


PETER MILLAR
 **G/FORE**

Golf Digest

 **WBD | Sports**



PARTNERSHIP OPPORTUNITIES: 2023 & BEYOND



THE PREEMINENT AUTHORITY ON **HOW TO PLAY,**
WHAT TO PLAY AND WHERE TO PLAY + OFFICIAL
MARKETING PARTNER OF **THE PGA TOUR**

AN ACTIVE AND ENGAGING SOCIAL AUDIENCE

AVERAGE ENGAGEMENT PER POST:


3.5MM



+170% YoY

FOLLOWERS: 1.05MM



+19% YoY

FOLLOWERS: 1.52MM



+121% YoY

FOLLOWERS: 655K



FOLLOWERS: 244K



FOLLOWERS: 64K

GOLF DIGEST VS. THE COMPETITION

SOCIAL FOLLOWING & WEB TRAFFIC



Avg. Monthly UV

Total Following + Traffic (monthly avg.)

Facebook		Instagram		Twitter		YouTube		Avg. Monthly UV		Total Following + Traffic (monthly avg.)	
Golf Channel	810K	Golf Digest	1.5MM	Golf Digest	1MM	Fore Play	285K	Golf Digest	8MM	Golf Digest	11.4MM
Golf Digest	655K	Golf Channel	1.4MM	Golf Channel	1MM	Golf Digest	244K	Golf.com	5.6MM	Golf Magazine	7.3MM
Golf Magazine	644K	Fore Play	824K	Golf Magazine	464K	Golf Channel	192K	Golf Channel	1.5MM	Golf Channel	4.9MM
Fore Play	190K	Golf Magazine	566K	Fore Play	364K	Golf Magazine	83K			Fore Play	1.7MM

GOLF DIGEST'S RAPIDLY GROWING FAN BASE | 2022 SUCCESS

GolfDigest.com experienced double-digit YoY growth in time spent **during major championship events in 2022:**



+54%

Visits up **+20%**



+50%

Visits up **+22%**



+48%

Visits up **+7%**



+37%

Visits up **+22%**

June was Golf Digest's best traffic month ever

OVER 11M UNIQUE VISITORS*

OVER 20M VISITS*

***FIRST TIME ECLIPSING THESE NUMBERS**

Fans stay engaged with Golf Digest beyond major championship season

SEPTEMBER 2022

OUTPERFORMED NEAREST COMPETITOR BY OVER 1MM UNIQUE VISITORS

WHAT SETS GOLF DIGEST APART

WBD SPORTS RIGHTS HOLDERS

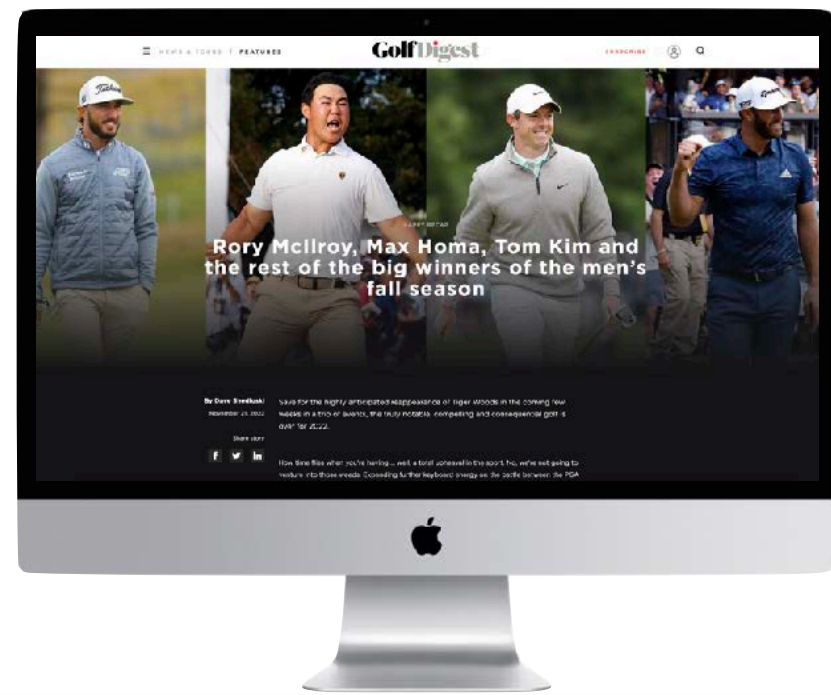


- The only golf media Official Marketing Partner of the PGA Tour, with the ability to tap into official rights to tournament trademarks, coverage and content
- Owned by Warner Bros. Discovery with billions of dollars invested in professional sports rights, with the ability to leverage other WBD partners (i.e. B/R, discovery+)
- A legacy brand, celebrating over 70 years as the authority in golf
- THE premiere editorial powerhouse brand reporting across all PGA Tour, LPGA Tour and Major Tournaments
- Growing...with a masthead 3x larger than most competitors, which has attributed to our expanding audience across all platforms

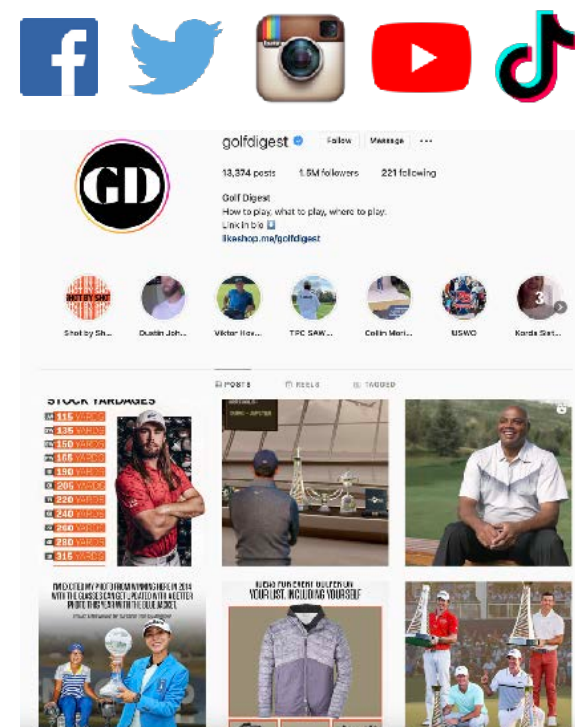


GOLF DIGEST STANDALONE REACH

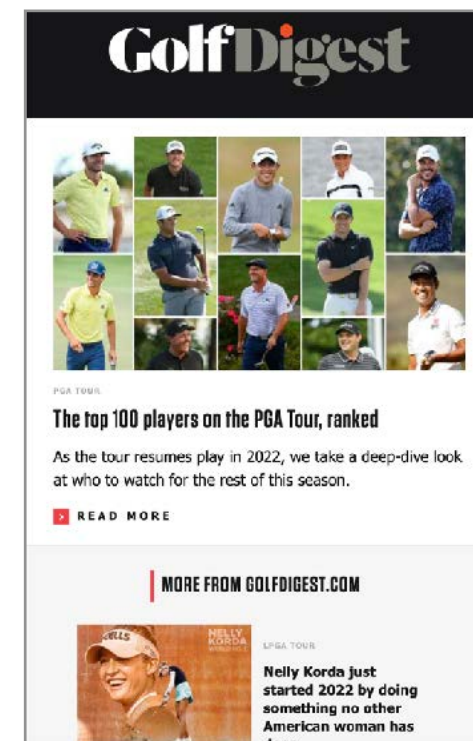
OUR AUDIENCE IS VAST ACROSS SEVERAL PLATFORMS



Average monthly uniques
(in-season) 8MM



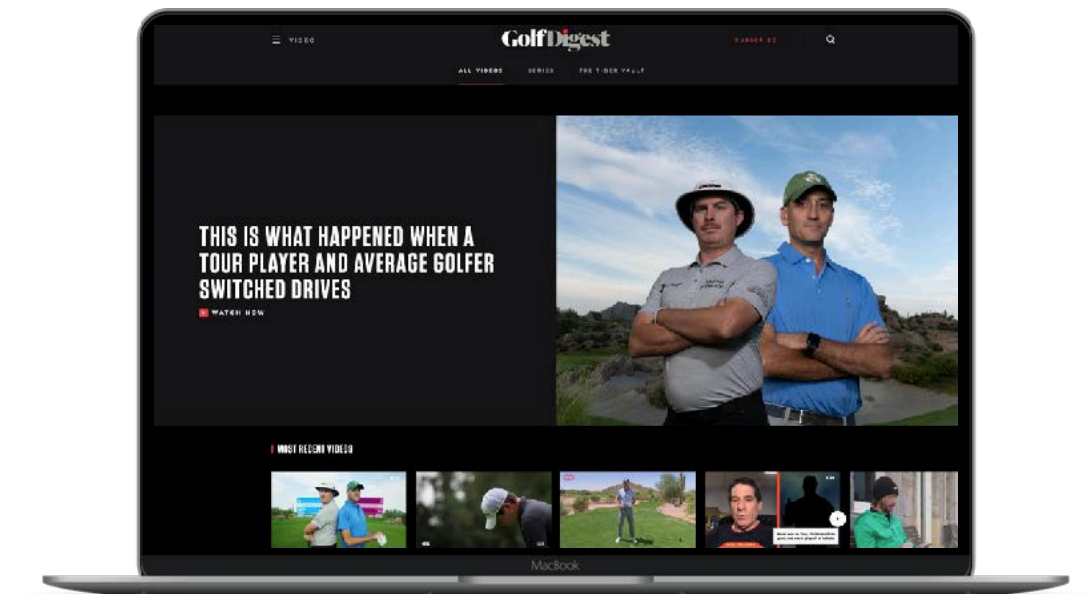
Social (F/TW/IG/YT/TK) 3.5MM



Email Database 3.2MM
(Newsletters + eBlast subscribers)



Print 3.6M



Average Monthly Video Views 37.5MM
(GD.COM + SOCIAL)

18.3M STANDALONE REACH

THE GOLF DIGEST AUDIENCE PREFERS PREMIUM BRANDS



PETER MILLAR

Peter Millar Print Ad (Oct./Nov. 2022)

689

Index

589% more likely to have **spent \$150+ on golf clothing** in the last 12 months

354

Index

254% more likely to choose **premium products**

160

Index

60% more likely to have **spent \$601+ on men's clothing** in the last 12 months

173

Index

73% more likely to **have bought a sport shirt** in the last 12 months

400

Index

300% more likely to **use the Internet to stay current with golf**

174

Index

74% more likely to have a **HHI of \$1M+**



PETER MILLAR GOAL:

Establish a long-term partnership with the largest golf lifestyle platform in the world to leverage Golf Digest's expansive reach and expertise as the preeminent authority on how to play, where to play and what to play, to ultimately showcase Peter Millar and G/FORE as the best-in-class apparel and footwear on and off the golf course.



