



PLAY THE GAME, LIVE THE LIFESTYLE

WOMEN'S GOLF

AMERICAS

2026 MEDIA KIT & LAUNCH PAKCAGES

MAXIMIZING BRAND AWARENESS & SUCCESS

EMPOWERING | INFORMATIVE | INSPIRING

WOMEN'S GOLF MAGAZINE HAS BEEN A STAPLE FOR GOLFERS
IN AUSTRALIA FOR OVER 20 YEARS.

WGM IS NOW LAUNCHING IN THE UNITED STATES & CANADA.

DEDICATED TO WOMEN'S GOLF THIS WILL BE THE GO-TO
SOURCE FOR A HIGHLY ENGAGED, READY-TO-SPEND AUDIENCE,
ATTUNED TO THE ART OF GOLF, SPORT, FITNESS, NUTRITION,
BEAUTY, WELLNESS, FASHION, TECHNOLOGY, AND TRAVEL.

PLAY THE GAME, LIVE THE LIFESTYLE

THE POWER OF WOMEN'S GOLF

WOMEN'S GOLF ACROSS THE U.S. & CANADA IS THE FASTEST GROWING SEGMENT AND THUS A **PRIME TARGET** FOR YOUR GOLF AND LIFESTYLE MESSAGING.

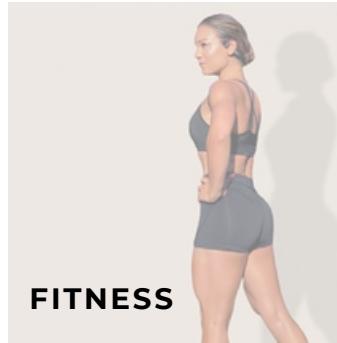
Recent years have seen a dramatic growth in women golfer participation and this segment has developed into a highly coveted target audience.

- There are now **7.9M** women golfers (U.S.)
 - This was the **5th consecutive** year of growth
- The number Female golfers is up **25%** since 2020
 - **Forty-one percent** of all new golfers are women
- A record of **28%** of all on-course golfers in 2024 were women
 - This represents a **25%** increase versus the year before
- **Age 18-39** is the largest concentration of female golfers
 - **37%** of juniors are girls; girls' golf up **40%** since 2020
- Women drive **80%** of household spend and **50%** of total global spend

OUR CONTENT PILLARS

GOLF & BEYOND

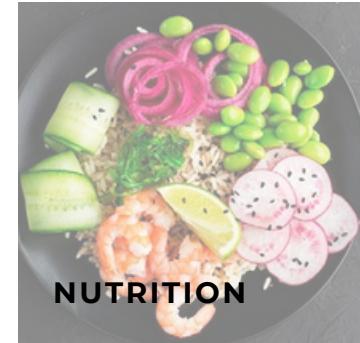
OUR EXCLUSIVE CONTENT IS DESIGNED TO EMPOWER, INFORM, AND INSPIRE A HIGHLY ENGAGED AUDIENCE. BEYOND THE GAME, OUR CONTENT EMBRACES 'FEEL-GOOD' PILLARS TO ENHANCE THE LIVES OF TODAY'S AND TOMORROW'S PLAYERS.



