Spotlighting Troon facilities worldwide

# TROON

THE TROON NETWORK OF PUBLICATIONS










## 2027 MEDIA KIT

TROONMAGAZINE.COM | TROON TRACKER | TROON MAGAZINE | THE WORLD OF TROON DIRECTORY

# ABOUT THE TROON NETWORK

THE TROON NETWORK OF PUBLICATIONS consists of TroonMagazine.com, Troon Tracker newsletter, TROON Magazine (print), and The World of Troon Directory. Our readers are avid golfers and Troon enthusiasts who are discerning about the places they play and live, and know Troon as the brand that will deliver them the best experiences in the world of golf and hospitality. We look forward to working with you to get YOUR message out to this broad network of players!

Our editorial products focus on the magnificent places we play our favorite game and the dynamic people we encounter along the way. Through thoughtful writing, vivid photography, and contemporary design, our features and columns bring alive the world of golf from the lush, tropical golf courses of Hawaii to the mountain-ringed tracks in Colorado and Utah; from the orange leaves of fall in the Northeast to the winter havens of Arizona, California, and Florida.

But our editorial coverage does not stop in our own backyard. Since golf is an international game of travel and exciting destinations, other features of interest to our readers include idyllic golf escapes in such destinations as Scotland, the Caribbean, the Middle East, and Asia.

***The publications of The Troon Network*** are designed to fuel their readers' passion for the "spirit of the game" and the exciting lifestyle that envelops it.

## OUR MISSION:

*To deliver a memorable read in an eye-catching package to golfers who make the most of life.*



*COSTA NAVARINO*



*MONARCH BEACH*

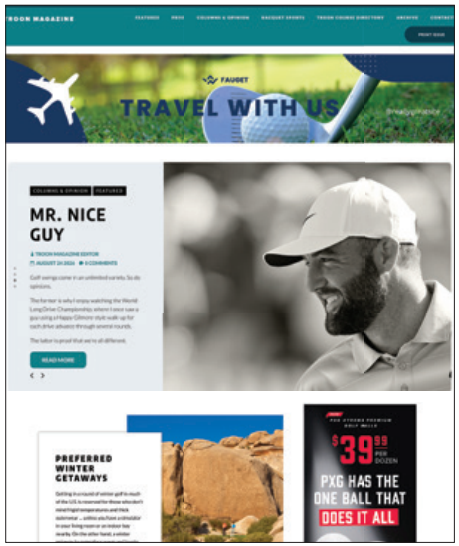
# PRODUCTS & CIRCULATION

***WITH AN OPEN RATE GREATER THAN 90 PERCENT, THE TROON TRACKER NEWSLETTER IS OUR HIGHEST VISIBILITY BANNER OPPORTUNITY.***

## TROONMAGAZINE.COM

***—Website***

The TroonMagazine.com website is the primary hub for readers to access original content, Troon news and information, updates regarding courses, clubs, and destinations. Articles are updated regularly, and a full archive of past issues and articles is easily accessed. TroonMagazine.com is promoted via email to a minimum of **150K** readers bi-monthly.




## TROON TRACKER

***—Newsletter***

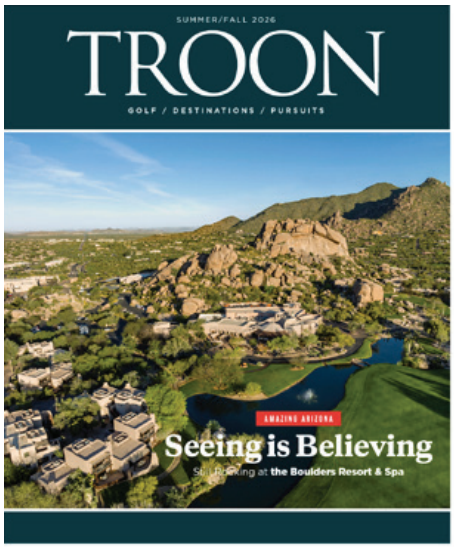
The Troon Tracker newsletter is sent to **150K+** opted-in readers typically teasing 3-4 stories and encouraging readers to click through to the story page on TroonMagazine.com. With an open rate of greater than 90 percent, this is our highest visibility banner opportunity.