HOW GOLF DIGEST WILL DELIVER:

Capitalizing on our position as the preeminent authority on how to play, where to play and what to play, Peter Millar and G/FORE will be organically and authentically integrated into Golf Digest content across several pillars as the Official Apparel Partner of Golf Digest, to reach golfers who prefer premium brands throughout all aspects of their life. **With a "lift and shift" approach, we'll replace assets that worked for Peter Millar's Barstool Sports partnership with similar Golf Digest assets, ensuring that Peter Millar doesn't miss a beat in reaching the target audience, creating a powerful alignment of two leading lifestyle brands.**




PETER MILLAR
 G/FORE

SPONSORSHIP OF MARQUEE GD FRANCHISES

SPONSORSHIP OF MARQUEE FRANCHISES UNIQUE TO GOLF DIGEST

Golf Digest has a variety of marquee, unique franchises **building on the equity of how to play, where to play and what to play that reach dedicated golf fans**, allowing Peter Millar to align with premium content.

GOLF DIGEST COURSE RANKINGS

Each year, the Golf Digest editorial team unveils world-renowned course rankings—golf’s equivalents to the food industry’s Michelin Guide—“America’s 100 Greatest Golf Courses,” “America’s 100 Greatest Public Courses,” the “Best Courses by State,” and the list goes on. **These are the gold standard in golf-course rankings with unparalleled access to the most exclusive and historic designs** offering your brand the opportunity to align your messaging with content that is guaranteed to generate a ton of buzz and excitement.

See example [here](#).

- Align your brand messaging with this highly sought-after editorial content
- Site targeting capabilities
- Cross-platform adjacency opportunities available



SPONSORSHIP OF MARQUEE FRANCHISES UNIQUE TO GOLF DIGEST

PLACES TO PLAY

Golf Digest's all-new and always-evolving travel hub offers golfers everything they need when it comes to researching and booking their next golf trip.

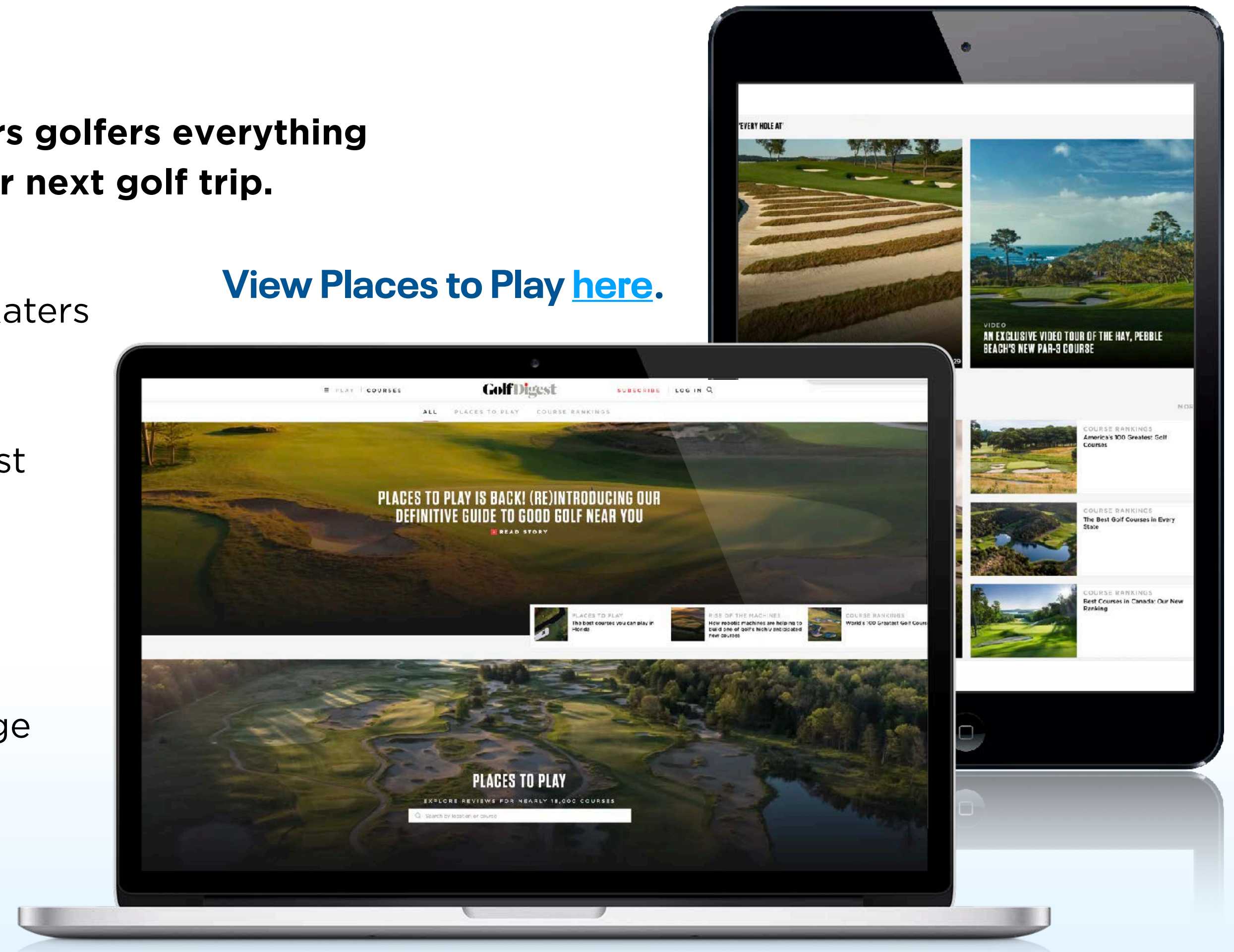
Key features include:

- Ratings and reviews from Golf Digest's coveted Course Raters
- Ratings and commentary from fellow Golf Digest fans
- Direct links to book tee times
- Direct links to the featured property maps and Golf Digest editorial rankings
- Premium related travel stories and/or videos
- Search-driven collections

Details:

- Clickable "Presented by [logo]" visibility on the homepage
- 100% SOV of any and all landing pages within the hub
- Courses Site Section Targeted Display
- Dark Social Post Promo

View Places to Play [here](#).



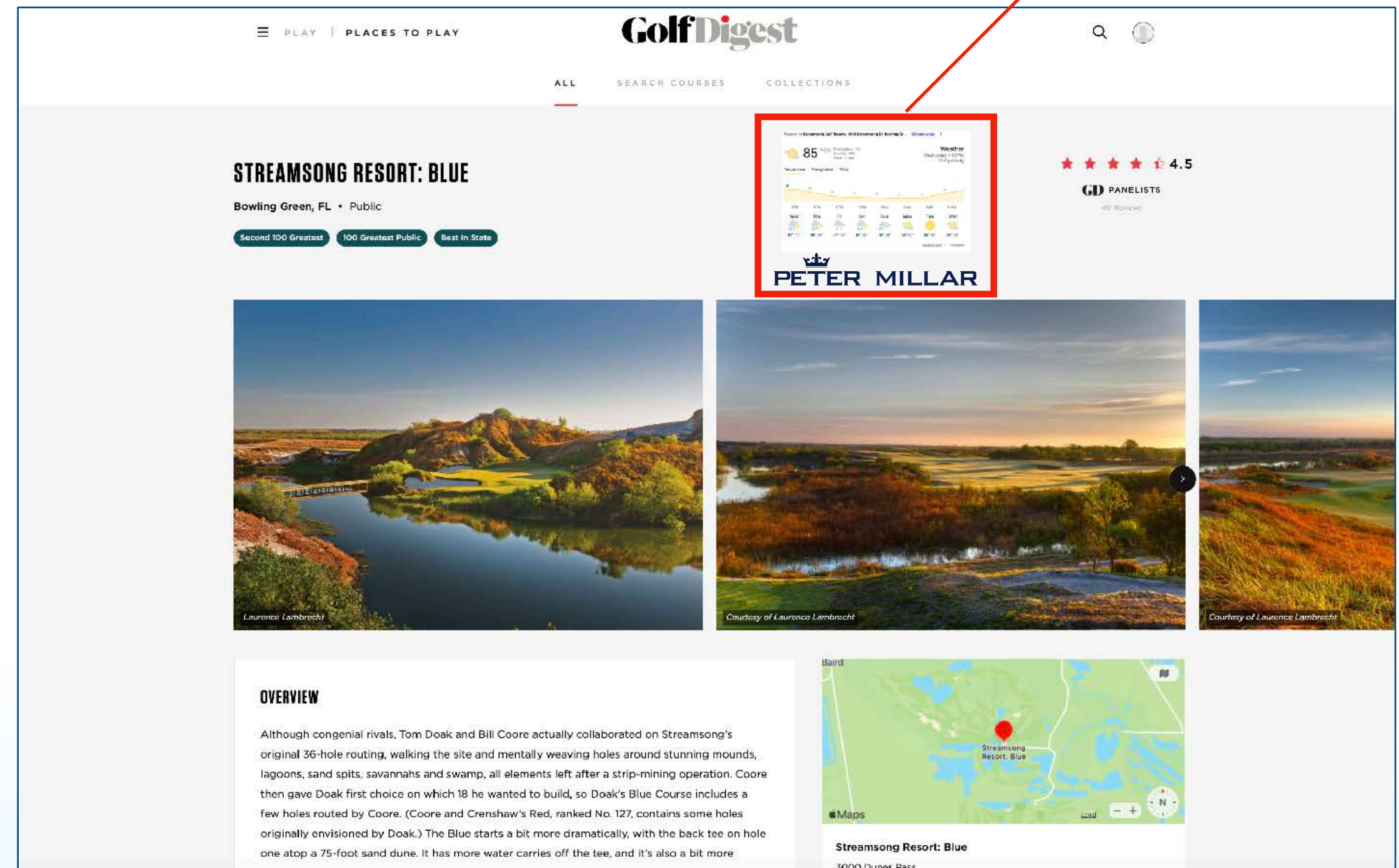
SPONSORSHIP OF MARQUEE FRANCHISES UNIQUE TO GOLF DIGEST

**Sample weather widget integration. For mock purposes only.*

ELEVATING PLACES TO PLAY FOR PETER MILLAR

New Elements for Peter Millar (thought-starters and opportunity to collaborate on integrations):