FITNESS



EQUIPMENT



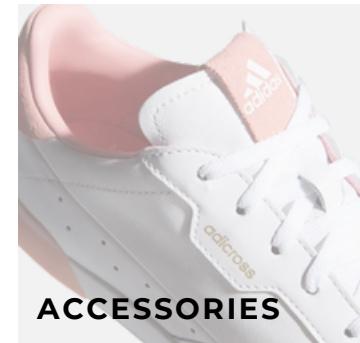
NUTRITION



WELLNESS



FASHION



ACCESSORIES



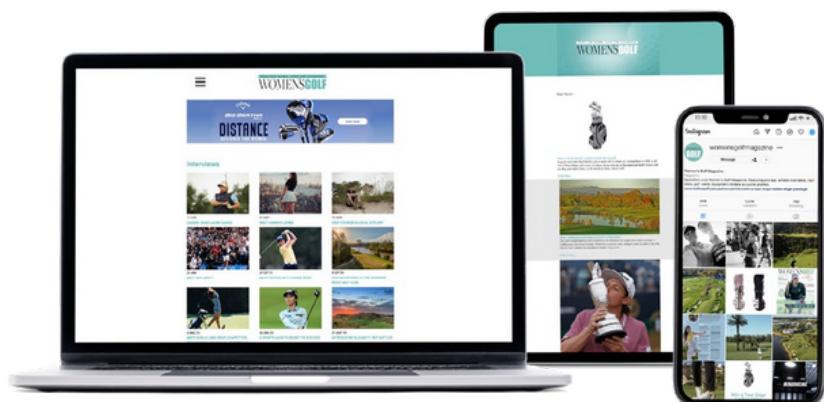
TRAVEL



TECHNOLOGY



BEAUTY



WEBSITE/MOBILE ADVERTISING

Distributed in print & digital formats
Estimated Monthly Visitors by mid-2026: 20,000

QUARTERLY MAGAZINE

Distributed in print and digital formats

Estimated Circulation by mid-2026:

Print: 5,000 per issue

Digital: 7,000 per issue



The Ultimate Holiday Gift Guide for Golfers
Our holiday gift guide is out now! Check out the best stocking fillers/presents for the golfer in your life. Right, here.

[Read More](#)

E-MARKETING PROGRAMS

Banner ads on Monthly Newsletter

Custom Blasts

Estimated Database by mid-2026: 5,000



ADVERTORIALS

Co-Curated Content

Runs in both print and digital outlets

SOCIAL MEDIA/VIDEO

Both can be weaved into your campaign



Product Launch: XXIO Ladies Line

Equipment: introducing the new XXIO ladies' line.

[Read More](#)



Jeno Thitikul Earns 2025 Rolex Player of the Year Award and Vare Trophy

Congrats Jeno! Fact: Thitikul is just the second player from Thailand to earn the prestigious Rolex Player of the Year award since it was introduced in 1989!

[Read More](#)

We sincerely hope this coming holiday break gives you some spare time to get out on the course! And be sure to keep an eye on your inbox because the January edition is looking the absolute goods.

Hint: our cover star reveal is a certified big deal. [Subscribe](#) as you get the magazine as soon as it launches.

Until then, have fun playing the game and living the lifestyle.

ADVERTISING OPPORTUNITIES

WGM is just launching in the Americas and has robust programs in place to build subscribers for both print and digital outlets as well as social media followers. This growth plan is based on a proven plan that was highly successful in Australia.

While WGM grows their distribution, we are offering our **“Legacy Partner”** Marketing Opportunities.

This affords you the opportunity to be one of our launch partners and to get on the ground floor as we grow our brand.

EMPOWERING INFORMATIVE INSPIRING

ADVERTISING DETAILS



QUARTERLY MAGAZINE

CREATIVE UNITS



DOUBLE PAGE SPREAD



FULL PAGE



INSERTS*

PREMIUM POSITIONS

- 2nd Cover/Page 1
- Back Cover
- Third Cover
- Opposite TOC
- Opposite Editor's Letter

PUBLISHING DATES

ISSUE	ON SALE	SPACE CLOSE	MATERIALS DUE
Winter	Jan 30	Jan 5	Jan 10
Spring	March 31	March 5	March 12
Summer	June 30	June 3	June 10
Fall	Sept 30	Sept 8	Sept 15



*PROMOTIONAL INSERTS

Move your promotional assets directly into the hands of our responsive audience via a national or state campaign.

DIGITAL OPPORTUNITIES

PROGRAMS/UNITS

Website/Mobile

- Home Page Takeovers
- Billboard/Leaderboard
- Medium Rectangle
- Parallax Ad

LEADERBOARD



E-Programs

- Profile on E-Newsletter
- Custom Blasts
- Sponsored Blasts

MREC



ADVERTORIAL PROGRAMS

Co-curated content that considers your specific objectives, crafted by our expert Editorial team to maximize brand awareness and success.

PROGRAMS/UNITS

Article to Run in Quarterly Magazine – Print and Digital

4 Page Unit

3 Page Unit

2 Page Unit

1 Page Unit

E-Programs

Sponsored Blasts



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