## TROON MAGAZINE

***—Print***

A twice-annual print magazine (9" X 10.75") that contains feature stories on destinations, columns by some of the world's most renowned golf writers, golf travel guides, and more. The print magazine circulates **40K** copies of each issue to Troon-managed courses, in-room at Troon partner hotels, and other subscribers.




## THE WORLD OF TROON

***—Annual Facilities Directory***

A digital directory of all Troon-managed courses. The content includes contact information for all facilities, along with upgrades to full-page and two-page listings with photos and videos. The WOT Directory is promoted via 4x9 rack cards with QR code displayed at Troon facilities throughout the U.S., as well as having a permanent home on TroonMagazine.com.



*TroonMagazine.com*

# 2027 OFFERINGS & RATES

With the 2027 relaunch of TroonMagazine.com and the continued reach of the Troon Tracker e-newsletter, Troon Network advertisers gain new, always-on digital placements — reaching our opted-in database of avid golfers.

Website units run on a monthly, run-of-site basis. Newsletter units run per issue.

***Troon Tracker E-Newsletter***
***Delivered 6x per year to the Troon Network's 150K opted-in database with 90% open rate.***

## WEBSITE ADVERTISING

**Leaderboard (ROS).....$2,450/mo**

Size: (728×90)

Top banner premium ad placement on homepage / highest visibility.

*Rotating Banner up to 4 per month*

**In-Article Banner (ROS) .....$1,000/mo**

Size: (468×60)

Embedded within article content / high engagement / appears across multiple stories.

*Rotating Banner up to 8 per month*

**Side Banner (ROS).....$1,500/mo**

Size: (160×600)

Banner embedded next to article content / high engagement positioning / appears across multiple stories.

*Rotating Banner up to 4 per month*

## PROMOTIONAL STORIES

For partners seeking deeper storytelling and exclusive visibility, we offer custom sponsored content and signature packages across TroonMagazine.com and the Troon Tracker e-newsletter.

**Premium sponsored content (350-500 words + image) .....$3,250**

*Includes custom promotional article that appears on home page of website for one month / is featured in one issue of the Troon Tracker newsletter / and promoted through Troon's social media channels.*

*TroonMagazine.com*

# PREFERRED TROON GETAWAYS

## Resorts & Destinations

***Custom editorials focused on Troon destinations are offered throughout the year, and provide resorts and courses an opportunity to present themselves in their best light to readers of TroonMagazine.com.***

| | *1X* |
|---|---|
| 500 words + 1 photo | $1,950 |
| 750 words + 2 photos | $2,950 |

*Stories will be featured in the Troon Tracker newsletter sent to 150k+ readers, and be posted on TroonMagazine.com.*




*NOTE: EACH CLIENT HAS THE OPTION OF SUPPLYING THE TEXT AND IMAGES, OR OUR TEAM CAN WRITE THE TEXT AND SUBMIT FOR APPROVAL BEFORE LAYOUT. THE CLIENT IS THEN PROVIDED WITH A PROOF FOR REVIEW AND APPROVAL OF THE LAYOUT PRIOR TO PUBLICATION.*

*RATES ARE SHOWN IN NET U.S. DOLLARS.*

*TroonMagazine.com*

# LIVING ON THE LINKS
## Preferred Communities

***Custom editorials focused on Troon residential communities are offered throughout the year, and provide developments and residential communities an opportunity to present themselves in their best light to readers of TroonMagazine.com.***

| | *1x* |
|---|---|
| 500 words + 1 photo | $1,950 |
| 750 words + 2 photos | $2,950 |

*Stories will be featured in the Troon Tracker newsletter sent to 150k+ readers, and be posted on TroonMagazine.com.*