- Weather widget integration linking to Peter Millar seasonal collections
- "Collections" subpage showcasing various Peter Millar seasonal items based on location
- Lifestyle video component with host showcasing different regions, outfitted in Peter Millar
- Creative/custom features, such as "Best Courses Near College Football Stadiums"



SPONSORSHIP OF MARQUEE FRANCHISES UNIQUE TO GOLF DIGEST

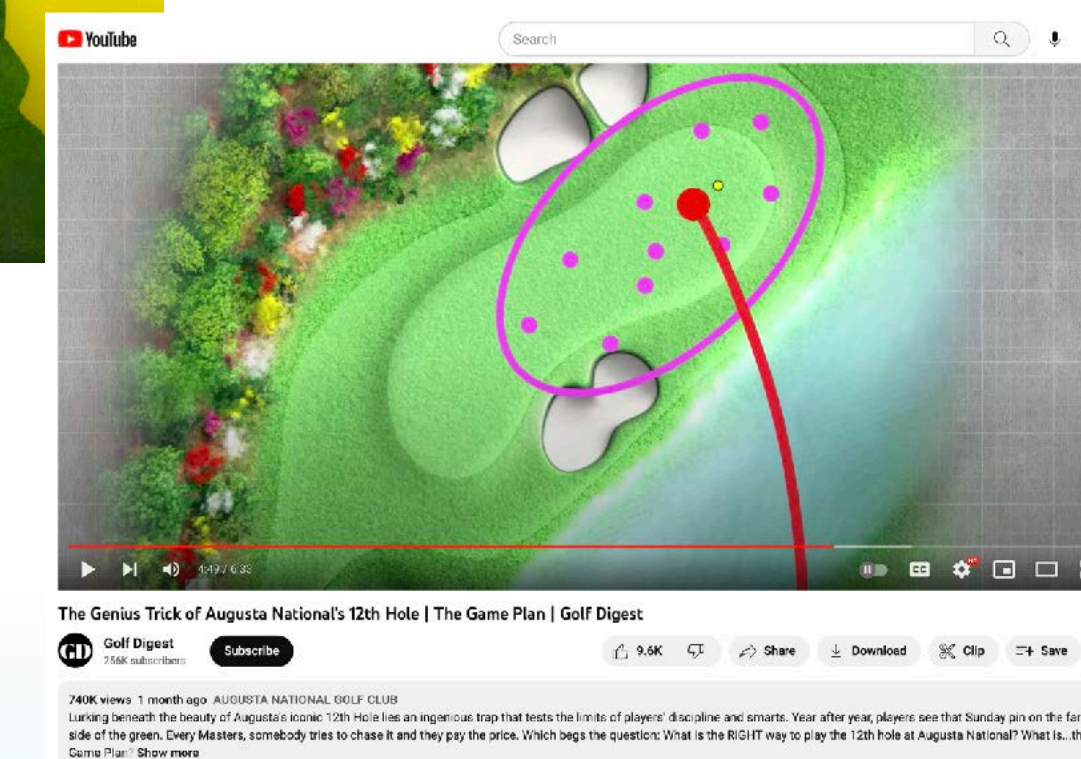
GOLF IQ

Golf Digest's primary mission is to help solve avid golfers' real problems. Our Golf IQ platform makes nerdy nuggets of information easy to understand — and helps them play better golf because of it. Under the direction of Golf Digest Senior Editor Luke Kerr-Dineen, Golf IQ currently consists of a twice-a-week podcast on specific golfer challenges – how to bounce back from bad holes, how to practice with limited time, how to be an effective golf parent—as well as related editorial articles, and YouTube videos. The **Golf IQ franchise also features a series of groundbreaking explainer videos:** Film Study, which analyzes the defining swing characteristics of star golfers past and present; and Game Plan, which provides fascinating insight into major championship venues, and the strategy required to master them. A third series, “I Tried It,” is in development, and decodes a secret from the tour in a way that the rest of us can use to play better golf.

Sample article and video [here](#)



MEET YOUR HOST: Senior Editor Luke Kerr-Dineen oversees Play and Game Improvement content across Golf Digest's multimedia platforms. Originally from London, England and formerly of USA Today and GOLF Magazine, Luke is an unrepentant golf nerd who specializes in gleaming useful insights from the tour, and translating them so the rest of us can use them in our own games.



Details:

- Presenting sponsorship of Golf IQ podcast, including 'presented by' language, live reads, inclusion in artwork
- Pre-roll ahead of all video elements
- Inclusion in social promotion of podcast/videos




PETER MILLAR
 G/FORE

OFFICIAL APPAREL OF **GOLF DIGEST**

OFFICIAL APPAREL OF GOLF DIGEST TALENT

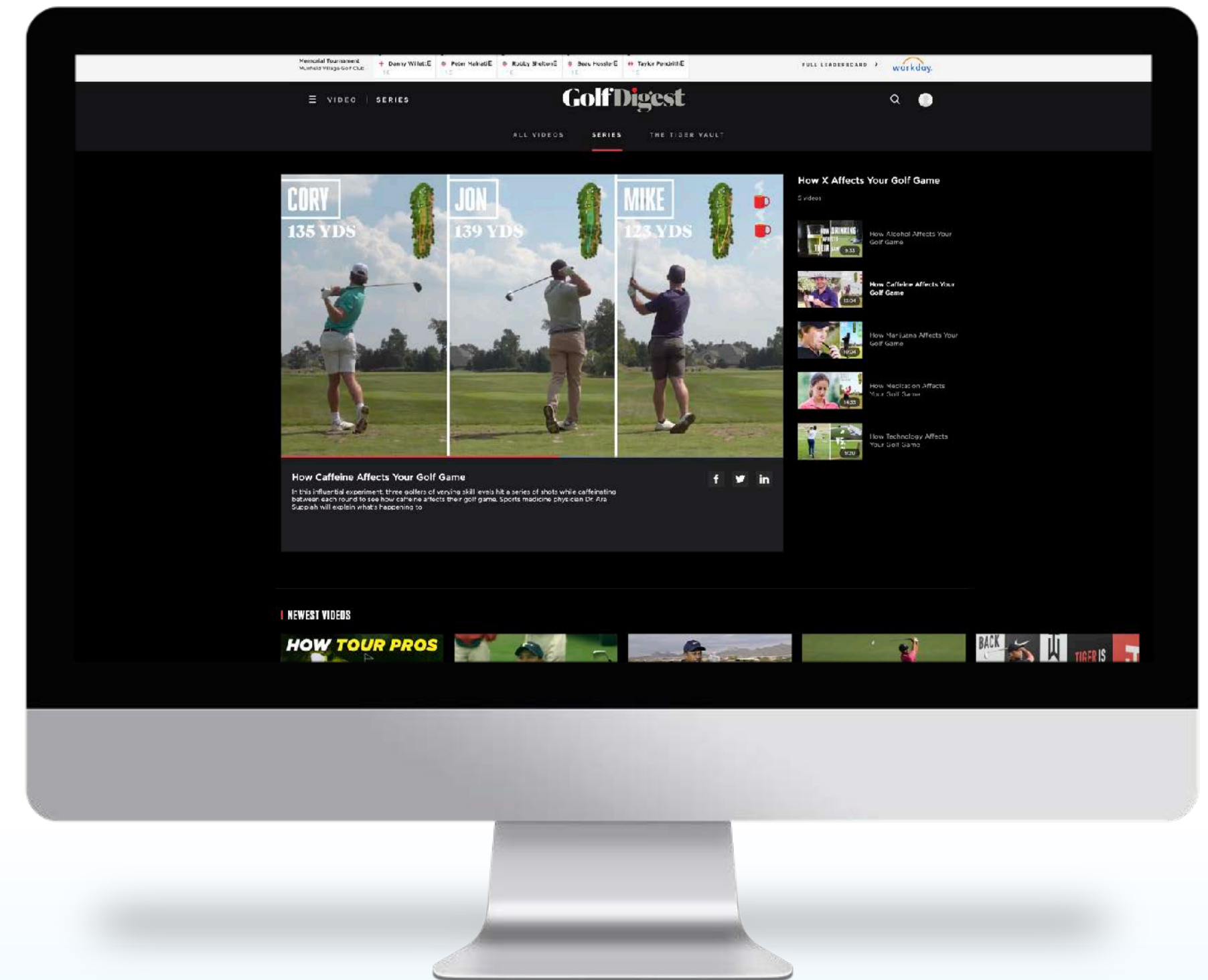
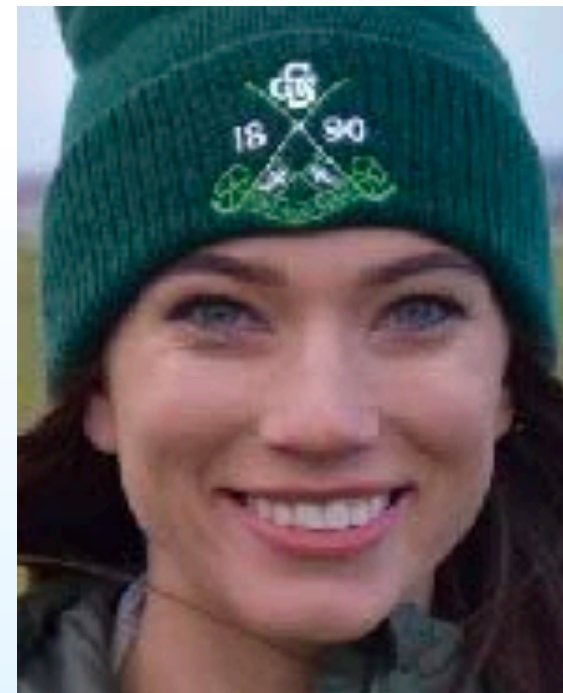
Peter Millar and G/FORE will be **authentically integrated into various Golf Digest offerings throughout the calendar year**, providing a steady media presence.

THE OFFICIAL APPAREL OF GOLF DIGEST TALENT

When Golf Digest's leading editorial talent appears on-camera, so too will Peter Millar. Whether it be established series or one-off videos, Golf Digest on-air talent will be outfitted in Peter Millar, providing the opportunity to highlight new/seasonal items at times where exposure is strong.

