

## CONSOLIDATED MEDIA REPORT

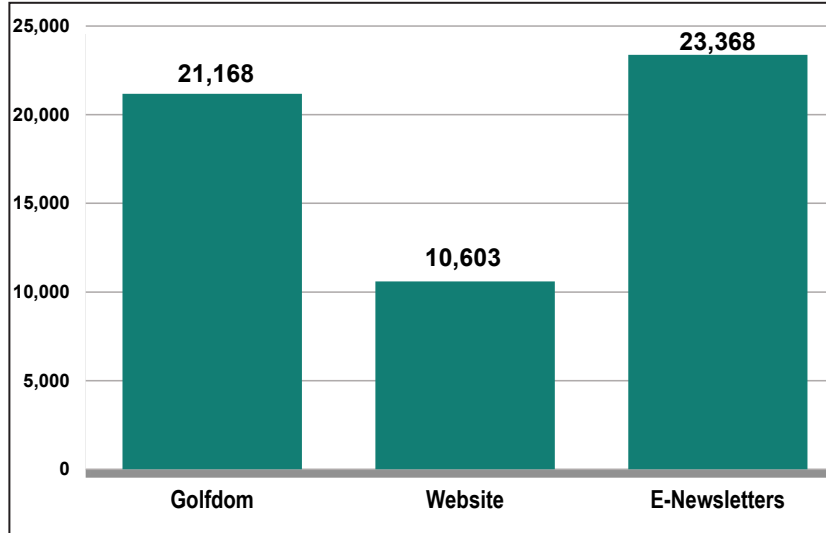
**B2B Media**

6 months ended June 30, 2025

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

### TOTAL AVERAGE GROSS CONTACTS

55,139

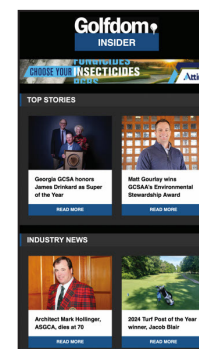


### EXECUTIVE SUMMARY

| Channels                                 | Contacts | Period                       |
|------------------------------------------|----------|------------------------------|
| <b>Golfdom</b>                           |          | 6 months ended June 30, 2025 |
| Total Qualified Circulation              | 21,168   |                              |
| <b>Website Activity</b>                  |          | 6 months ended June 30, 2025 |
| Page Views                               | 15,303   |                              |
| Sessions/Visits                          | 12,787   |                              |
| Users/Visitors                           | 10,603   |                              |
| <b>E-Newsletters</b>                     |          | 6 months ended June 30, 2025 |
| Total Average Net Distribution Per Issue | 23,368   |                              |
| <b>Social Media</b>                      |          | As of June 30, 2025          |
| Facebook Followers                       | 1,200    |                              |
| Instagram Followers                      | 844      |                              |
| LinkedIn Followers                       | 1,404    |                              |
| X Followers                              | 10,932   |                              |
| YouTube Subscribers                      | 456      |                              |

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



# Golfdom

6 months ended June 30, 2025

Subject to Audit

## Field Served:

GOLFDOM serves golf courses including daily fee and public, semi-private, private, resort, city, state, municipal golf courses and other golf courses. Also served are architects, developers and builders of golf courses, university and college golf courses, distributors, manufacturer representatives, consultants and others allied to the field.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

| TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION        |  | 21,168        |
|----------------------------------------------------|--|---------------|
| AVERAGE QUALIFIED NONPAID CIRCULATION              |  |               |
| Qualified Nonpaid Individual - Print               |  | 19,191        |
| Qualified Nonpaid Individual - Digital             |  | 3,322         |
| <b>Total Qualified Nonpaid Individual</b>          |  | <b>21,168</b> |
| <b>Total Average Qualified Nonpaid Circulation</b> |  | <b>21,168</b> |