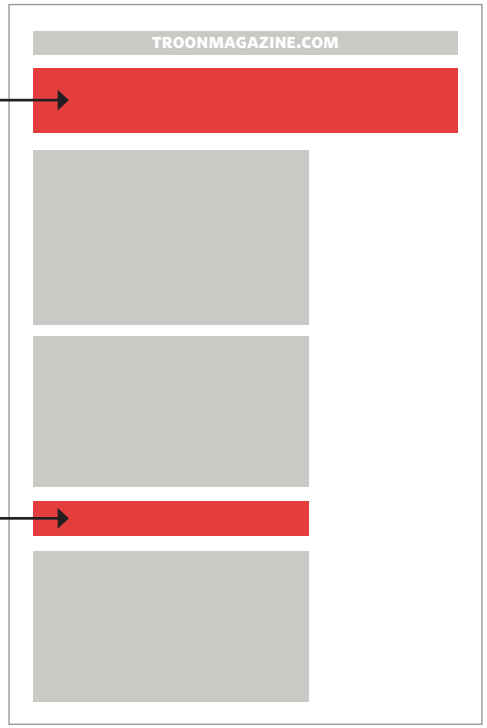

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*TroonMagazine.com*

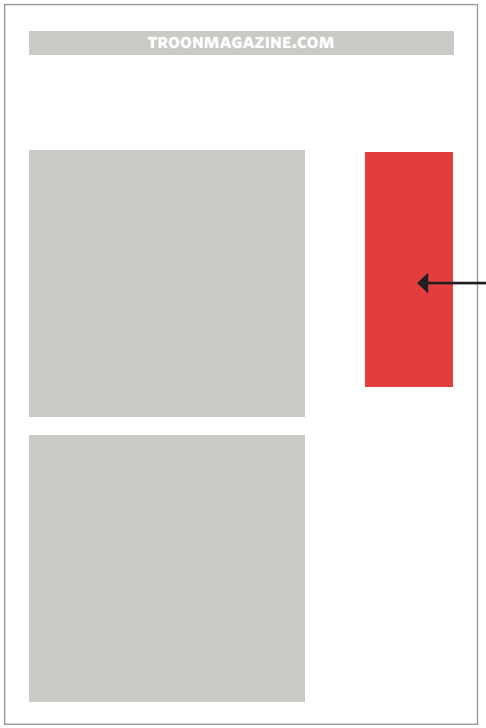
# MECHANICAL SPECS

**Leaderboard** (728×90):




**In-Article Banner** (468×60):

**Side Banner** (160×600):




**Optimized Size in Mobile View**




Submitted Ads should be in **JPEG or PNG Format**

**Send via email to: *gilbertkevin@mac.com***

*Troon Tracker Newsletter*

# BANNER OPPORTUNITIES *for Email Delivery*

**LEADERBOARD BANNER**
700 x 150 px

**FEATURE BANNERS**
700 x 150 px

Readers of *Troon Network publications* are a dedicated lot. As members of Troon's loyalty programs, and members of Troon-managed clubs, our readers are avid golfers who believe firmly in the game of golf. With an open rate of greater than 90 percent, the banner ads on the Troon Tracker newsletter are our most visible exposure opportunity. ***Here's how it works:***

### *Delivery Banners*

■ *150K+ copies of the bi-monthly Troon Tracker newsletter are sent by email to opted in Troon readers and golfers.*

## TROON TRACKER NEWSLETTER ADVERTISING

**Newsletter Sponsorship .....$3,000**

Leaderboard Banner placement in newsletter / click through to partner URL

*1 per issue (100% Share of Voice)*

**Newsletter Feature Banner .....$1,050**

Mid-placement within newsletter / click through to partner URL

*Up to 3 per Issue*



*Print Magazine*

# DISPLAY RATES

*2027 Print Rates*

## CIRCULATION

***PRINT — 40K per issue***

■ *40K copies distributed at Troon-managed facilities, in-room at partner hotels, and by direct mail to Troon VIPs, and others.*

| ***DISPLAY RATES*** | ***1x*** |
|---|---|
| Full Page | $4,600 |
| Spread | $7,120 |

(Inquire about frequency discounts.)