Example Video Series Featuring On-Air Talent:

- The Golf Digest Quiz Show
- The Grind
- The Breakdown



OFFICIAL APPAREL OF GOLF DIGEST COURSE RATERS

GOLF DIGEST COURSE RATERS

Peter Millar is invited to tap into Course Raters — 1,900 course-ranking panelists in the U.S. and Canada whose evaluations help determine Golf Digest's biennial America's 100 Greatest Course rankings, widely recognized as the best course rankings in golf. Your brand has the opportunity to sample product and/or offer product at a discount to these highly coveted golf influencers.

ABOUT COURSE RATERS:

- Panelists are required to be a 5 handicap upon acceptance. Only applicants who demonstrate knowledge and mastery of course architecture are accepted.
- About 80 percent of panelists are members of private clubs across the U.S. and Canada (about 15-20% have multiple memberships).
- Average yearly income: Above \$250,000.

OPPORTUNITIES:

- Golf Digest dedicated email blasts targeted to course raters, offering a discount on Peter Millar product and relaying brand messaging
- Opportunity to create custom Peter Millar/Course Rater merchandise





LEVERAGING PETER MILLAR'S USGA PARTNERSHIP

BE THERE FOR THE MOMENTS GOLF FANS WILL REMEMBER FOREVER

Peter Millar can own a guaranteed editorial & video SOV surrounding some of golf's most anticipated moments of the season — USGA Championships.

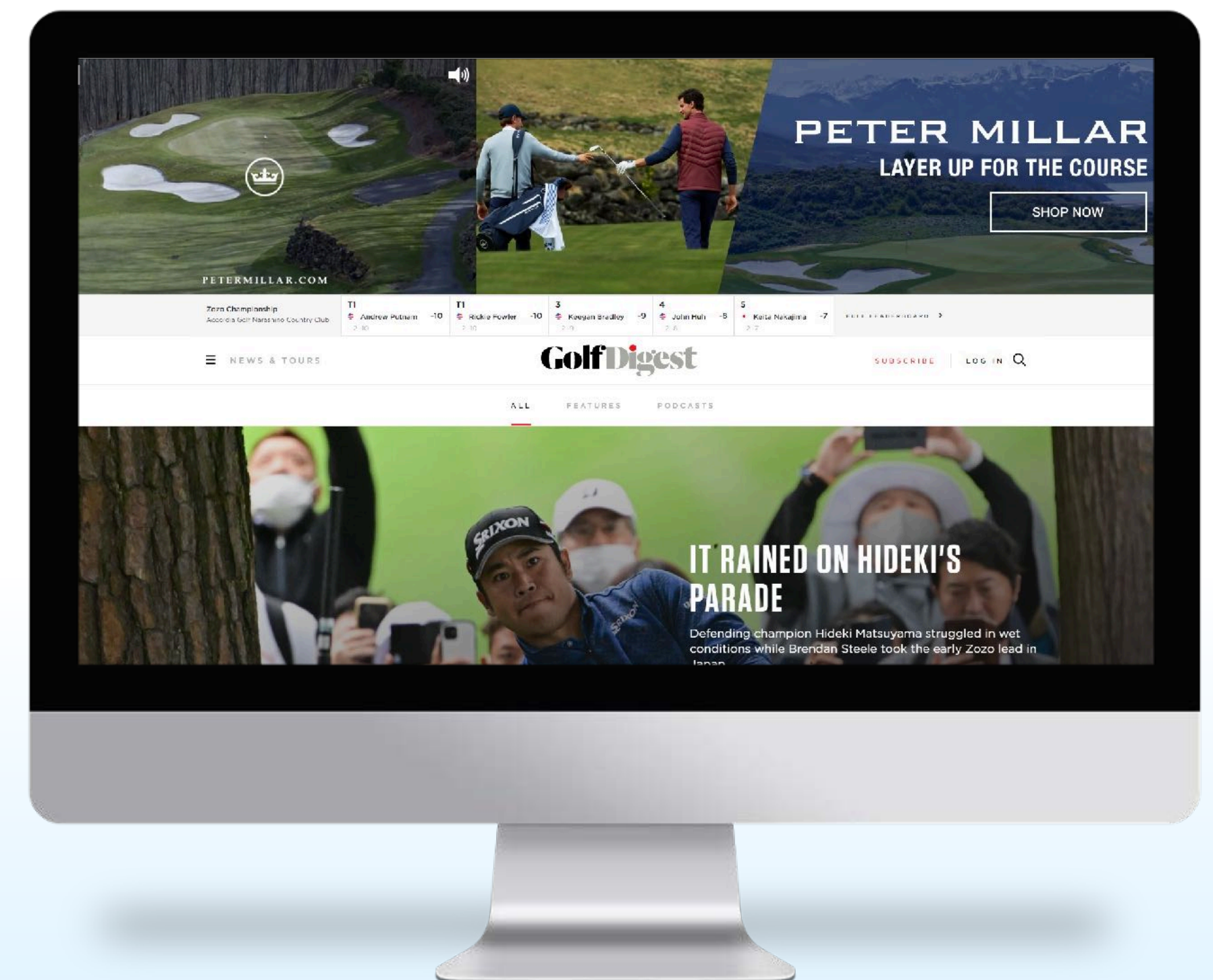
USGA CHAMPIONSHIP PACKAGES

Peter Millar can own guaranteed editorial SOV surrounding all of the USGA's most anticipated events during the 2023 season — the men's and women's U.S. Opens and Amateurs. Throughout the bulk of the golf season when golf fans are focused on these events, Peter Millar can be one of a finite number of sponsors to surround all of our editorial coverage. **This exclusive content is guaranteed to generate incremental traffic across our site — boosting awareness amongst fashion-forward golf fans** for Peter Millar, as well as raising awareness of the Peter Millar & USGA partnership.

Details:

Sample ACE Package:

- ROS Video
- High Impact Units
- Run of site display
- Premium Newsletter Display
- eBlast
- Dark social post



LEVERAGING PETER MILLAR'S USGA PARTNERSHIP

BE THERE FOR THE MOMENTS GOLF FANS WILL REMEMBER FOREVER

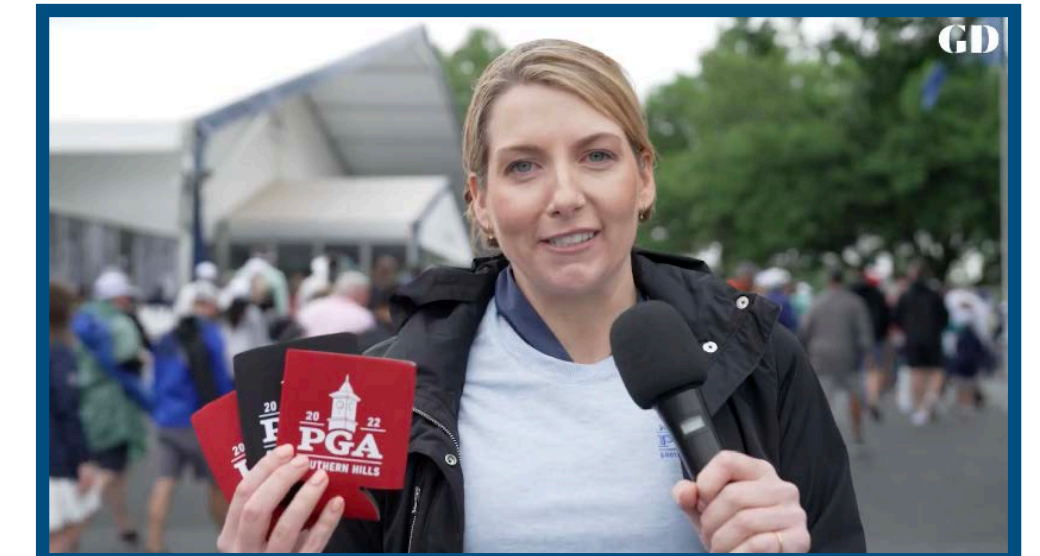
LEVERAGING THE USGA PARTNERSHIP BEYOND THE ACE PACKAGE

In addition to the wealth of editorial coverage that hits Golf Digest during these marquee events, Peter Millar can further expand its presence by aligning with engaging content to "own" these specific weeks.

Tournament Trivia with Hally Leadbetter

At the US Open and additional USGA events, Hally Leadbetter will put patrons' knowledge of the tournament to the test with tournament-related trivia questions.

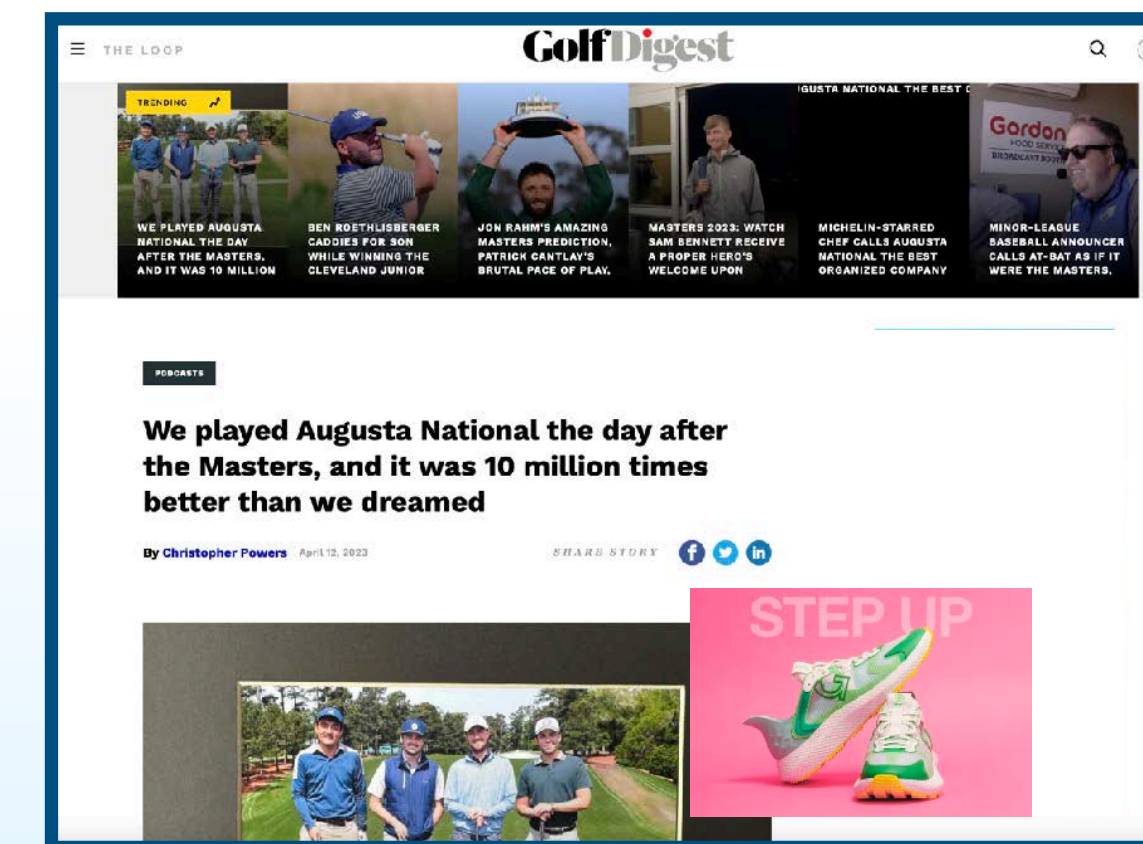
Brought to life in a "man on the street" style video, each contestant will answer a series of trivia questions for a chance to win **Peter Millar and/or G/FORE prizing**, leaving them with a memorable souvenir and experience.