| AVERAGE NONQUALIFIED CIRCULATION                                |  |            |
|-----------------------------------------------------------------|--|------------|
| Nonqualified Allocated for Shows & Conventions - Print          |  | 50         |
| <b>Total Nonqualified Allocated for Shows &amp; Conventions</b> |  | <b>50</b>  |
| Nonqualified Miscellaneous, Including Staff Copies - Print      |  | 195        |
| Nonqualified Miscellaneous, Including Staff Copies - Digital    |  | 201        |
| <b>Total Nonqualified Miscellaneous, Including Staff Copies</b> |  | <b>386</b> |
| <b>Total Average Nonqualified Circulation</b>                   |  | <b>436</b> |

| CIRCULATION BY ISSUES |            |                           |                             |                         |
|-----------------------|------------|---------------------------|-----------------------------|-------------------------|
| Issue                 |            | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Total Qualified Nonpaid |
|                       | Jan        | 19,504                    | 3,319                       | 21,500                  |
|                       | Feb        | 19,530                    | 3,283                       | 21,500                  |
|                       | Mar        | 19,030                    | 3,323                       | 21,005                  |
|                       | Apr        | 19,028                    | 3,322                       | 21,000                  |
| *                     | Tour Guide | 19,026                    | 3,334                       | 21,000                  |
|                       | May        | 19,028                    | 3,330                       | 21,000                  |
|                       | Jun        | 19,026                    | 3,353                       | 21,000                  |

| BUSINESS ANALYSIS                     |                                                                                                            |               |              |                           |                             |                            |                          |                 |                                                 |                  |            |
|---------------------------------------|------------------------------------------------------------------------------------------------------------|---------------|--------------|---------------------------|-----------------------------|----------------------------|--------------------------|-----------------|-------------------------------------------------|------------------|------------|
| Classification by Business & Industry |                                                                                                            | Total         | %            | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Golf Course Superintendent | Assistant Superintendent | General Manager | Owner, Management, Company Executive, Marketing | Director of Golf | Other      |
| 1.                                    | Daily Fee and Public Golf Courses                                                                          | 10,122        | 48.2         | 9,348                     | 1,347                       | 6,503                      | 101                      | 1,755           | 1,185                                           | 485              | 93         |
| 2.                                    | City, State, Municipal Golf Courses                                                                        | 3,323         | 15.8         | 3,100                     | 405                         | 2,187                      | 48                       | 856             | 74                                              | 138              | 20         |
| 3.                                    | Private Golf Course                                                                                        | 6,937         | 33.0         | 6,175                     | 1,295                       | 3,985                      | 125                      | 1,945           | 312                                             | 468              | 102        |
| 4.                                    | Hotel/Resort Golf Courses                                                                                  | 342           | 1.6          | 278                       | 106                         | 129                        | 18                       | 101             | 58                                              | 29               | 7          |
|                                       | <b>Total Copies to Golf Courses</b>                                                                        | <b>20,724</b> | <b>98.7</b>  | <b>18,901</b>             | <b>3,153</b>                | <b>12,804</b>              | <b>292</b>               | <b>4,657</b>    | <b>1,629</b>                                    | <b>1,120</b>     | <b>222</b> |
| 5.                                    | Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field | 276           | 1.3          | 127                       | 177                         | 34                         | 5                        | 69              | 104                                             | 8                | 56         |
|                                       | <b>Total Qualified Circulation</b>                                                                         | <b>21,000</b> | <b>100.0</b> | <b>19,028</b>             | <b>3,330</b>                | <b>12,838</b>              | <b>297</b>               | <b>4,726</b>    | <b>1,733</b>                                    | <b>1,128</b>     | <b>278</b> |