***Additional 25% premium on covers and special positioning.***






















*RATES ARE SHOWN IN NET U.S. DOLLARS.*

*Print Magazine*

# PREFERRED TROON GETAWAYS

## Resorts & Destinations

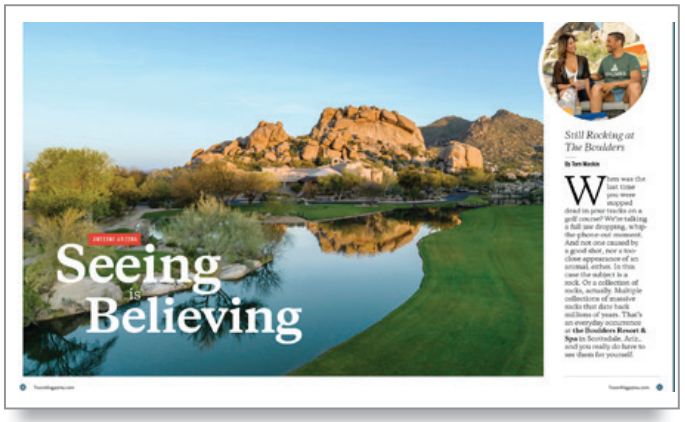
From the mountains to the desert to the sea, Troon offers some of the most memorable golf experiences in the world. This unique program is your opportunity to show *TROON Magazine* readers exactly why they should visit YOUR facility!

Be part of these special in-depth sections on the fantastic destinations in the Troon portfolio. Each participant receives a 2- or 4-page spread with enticing photography of their course, with insightful quotes from the general manager, developer, or appointed spokesperson.

### HERE'S WHAT YOU GET:

- 2-page feature editorial ..... $2,450
- 4-page feature editorial ..... $3,700
- Add a personalized bound-in letter..... $650
- Story runs on TroonMagazine.com ..... N/C
- Buy copies of the magazine at $1 each; minimum order 500 copies.

*NOTE: All prices quoted FOB; shipping to your facility is extra.*






4-PAGE PACKAGE

*Print Magazine*

# LIVING ON THE LINKS
## Preferred Communities

***Custom editorials focused on Troon residential communities are offered in both print issues of 2027. Your editorial will also run at no additional cost on TroonMagazine.com.***

■ *40K copies each of the Winter/Spring and Summer/Fall print issues are distributed by direct mail to Troon VIPs, in-room at partner hotels, and in Troon-affliiated golf shops throughout the United States.*

| | *1x* |
|---|---|
| 2-page | $2,450 |
| 4-page | $3,700 |

■ Buy copies of the magazine at $1 each; minimum order 500 copies.

*NOTE: EACH CLIENT HAS THE OPTION OF SUPPLYING THE TEXT AND IMAGES, OR OUR TEAM CAN WRITE THE TEXT AND SUBMIT FOR APPROVAL BEFORE LAYOUT. THE CLIENT IS THEN PROVIDED WITH A PROOF FOR REVIEW AND APPROVAL OF THE LAYOUT PRIOR TO PUBLICATION.*




2-PAGE PACKAGE







4-PAGE PACKAGE

*RATES ARE SHOWN IN NET U.S. DOLLARS.*

*Print Magazine*

# CUSTOM COVERS

Here's your opportunity to customize the front cover of *TROON Magazine* with a compelling photo of YOUR COURSE or PROPERTY. This is a perfect opportunity to:

- **Give a copy to every member/player**
- **Place magazines in-room** *(where applicable)*
- **Gain added credibility and exposure to Troon members and other golfers**

*All you need to do is supply your best photos and we'll do the rest.*




BIND-IN WELCOME LETTER

## HERE'S HOW IT WORKS:

You get 1K copies with any of the following:

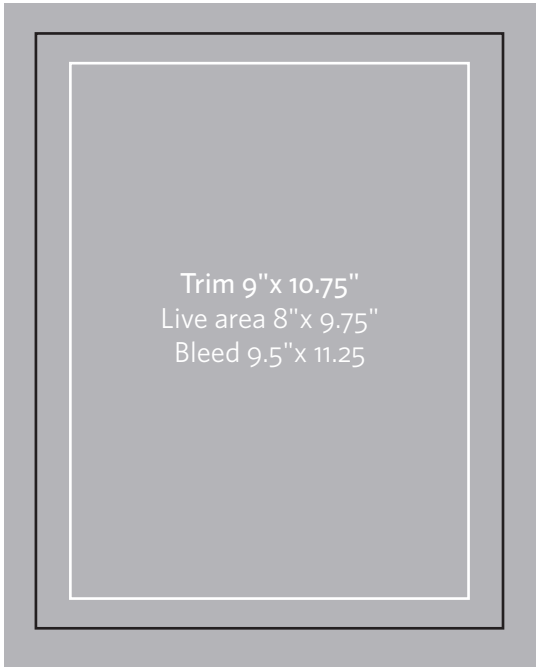
| | | |
|---|---|---|
| **Level 1** | Cover + 2-page editorial | $4,370 |
| | add a bind-in Welcome Letter | $650 |
| **Level 2** | Cover + 4-page editorial | $6,335 |
| | add a bind-in Welcome Letter | $650 |
| **Level 3** | Cover + 6-page editorial | $9,200 |
| | add a bind-in Welcome Letter | $650 |

*NOTE: All prices quoted FOB; shipping to your facility is extra.*

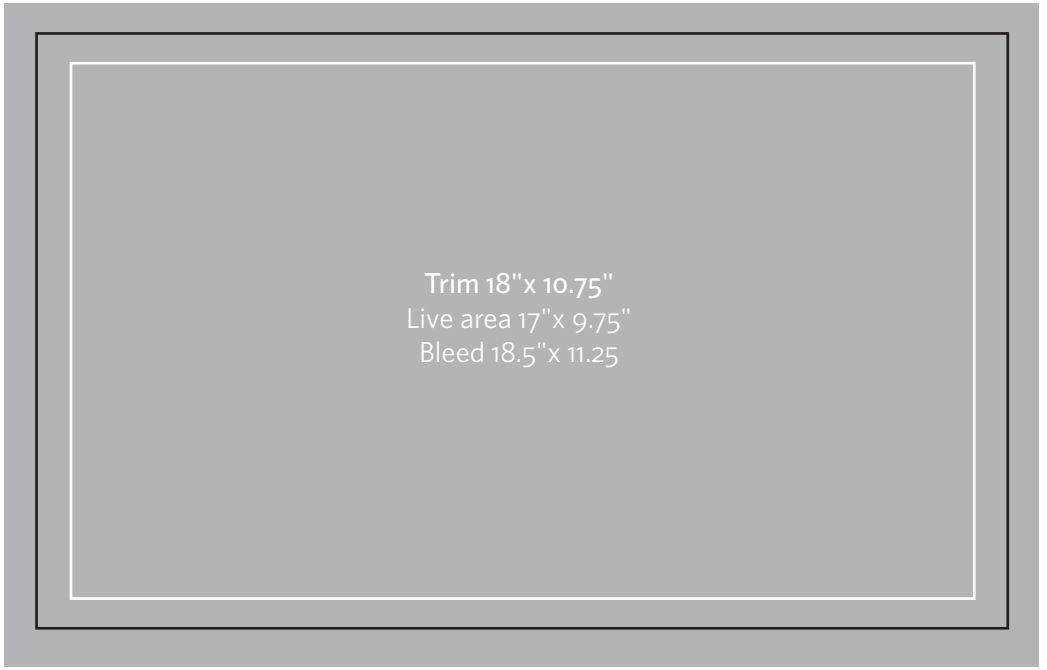
*Print Magazine*

# MAGAZINE MECHANICAL SPECS

## FULL PAGE AD




## TWO-PAGE SPREAD AD




## MAGAZINE DIMENSIONS

| | WIDTH | HEIGHT |
|---|---|---|
| Trim | 9" | 10.75" |
| Live Area | 8" | 9.75" |
| Bleed Size | 9.5" | 11.25" |

## LIVE AREA

All live copy should be kept within this area.
1/2" inside from all trim edges

## BLEED SIZE

extends 1/2" out from all edges

Submitted Ads should be in high resolution **PDF Format**

**Send via email to:**
***gilbertkevin@mac.com***

Files exceeding 10MB should be delivered via YouSendIt (or similar service); or contact email above for FTP instructions.