The Loop Podcast

The modern handbook to sports, entertainment and pop culture. Irreverent and unpredictable, The Loop expands the conversation to what golfers are talking about when they're not talking about golf. The Loop contains a mixture of podcasts, blogs, and video series featuring company staff in what has been described as "golf's best look inside the ropes".

During USGA event weeks, Peter Millar and G/FORE can run full The Loop "takeovers", as presenting sponsor of episodes and associated content.





COMMERCE-ENABLED & TARGETED MEDIA

Peter Millar and G/FORE will be **integrated into various Golf Digest digital and social media offerings throughout the calendar year**, aimed at driving consideration and purchases.

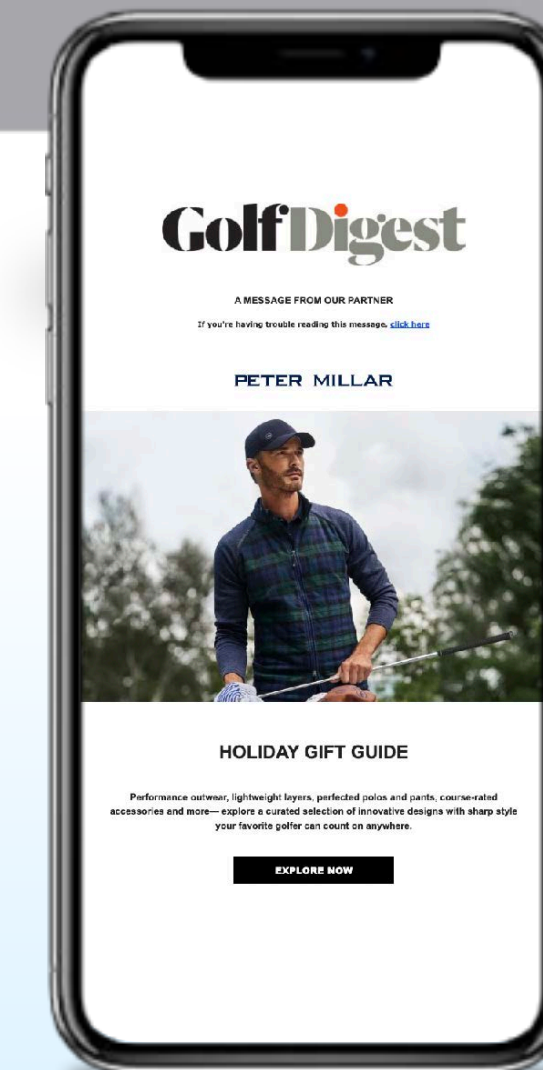
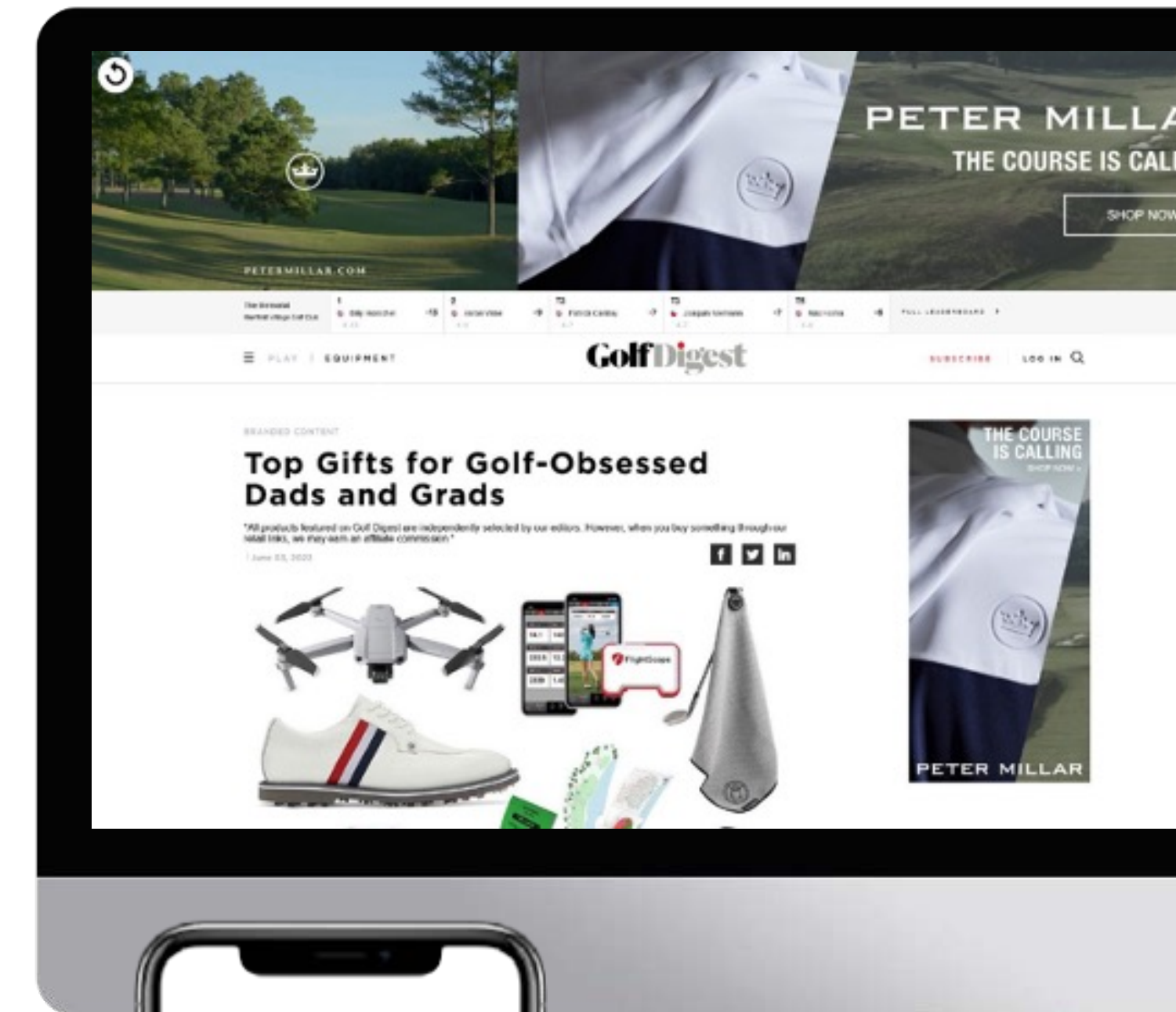
GOLF DIGEST GIFT GUIDES


Peter Millar and G/FORE have the opportunity to be featured on Golf Digest during any gift-giving time when people are searching what to buy their premium brand-loving family and friends. Brought to life through **organic gift guide integration, high-impact media, and homepage takeovers**, we'll ensure Peter Millar and G/FORE are top-of-mind as golfers are in the gift giving mindset.

Timing

- Mother's Day
- Father's Day
- Summer
- Black Friday
- Christmas
- Any other gift-giving time!

**Sample inclusions from 2022*






MEN'S LIMITED EDITION SPLIT TOE GALLIVANTER GOLF SHOE

Stop letting your dad or grandpa step onto the course with that dirty, scuffed pair of shoes that tell his playing partners he hasn't played golf in a decade. Sometimes on the course, it's not how you play, but how you look doing it, and G/FORE's Split Toe Gallivanter shoes will improve anybody's on-course fashion game. Combining an athletic fit with premium waterproof leather in signature G/FORE colorways, the Gallivanter also features an ultra-lightweight sole coupled with a bespoke cleat design for optimal on-course traction.

\$250 G/FORE

[BUY NOW](#)




PETER MILLAR CORELLE PERFORMANCE GREENLINK

Even though we are not the warmest months on the calendar, our summer tee time is still in full swing. The Peter Millar Corelle Performance is made to keep you cool on the course. This short-sleeved polo is the perfect choice for a long day on the course, featuring a moisture-wicking fabric, a breathable mesh underarm, clean-lined cuffs and a bonded hem. It also doesn't mean it's the last time you'll see the tee box in the closest other golf course attire.

\$85

[BUY NOW](#)



MEN'S DEBOSSED GALLIVANTER

As stylish as it is comfortable, the debossed Skull & T's Gallivanter golf shoe combines an athletic fit with premium waterproof leather in signature G/FORE colorways. Custom designed by G/FORE's team of footwear experts, this shoe boasts an ultra-lightweight sole and signature skull & T's deboss pattern coupled with a bespoke cleat design for optimal on-course traction. This shoe sports a washable and anti-microbial, triple density foam cushion footbed for superior comfort along with comfort system technology which allows airflow to feet and provides the ultimate message for your soles.

\$225 G/FORE

[BUY NOW](#)

COMMERCE-ENABLED & TARGETED MEDIA

Peter Millar and G/FORE will be **integrated into various Golf Digest digital and social media offerings throughout the calendar year**, aimed at driving consideration and purchases.