| Classification by Business & Industry |                                                                                                            | Total         | %            | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Classification by Number of Holes |               |            |              |            |                    |
|---------------------------------------|------------------------------------------------------------------------------------------------------------|---------------|--------------|---------------------------|-----------------------------|-----------------------------------|---------------|------------|--------------|------------|--------------------|
|                                       |                                                                                                            |               |              |                           |                             | 9                                 | 18            | 27         | 36+          | Other      | Info not Available |
| 1.                                    | Daily Fee and Public Golf Courses                                                                          | 10,122        | 48.2         | 9,348                     | 1,347                       | 2,261                             | 6,809         | 503        | 403          | 47         | 99                 |
| 2.                                    | City, State, Municipal Golf Courses                                                                        | 3,323         | 15.8         | 3,100                     | 405                         | 706                               | 2,263         | 155        | 140          | 34         | 25                 |
| 3.                                    | Private Golf Course                                                                                        | 6,937         | 33.0         | 6,175                     | 1,295                       | 600                               | 5,507         | 317        | 391          | 29         | 93                 |
| 4.                                    | Hotel/Resort Golf Courses                                                                                  | 342           | 1.6          | 278                       | 106                         | 33                                | 156           | 21         | 72           | 53         | 7                  |
|                                       | <b>Total Copies to Golf Courses</b>                                                                        | <b>20,724</b> | <b>98.7</b>  | <b>18,901</b>             | <b>3,153</b>                | <b>3,600</b>                      | <b>14,735</b> | <b>996</b> | <b>1,006</b> | <b>163</b> | <b>224</b>         |
| 5.                                    | Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field | 276           | 1.3          | 127                       | 177                         |                                   |               |            |              |            |                    |
|                                       | <b>Total Qualified Circulation</b>                                                                         | <b>21,000</b> | <b>100.0</b> | <b>19,028</b>             | <b>3,330</b>                |                                   |               |            |              |            |                    |

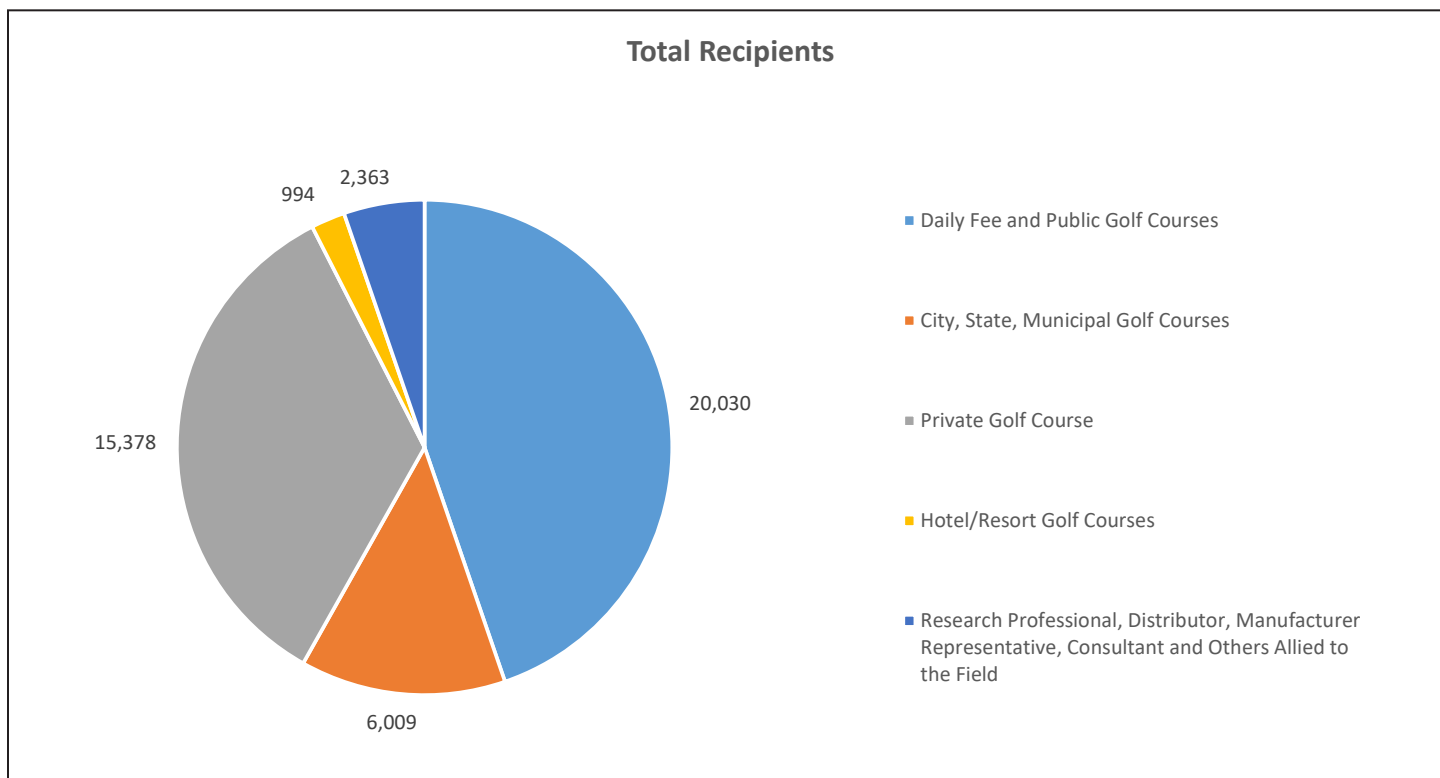
| MAILING ADDRESS ANALYSIS                       |                              |                                |                               |              |
|------------------------------------------------|------------------------------|--------------------------------|-------------------------------|--------------|
|                                                | Qualified<br>Nonpaid - Print | Qualified<br>Nonpaid - Digital | Total<br>Qualified<br>Nonpaid | Percent      |
| Individual by Name and Title and/or Occupation | 19,001                       | 3,329                          | 20,972                        | 99.9         |
| Individual by Name Only                        | 22                           | 1                              | 23                            | 0.1          |
| Title or Occupation Only                       | 2                            |                                | 2                             | 0.0          |
| Company Name Only                              | 3                            |                                | 3                             | 0.0          |
| Multicopy Same Addressee                       |                              |                                |                               |              |
| <b>Total Qualified Subscriptions</b>           | <b>19,028</b>                | <b>3,330</b>                   | <b>21,000</b>                 | <b>100.0</b> |
| <b>Total Qualified Circulation</b>             | <b>19,028</b>                | <b>3,330</b>                   | <b>21,000</b>                 | <b>100.0</b> |