# WORLD OF TROON FACILITIES DIRECTORY

The WORLD OF TROON FACILITIES DIRECTORY is designed for golfers to easily access information on any and all Troon-managed courses worldwide. A digital publication, every course is listed, but expanded listings with stories, photos, and videos go a long way toward encouraging travelers and Troon devotees to visit YOUR course. Flagship Custom Publishing, who also bring you ***Troon Magazine,*** are publishers of this exciting Troon-sponsored product.




- **Materials Deadline:** May 28, 2027
- **Publication Date:** June 25, 2027
- **Distribution:** Troon will send 65K 4x9 cards describing "easy access" into the Directory to select Troon-affiliated facility for placement in their racks for golfers and active members to use in scanning the QR code for reaching the Directory. Plus, the Directory itself will be posted on TroonMagazine.com.
- **Upgrades:** Every course gets a free listing but we also offer the opportunity to upgrade to larger listings ranging from one-sixth pages to two pages with video.
- **Rates**

| | |
|---|---|
| Listings (one-twelfth, without photo) | No Cost |
| One-Sixth Page (with photo) | $500 |
| Full Page (with photo or video) | $1,725 |
| Two Pages (with photo or video) | $2,825 |

All advertisers of one full page or more also have their listing upgraded to a one-sixth at no additional charge.

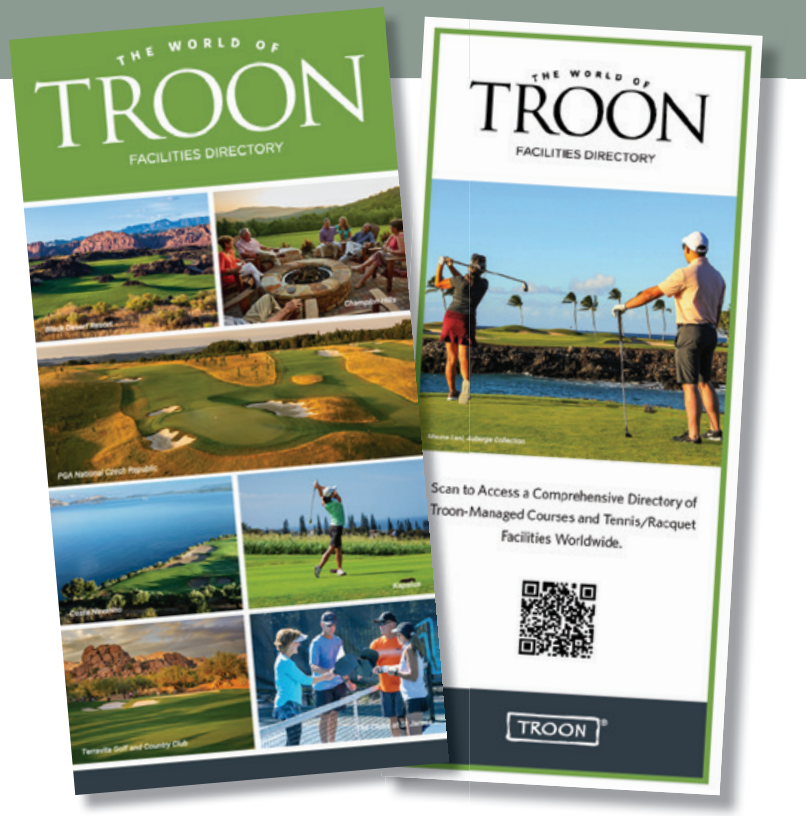



ENHANCED LISTING FULL-PAGE LISTING

# WORLD OF TROON FACILITIES DIRECTORY SPECS

**SPREAD AD**
11″ x 8.5″

**FULL PAGE AD**
5.5″ x 8.5″







SPREAD AD




FULL PAGE AD

Submitted digital ads should be in high resolution **PDF Format.**

Video should be MP4, F4V or FLV video format and cannot exceed 100MB.