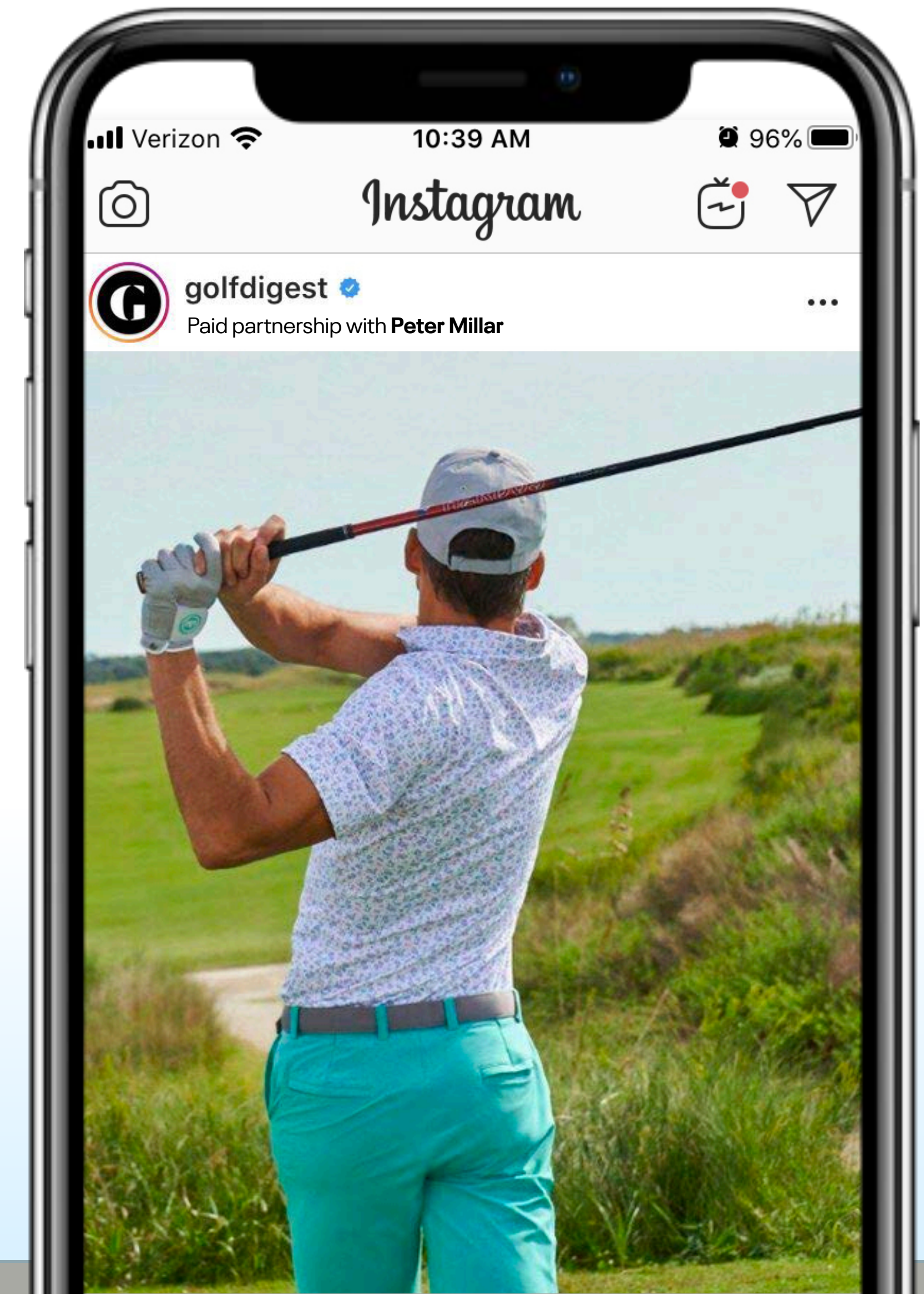
SOCIAL CPLV

The Cost Per Landing Page View methodology accounts for every user who has landed on your ad's destination URL (landing page) and stays on Peter Millar's site for at least three (3) seconds. **Peter Millar makes for the perfect CPLV candidate as the apparel aligns organically within our consumers lifestyle.**

Net net: By running CPLV campaigns, Golf Digest can help Peter Millar reach a net new audience and drive traffic to the Peter Millar website.

How it works:

- Outside of standard copy and creative we'll need access to your brand's FB pixel that is attached to your website and allows for tracking of a user's journey once on your site
- We'll work together to utilize creative and copy that will resonate best with the Golf Digest audience
- Our team will optimize to the creatives that are driving the most traffic to the Peter Millar website



COMMERCE-ENABLED & TARGETED MEDIA

Peter Millar and G/FORE will be **integrated into various Golf Digest digital and social media offerings throughout the calendar year**, aimed at driving consideration and purchases.

AFFILIATE PRODUCT HIGHLIGHTS

Throughout the calendar year, Peter Millar and G/FORE will be scheduled in affiliate product highlights, to ensure an always-on presence and showcase a variety items relevant to key moments in time.

During these times, Peter Millar and G/FORE can push new releases, seasonal lines, or MLB/NCAA/other licensed merchandise at times like Mother's Day, Father's Day, Graduation, the holidays and more.






PETER MILLAR
 G/FORE

GETTING **PETER MILLAR** IN THE HANDS OF
GOLF DIGEST CONSUMERS **AT EVENTS**

GETTING PETER MILLAR IN THE HANDS OF GOLF DIGEST CONSUMERS

Peter Millar and G/FORÉ will have the opportunity to be **front-and-center in the hands of Golf Digest consumers, ensuring this target audience has tangible engagement with these premium products.**

GOLF DIGEST OPEN

WHAT: A new, nationwide amateur golf tournament open to anyone with a USGA Handicap that wishes to play competitively in a net and gross stroke play, best ball format.

WHERE: Eight (8) regional events (AZ, NorCal, SoCal, GA, IL, NJ, NY, TX) with a National Championship at Fields Ranch at PGA Frisco.

WHEN: June-August (regional events), October (National Championship)

WHO: 50 Teams of 2 at each regional event entering at \$1,000 per team

OPPORTUNITY: Gifting and prizing opportunities at each event



GETTING PETER MILLAR IN THE HANDS OF GOLF DIGEST CONSUMERS

Peter Millar and G/FORE will have the opportunity to be **front-and-center in the hands of Golf Digest consumers, ensuring this target audience has tangible engagement with these premium products.**

THE MATCH

This one-of-a-kind event is now a WBD staple, biannually featuring major stars throughout the sports world. With events occurring in June and December, The Match events kick off the summer, as well as the holiday season. Peter Millar will have the opportunity to partner with this iconic event, gaining tremendous exposure to the golf world, while raising money for multiple causes.

OPPORTUNITIES:

- Robust gifting opportunities to The Match VIPs
- VIP hospitality packages
- On-site activation and signage opportunities
- Broadcast integration
- Media packages with Golf Digest & Bleacher Report



GETTING PETER MILLAR IN THE HANDS OF GOLF DIGEST CONSUMERS

Peter Millar and G/FORE will have the opportunity to be **front-and-center in the hands of Golf Digest consumers, ensuring this target audience has tangible engagement with these premium products.**

GOLF DIGEST SCHOOLS LIVE

A unique game-improvement experience from golf's instruction authority

In this premium offering, Golf Digest will use its unparalleled access to the best teachers and America's greatest courses to create an unforgettable golf experience for Peter Millar VIPs, key customers and/or the general Golf Digest audience. Golf Digest will host you and your guests (or we can tap into Golf Digest consumers) for a series of immersive one-day events—part instruction and part golf, in your key geographical markets.

These Golf Digest Schools Live events are an exclusive opportunity to showcase why Peter Millar and G/FORE are best-in-class, and provide attendees the chance to leave with premium merchandise.



GETTING PETER MILLAR IN THE HANDS OF GOLF DIGEST CONSUMERS

What are the elements of the program?

- One round of golf and private group instruction
- All Meals included - breakfast, lunch and cocktails
- Gift packages:
 - Free subscription to Golf Digest All-Access (GD+, premium VOD, etc.)
 - Personal, portable launch monitor by Rapsodo
 - Premium golf apparel (shirts, quarter-zips, vests, etc.)
 - Shopping spree (pro shop credit not less than \$100)
 - **Feature gifting from Peter Millar & G/FORE**

How many people can participate?

- Events can be customized to meet Peter Millar's needs. However, most Club's recommend no more than ten participants, with a ratio of five students to one instructor

Who is teaching the class?

- Golf Digest will be responsible for securing a top ranked teacher to lead the game improvement program.

What is the overall structure?

- 3-4 hour game-improvement program and one (1) round of golf for each participant

What is the opportunity?

- Peter Millar can sponsor a GD Schools Live event at a top club for key VIPs or general consumers, with the help of Golf Digest editorial support to promote the event
- Peter Millar can be incorporated into gifting for other GDSL events