| GEOGRAPHIC ANALYSIS                     |                              |                                |                               |
|-----------------------------------------|------------------------------|--------------------------------|-------------------------------|
| State                                   | Qualified<br>Nonpaid - Print | Qualified<br>Nonpaid - Digital | Total<br>Qualified<br>Nonpaid |
| Alabama                                 | 243                          | 42                             | 268                           |
| Arizona                                 | 432                          | 72                             | 479                           |
| Arkansas                                | 183                          | 24                             | 199                           |
| California                              | 1,187                        | 202                            | 1,301                         |
| Colorado                                | 356                          | 75                             | 401                           |
| Connecticut                             | 257                          | 49                             | 285                           |
| Delaware                                | 64                           | 11                             | 69                            |
| District of Columbia                    | 7                            | 3                              | 9                             |
| Florida                                 | 1,442                        | 247                            | 1,603                         |
| Georgia                                 | 513                          | 93                             | 569                           |
| Idaho                                   | 152                          | 24                             | 163                           |
| Illinois                                | 811                          | 149                            | 894                           |
| Indiana                                 | 483                          | 62                             | 513                           |
| Iowa                                    | 421                          | 63                             | 463                           |
| Kansas                                  | 238                          | 37                             | 260                           |
| Kentucky                                | 286                          | 45                             | 308                           |
| Louisiana                               | 167                          | 25                             | 181                           |
| Maine                                   | 153                          | 15                             | 164                           |
| Maryland                                | 256                          | 64                             | 304                           |
| Massachusetts                           | 527                          | 102                            | 593                           |
| Michigan                                | 910                          | 150                            | 998                           |
| Minnesota                               | 556                          | 109                            | 618                           |
| Mississippi                             | 152                          | 14                             | 159                           |
| Missouri                                | 369                          | 59                             | 411                           |
| Montana                                 | 142                          | 21                             | 153                           |
| Nebraska                                | 250                          | 43                             | 280                           |
| Nevada                                  | 134                          | 20                             | 147                           |
| New Hampshire                           | 124                          | 19                             | 134                           |
| New Jersey                              | 458                          | 105                            | 517                           |
| New Mexico                              | 99                           | 11                             | 105                           |
| New York                                | 982                          | 162                            | 1,067                         |
| North Carolina                          | 690                          | 124                            | 756                           |
| North Dakota                            | 111                          | 20                             | 123                           |
| Ohio                                    | 812                          | 134                            | 880                           |
| Oklahoma                                | 222                          | 40                             | 244                           |
| Oregon                                  | 208                          | 59                             | 248                           |
| Pennsylvania                            | 830                          | 144                            | 917                           |
| Rhode Island                            | 84                           | 15                             | 89                            |
| South Carolina                          | 399                          | 80                             | 456                           |
| South Dakota                            | 127                          | 25                             | 141                           |
| Tennessee                               | 351                          | 43                             | 373                           |
| Texas                                   | 947                          | 140                            | 1,029                         |
| Utah                                    | 176                          | 33                             | 196                           |
| Vermont                                 | 92                           | 15                             | 99                            |
| Virginia                                | 429                          | 80                             | 487                           |
| Washington                              | 329                          | 74                             | 368                           |
| West Virginia                           | 123                          | 10                             | 130                           |
| Wisconsin                               | 548                          | 111                            | 609                           |
| Wyoming                                 | 81                           | 17                             | 90                            |
| <b>TOTAL 48 CONTERMINOUS STATES</b>     | <b>18,913</b>                | <b>3,281</b>                   | <b>20,850</b>                 |
| Alaska                                  | 19                           | 4                              | 22                            |
| Hawaii                                  | 88                           | 16                             | 97                            |
| <b>TOTAL ALASKA &amp; HAWAII</b>        | <b>107</b>                   | <b>20</b>                      | <b>119</b>                    |
| Single Copy Sales                       |                              |                                |                               |
| U.S. Unclassified                       |                              |                                |                               |
| <b>TOTAL UNITED STATES</b>              | <b>19,020</b>                | <b>3,301</b>                   | <b>20,969</b>                 |
| Poss. & Other Areas                     |                              |                                |                               |
| <b>U.S. &amp; POSS., etc.</b>           | <b>19,020</b>                | <b>3,301</b>                   | <b>20,969</b>                 |
| Canada                                  | 8                            | 13                             | 15                            |
| International                           |                              | 16                             | 16                            |
| Military or Civilian Personnel Overseas |                              |                                |                               |
| <b>Total International</b>              | <b>8</b>                     | <b>29</b>                      | <b>31</b>                     |
| E-mail Address Only                     |                              |                                |                               |
| Other Unclassified                      |                              |                                |                               |
| <b>GRAND TOTAL</b>                      | <b>19,028</b>                | <b>3,330</b>                   | <b>21,000</b>                 |

