



Back 9 Media Group
2020 Media Kit

Available online at:
Back9MediaGroup.com

INNOVATIVE MARKETING SOLUTIONS



- PLUS
- Drive, Chip & Putt Registration
 - Ed Travis Reviews Callaway Rogue Driver
 - Winter Park 9 Sets Standard for Urban Golf



Online Marketing Makes Sense!

When you partner with Back 9 Media Group, your company can reach a national golf-specific market through digital magazines, video, Roku TV, and/or radio.

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

Back 9 Report TV on Roku offers a diverse mixture of golf news, views, information, golf travel, plus a unique spin on the latest issues from around the world of golf and can be seen on Roku or online at Back9Report.com.

The fast-paced and informative **Back 9 Report radio show** airs weekly and can be heard at Blogtalk, TuneIn, iTunes, Golf News Net and online at Back9MediaGroup.com.

Options for advertising are listed on the following pages. If you don't see something that works for us, contact us to create a custom package.

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 Altwater 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 both the Ohio and Michigan Golf Journal digital magazines published monthly by Back 9 Media Group.

The **Ohio** and **Michigan Golf Journals** provide an array of opportunities for cover and feature articles, full and partial page advertising and customized advertorials.

The award-winning **Back 9 Report Radio Show**, with new episodes weekly, offers several sponsorship opportunities to fit your budget, ranging from the main show sponsor to sponsors of the regular features. Those segments include the Back Spin Recaps, Par 5 News, Previews in the Forecall, Topics, Rants, and Discussion on the Practice Range, plus our Very Special Guest Interview of the week. 15, 30 and 60 second advertising spots are also available.

The award-winning **Back 9 Report TV on Roku** offers sponsorship and advertising opportunities. Back 9 Report TV offers a diverse mix of golf information, travel, news, 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, 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.

Become a Back 9 Media Group sponsor or advertiser to gain valuable exposure to this audience. Also, take advantage of the ability to incorporate the video, audio, and digital content that we create for you in your own company's promotions and consumer outreach.

Website and Email Reach

The Ohio and Michigan Golf Journals are distributed to **over 230,000 email addresses** each month, with an open rate averaging over 30%.

The combined website views for the two 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 all of our tweets. Our Facebook page has **4,970 friends** and another 374 that follow Golfaholics on the Back 9. On Instagram, Back 9 Report has 1,270 followers and is growing daily. Our LinkedIn profile has 997 followers, interested in golf topics.

Roku TV

The Back 9 Report TV has been installed by **over 1,500 Roku subscribers**. Over 59 hours of streaming video has been viewed, with that number growing daily. There are 22 million monthly active Roku accounts.

Back 9 Report Radio Show

The radio show reaches a weekly audience of **over 1,000 individuals** through all distribution channels.



Back 9 Media Group Promotion Opportunities

Gain Internet and TV presence with exposure across all websites and social media channels!

Platinum Multi-Media Options

Video Options

30-minute Roku TV show on Back9 Report TV, that has a minimum of 3 interviews from your key people (GM, Pro, Hospitality, Spa, etc) along with commentary by Fred Altvater (cost \$900)

A three minute video, based on a short interview with your Pro or other person of your choice (cost \$250)

Magazine Article Options

Two-page spread in the Ohio Golf Journal or Michigan Golf Journal (cost \$1,100 for one magazine or \$1,650 for both)

One page advertorial in the Ohio Golf Journal or Michigan Golf Journal (cost \$800 for one magazine or \$1,350 for both)

Radio 30 second spots and social media posts are provided to all advertisers.



Ohio & Michigan Golf Journal Advertising Opportunities

Advertise in Both Ohio and Michigan Golf Journals:

- Full-page ad in both - \$1,350/mo.
- Half-page ad in both - \$750/mo.
- Cover and feature article (once/yr.) - \$3,500



Discounts available for 12-month commitment and prepaying.

Contact Us to Discuss Advertising and Package Opportunities

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