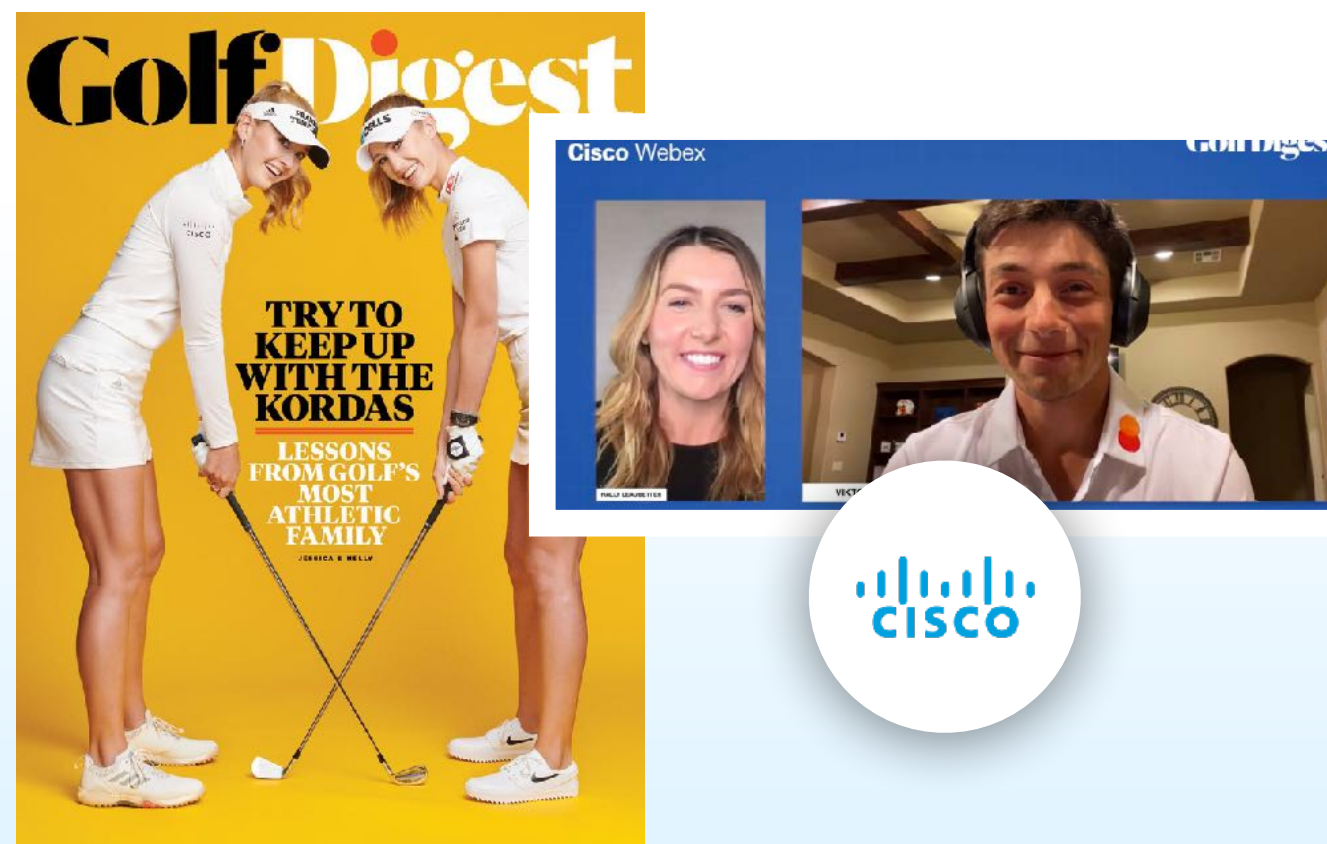
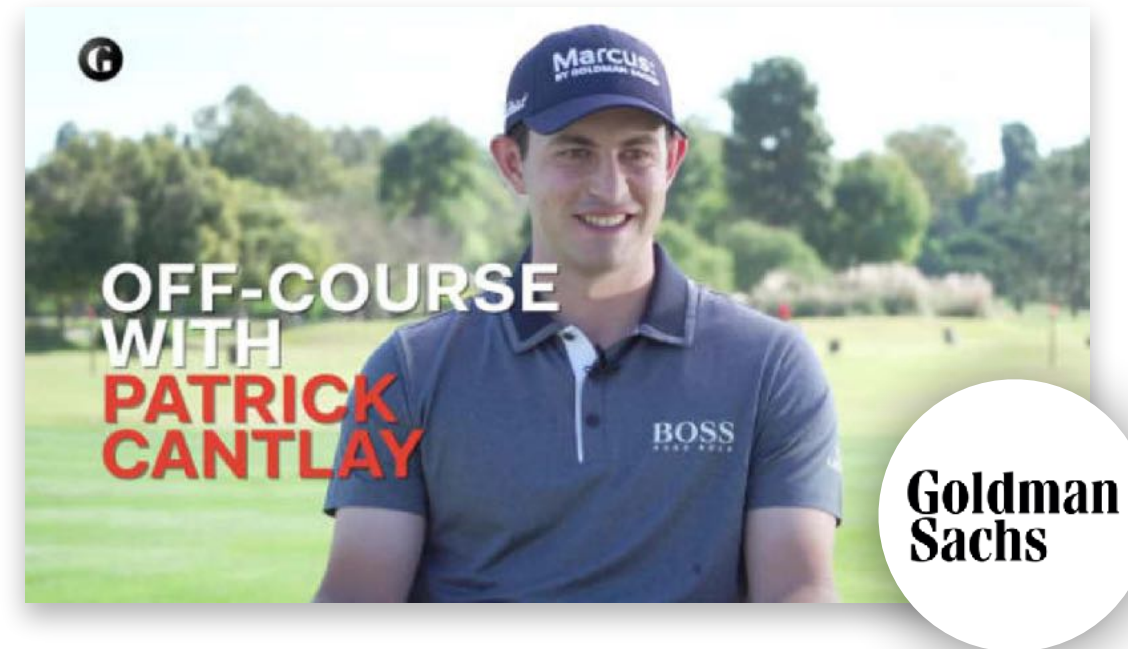
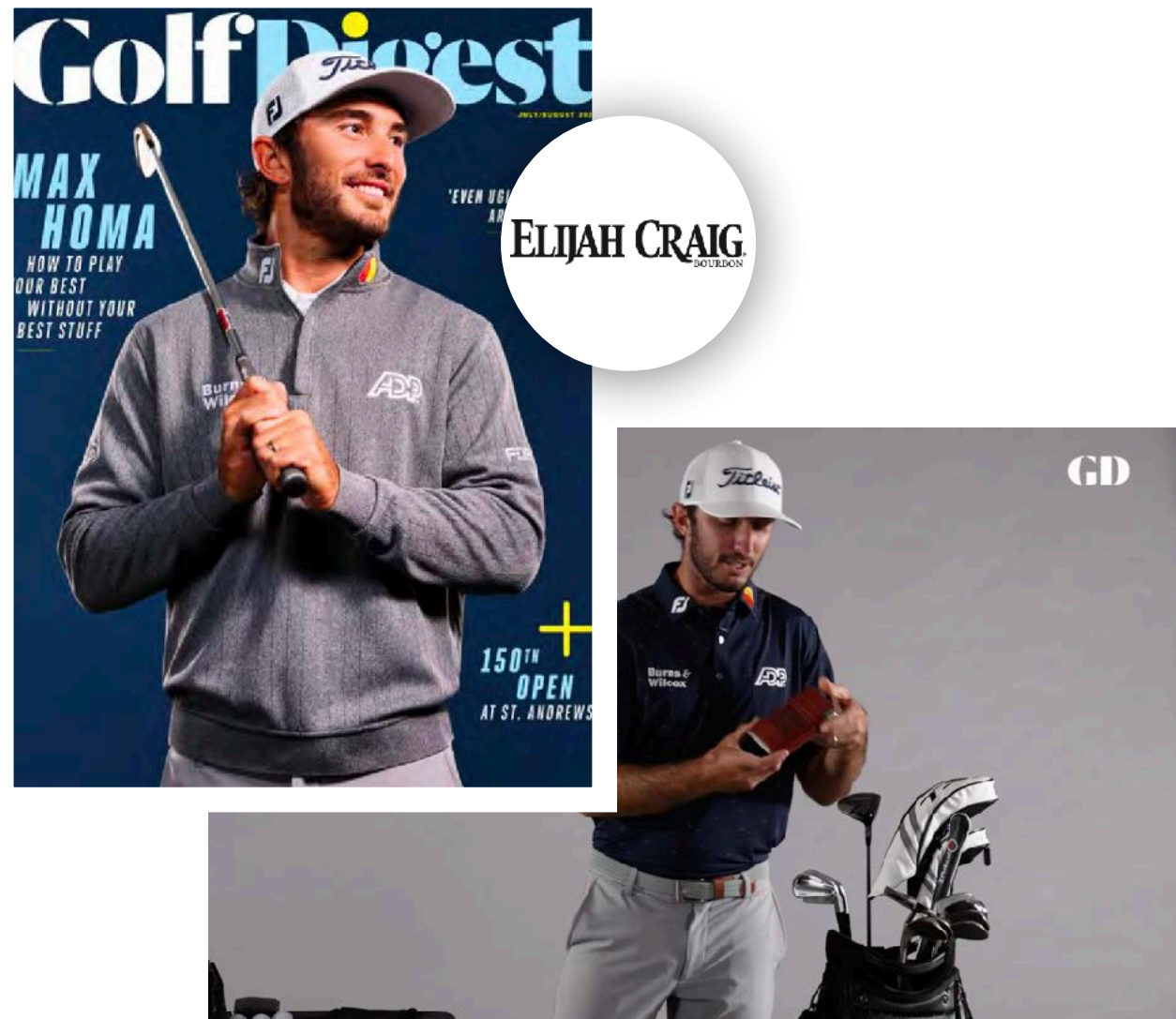




 PETER MILLAR
 G/FORE

**AMPLIFYING PETER MILLAR
BRAND AMBASSADOR PARTNERSHIPS**

AMPLIFYING YOUR BRAND AMBASSADOR PARTNERSHIP



PREMIER PLAYER PACKAGE

In 2023 Golf Digest is continuing to re-imagine the way we work with athletes to deliver on the objectives of their brand and equipment partners. Built upon an extensive history of innovative and eye-catching campaigns, **we have explored new ways of working with professional golfers & coaches, thus bringing you new 360-degree opportunities.**

How does it work?

- Ensuring your brand and marketing campaigns surrounding your athlete work harder to amplify your relationship of that particular golfer
- Providing a one-stop shop with world class content production and distribution
- Presenting new, innovative concepts to activate on behalf of your clients
- Helping to consolidate and streamline broad spectrum campaigns in multiple markets
- 360 custom marketing solutions span across: Print, Digital, Video + Social

AMPLIFYING YOUR BRAND AMBASSADOR PARTNERSHIP

Golf Digest can **create engaging editorial video coverage that spotlights Peter Millar ambassadors**. Peter Millar will receive 100% SOV of the content where applicable.

Ambassador Integration Opportunities Include:

‘What Would A Tour Pro Shoot At Your Course’

We follow the player as he plays a scruffy public course from the 6,000-yard tees. The piece will be part instructional, but mostly an entertaining feature with texture, close observation, and analytical breakdown of the players’ stats and course management.

Example Episode [Here](#)

‘Tips From The Tour’

In this instructional series the Tour’s top players give exclusive tips direct to fans, covering all aspects of the game — how to hit longer, higher and straighter.

Example Episode [Here](#)



AMPLIFYING YOUR BRAND AMBASSADOR PARTNERSHIP

Golf Digest can **create engaging social content that spotlights Peter Millar ambassadors, tapping into our enormous social reach.**

SOCIAL WIN AD SLUSH FUND

Golf Digest offers Peter Millar the opportunity to instantly celebrate the win of any of their professional players on Sunday night immediately following the player's victory and again on Monday in a sponsored organic win ad package across Golf Digest's editorial social handles. Since the win ads are posted to our social feeds immediately after a player's winning putt has sunk on Sunday and again on Monday, there's a very organic fit that is evident in the results: These posts garner the highest engagement numbers of the week across Golf Digest's handles.