| INTEGRATED AUDIENCE ENGAGEMENT        |                                                                                                            |                    |                  |                              |                                        |                  |
|---------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------|------------------|------------------------------|----------------------------------------|------------------|
| Classification by Business & Industry |                                                                                                            | Total Unduplicated | Golfdom Magazine | Golfdom Insider E-Newsletter | Golfdom Product Spotlight E-Newsletter | Total Recipients |
| 1.                                    | Daily Fee and Public Golf Courses                                                                          | 13,395             | 10,122           | 5,369                        | 4,539                                  | 20,030           |
| 2.                                    | City, State, Municipal Golf Courses                                                                        | 4,078              | 3,313            | 1,518                        | 1,178                                  | 6,009            |
| 3.                                    | Private Golf Course                                                                                        | 9,447              | 6,939            | 4,852                        | 3,587                                  | 15,378           |
| 4.                                    | Hotel/Resort Golf Courses                                                                                  | 661                | 345              | 407                          | 242                                    | 994              |
| 5.                                    | Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field | 1,513              | 281              | 1,228                        | 854                                    | 2,363            |
| Total Qualified Circulation           |                                                                                                            | 29,094             | 21,000           | 13,374                       | 10,400                                 | 44,774           |
| Percent                               |                                                                                                            |                    | 46.9             | 29.9                         | 23.2                                   | 100.0            |

