be submitted as a high-resolution, print-ready PDF or a high-resolution TIFF. Ads must be CMYK at 300 dpi and in the exact sizes below. All fonts must be embedded or converted to outlines. Submit files to ads@triadgolf.com.

PRINT AD SIZES

Full Page 10" x 10" (no bleed)	1/2 V 4.875" x 10"	1/4 4.875" x 4.875"	1/8 V 2.45" x 4.875"	1/8 H 4.875" x 2.45"
		1/2 H 10" x 4.875"		

DISTRIBUTION

Distributed free in hundreds of locations in the 1.7-million population North Carolina Triad, including Winston-Salem, Greensboro, High Point, Burlington and Asheboro, and some Southwest Virginia outlets. Our distribution of 20,000 copies goes primarily to golf-related businesses with the remainder to restaurants, medical and travel centers including the Piedmont Triad International Airport. Publications are distributed via several high-profile golf tournaments in the region. Requested and paid subscribers also apply.

TRIAD GOLF

M A G A Z I N E



PROVEN ADVERTISING RESULTS FOR
MORE THAN 25 YEARS

PUBLISHER
+ ADVERTISING SALES

JOHN BRASIER
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ADVERTISING
+ PUBLIC RELATIONS

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PRODUCTION
+ GRAPHIC DESIGN

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