**Send via email to: *gilbertkevin@mac.com***

Files exceeding 10MB should be delivered via YouSendIt (or similar service); or contact email above for FTP instructions.

**ONE-SIXTH PAGE UPGRADES**
Requirements:
Photo: 300 dpi, minimum
3 x 5 size

# 2027 AD CLOSING DATES & ISSUE SCHEDULE

## PRINT

### Winter/Spring Issue

| | |
|---|---|
| Dec. 18, 2026 | Custom Covers + special editorial sections |
| Jan. 15, 2027 | Ad Sales close/materials due |
| Feb. 12, 2027 | Printed magazines mail; ship to courses |

### Summer/Fall Issue

| | |
|---|---|
| June 11 | Custom Covers + special editorial sections |
| July 21 | Ad Sales close/materials due |
| July 30 | Printed magazines mail; ship to courses |

## ANNUAL

| **Digital** | *The World of Troon Facilities Directory* |
|---|---|
| May 28 | Ad Sales close/materials due |
| June 25 | Digital cards ship to courses |

## SPECIAL EDITORIAL SECTIONS

### Preferred Winter Getaways

The annual "Preferred Winter Getaways" special editorial section will publish in January. Closing date for participation is Monday, January 11. Inquire with your sales rep for additional details.

### Perfect Summer Escapes

The annual "Perfect Summer Escapes" special editorial section will publish in June. Closing date for participation is Friday, June 11. Inquire with your sales rep for additional details.

*NOTE: All digital ad packages for TroonMagazine.com run for a full month and may be extended upon request. Materials are due one week prior to the start of the monthly run date.*

* DATES SUBJECT TO CHANGE.

# TROON MAGAZINE PUBLISHING TEAM

## PUBLISHERS

*Flagship Custom Publishing*
A group of publishing professionals headed by George Fuller and Brett Brooks, Flagship Custom Publishing specializes in luxury travel and lifestyle, golf and hospitality publications. In addition to the Troon Network publications, clients include Bluejack National/Bluejack Ranch (Texas), FORE Magazine (Southern California Golf Association), Arizona Golf Insider (AZ GOLF), Waikoloa Beach Resort (Hawaii), Manchester Country Club (New Hampshire), and others.

## TEAM

*Publisher*
Richard 'Dick' Holcomb

*Vice President Sales & Marketing*
Brett Brooks

*Editorial Director*
Geo. Fuller

*Editorial Advisory Board*
Cyndi Bush
Sabrina Hale
Julia Kelly
Clinton Norris
Ryan Pensy
Kris Strauss

*Creative Director*
Kevin Gilbert

*Senior Contributing Editor*
Tom Mackin

## PUBLISHER

*Richard E. Holcomb*
RICHARD E. HOLCOMB established his advertising sales career with Petersen Publishing Company, and served for a combined 17 years in advertising sales on a variety of consumer titles in the Petersen Magazine Network. He has also held positions as publisher of *Petersen's GOLFING* magazine, and Kachina Publications' *Golf Illustrated.* He joined Flagship Custom Publishing in 2010.

## VP SALES & MARKETING

*Brett Brooks*
BRETT BROOKS has more than 25 years of experience in marketing, strategic partnerships, communications, and publishing. He has worked with leading brands and hospitality companies during his 16 years with Troon Golf and as president and publisher of a prominent media group in Phoenix, Ariz.

## EDITORIAL DIRECTOR

*George Fuller*
GEORGE FULLER has been editing and publishing luxury lifestyle and golf titles for more than 20 years. Former editor of LINKS—The Best of Golf, and founder of GOLF LIVING Magazine (for the *Los Angeles Times*), over the years Fuller and team have built Flagship Custom Publishing into one of the most respected boutique publishing companies in the U.S.

THE TROON NETWORK OF PUBLICATIONS