This is an analysis of the 29,094 unique recipients of the Golfdom Network brand of products as of June 30, 2025. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the Golfdom Network brand. The Total Unduplicated is the number of unique recipients of Golfdom Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



| CHANNEL PROFILES                   |            |                 |                |
|------------------------------------|------------|-----------------|----------------|
| WEBSITE ACTIVITY - www.golfdom.com |            |                 |                |
| 2025                               | Page Views | Sessions/Visits | Users/Visitors |
| January                            | 13,651     | 11,696          | 9,329          |
| February                           | 14,063     | 11,276          | 9,073          |
| March                              | 13,775     | 11,396          | 9,119          |
| April                              | 14,478     | 11,938          | 9,824          |
| May                                | 20,636     | 18,236          | 15,962         |
| June                               | 15,213     | 12,179          | 10,311         |

| E-NEWSLETTERS - Golfdom Insider |             |                                    |                        |
|---------------------------------|-------------|------------------------------------|------------------------|
| 2025                            | # of Issues | Average Net Distribution Per Issue | Total Net Distribution |
| January                         | 2           | 13,222                             | 26,443                 |
| February                        | 2           | 13,138                             | 26,276                 |
| March                           | 4           | 13,194                             | 52,775                 |
| April                           | 2           | 13,097                             | 26,194                 |
| May                             | 3           | 12,941                             | 38,823                 |
| June                            | 5           | 12,874                             | 64,372                 |

| E-NEWSLETTERS - Golfdom Product Spotlight |             |                                    |                        |
|-------------------------------------------|-------------|------------------------------------|------------------------|
| 2025                                      | # of Issues | Average Net Distribution Per Issue | Total Net Distribution |
| January                                   | 1           | 10,561                             | 10,561                 |
| February                                  | 1           | 10,490                             | 10,490                 |
| March                                     | 1           | 10,418                             | 10,418                 |
| April                                     | 1           | 10,127                             | 10,127                 |
| May                                       | 1           | 10,298                             | 10,298                 |
| June                                      | 1           | 10,017                             | 10,017                 |

| SOCIAL MEDIA        |                     |
|---------------------|---------------------|
| Channel             | As of June 30, 2025 |
| Facebook Followers  | 1,200               |
| Instagram Followers | 844                 |
| LinkedIn Followers  | 1,404               |
| X Followers         | 10,932              |
| YouTube Subscribers | 456                 |

## NOTES

### Definition of Recipient Qualification:

Qualified recipients are: Golf Course Superintendents, Assistant Superintendents, General Managers, Owners, Management, Company Executives, Marketing, Directors of Golf, and Others allied to the Field Served.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

**Special Issue:** \* Special issue circulation not included in averages.

### Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

| Trade Show         | Location      | Show Dates          | Issues  | Copies Delivered |
|--------------------|---------------|---------------------|---------|------------------|
| Golf Industry Show | San Diego, CA | 2/3/2025 - 2/6/2025 | January | 300              |

**Total Average Gross Contacts Include:** Qualified Nonpaid Circulation, Users/Visitors, and Average Newsletter Net Distribution per issue.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic [www.golfdom.com](http://www.golfdom.com)

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**E-Newsletters Data Source:** Omeda.

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

**Cross Media Miscellaneous:** E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1999  
**AAM Member Since:** 2025  
**Member #:** 06-3025-9  
**Class:** GOLF

Parent Company: North Coast Media LLC

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