DETAILS

- Cadence & content
 - Sunday night (winners graphic)
 - Monday (winner's bag, quote, scorecard, swing sequence, yardage, etc.)
- Platforms: Instagram, Facebook + Twitter
- Peter Millar will receive 100% SOV of posts via:
 - Logo inclusion in image (if image available on Getty)
 - Paid partnership denotation

SUNDAY WINNERS GRAPHIC EXAMPLE:



MONDAY POST EXAMPLE:



AMPLIFYING YOUR BRAND AMBASSADOR PARTNERSHIP

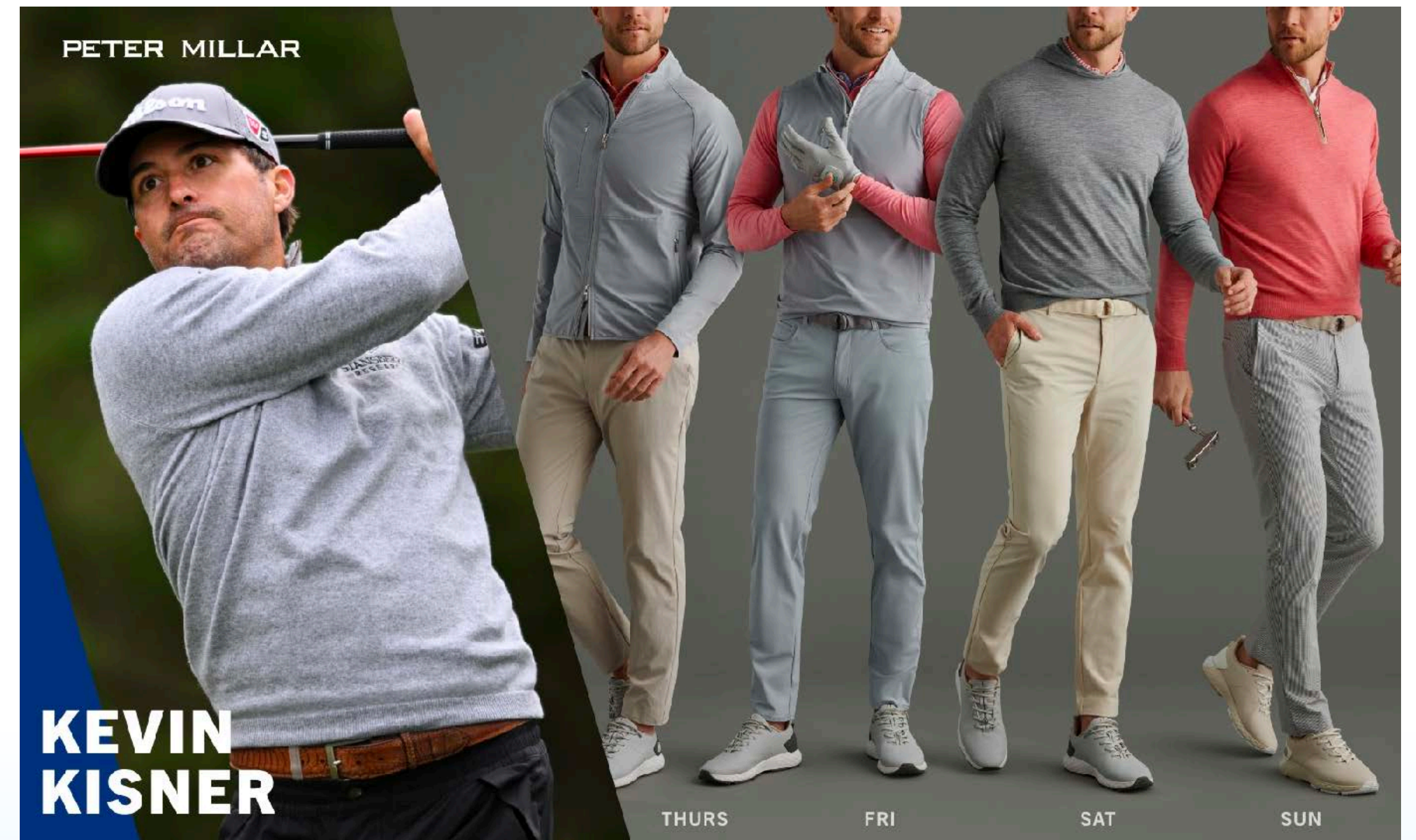
Golf Digest can **create engaging social content that spotlights Peter Millar ambassadors, tapping into our enormous social reach.**

MAJOR CHAMPIONSHIP SCRIPTING

As the stakes are higher during Major Championship weeks on the golf course, they are off the golf course too. Golf fans eyes are often drawn towards golfers' outfits ahead of Major Championships kicking off, and Golf Digest social channels can help showcase Peter Millar ambassadors' scripting ahead of each Major Championship.

DETAILS

Instagram slideshow showcasing each Peter Millar ambassador's scripting during Major Championships (can extend to Facebook, Twitter)



PETER MILLAR


PETER MILLAR
 G/FORE

UTILIZING GOLF DIGEST STUDIOS **PRODUCTION**

UTILIZING GOLF DIGEST STUDIOS PRODUCTION

At the \$1M investment level, Peter Millar will have the ability to utilize Golf Digest Studios for the development of print, digital or linear creative development.



UTILIZING GOLF DIGEST STUDIOS PRODUCTION

GOLF DIGEST STUDIOS IS POWERED BY A NETWORK OF WORLD-CLASS EXPERTS IN INNOVATION AND CROSS-PLATFORM CONTENT DEVELOPMENT



MEET THE EXPERTS



STINA STERNBERG
VP DIGITAL CONTENT

- 14 years as a Golf Digest writer, editor and video producer (with stints on the side as on-camera talent and producer for Golf Channel and ESPN)
- Moved over to the business side to launch the Golf Digest Studio in 2014
- Oversees all feature-video production for WBD Golf and delivers a unique mix of golf, editorial and marketing experience to the brand's custom-content business, which is entering its third year of triple-digit growth
- Five-time GWAA award winner; a former Condé Nast Brand Marketer of the Year; and a current nominee for the 2022 Women in Content Marketing Awards

JAY KOSSOFF
EXECUTIVE PRODUCER

- Kossoff joined Golf Digest in 2020 as our custom content and tour-player productions
- An award-winning and Emmy-nominated showrunner, executive producer, director and storyteller, his experience includes 20+ years at NBC Sports Group's Golf Channel, where he served as Vice President & Executive Producer of Original Productions
- As part of the GC launch team, Kossoff was in charge of documentary, travel, reality, competition, talk, branded-content and short/long-format specials. (Notably, he co-created, executive-produced, and was the showrunner for the popular Big Break series, which was on the air for 23 seasons.)

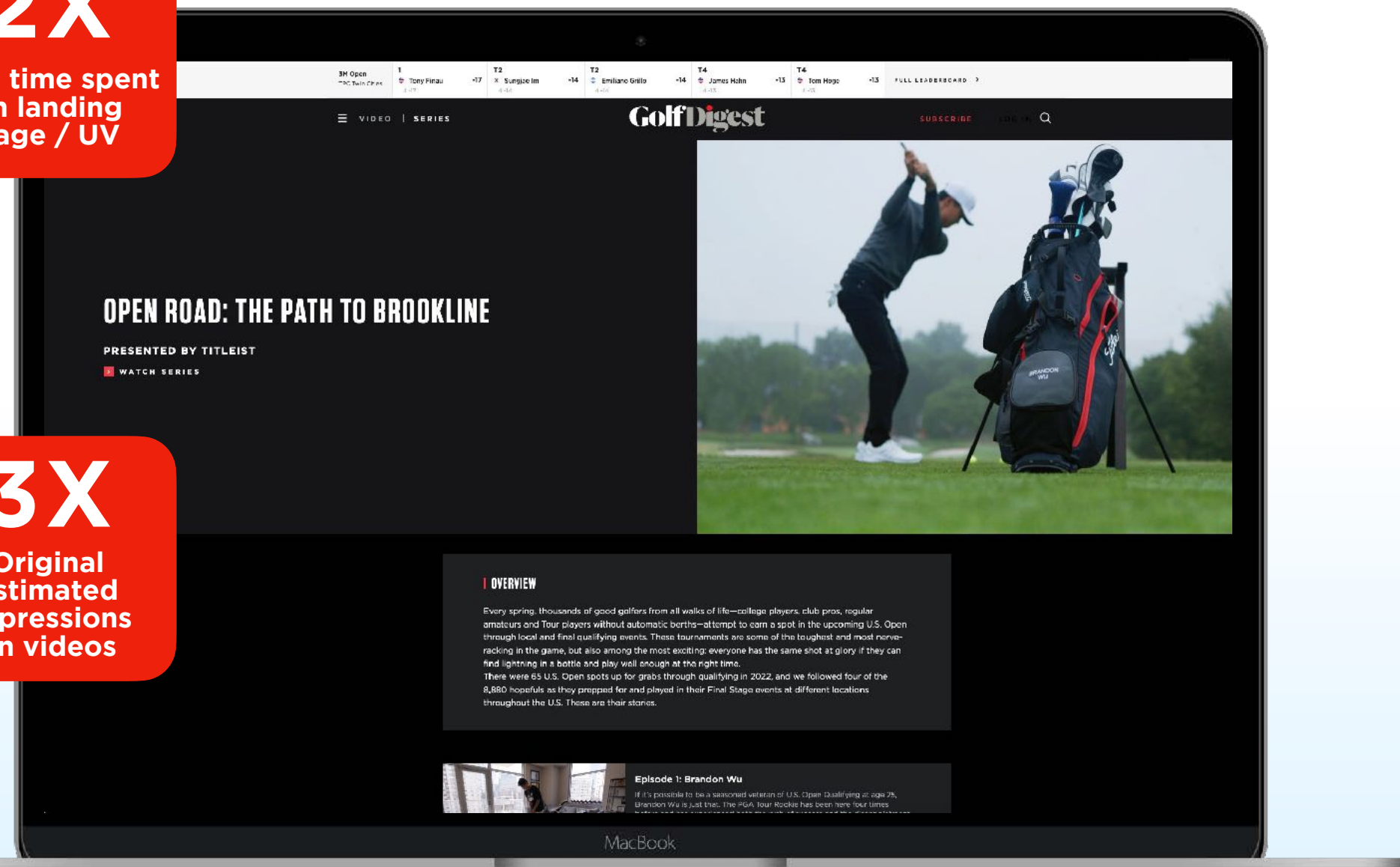
TITLEIST CASESTUDY

2X

Avg. time spent on landing page / UV

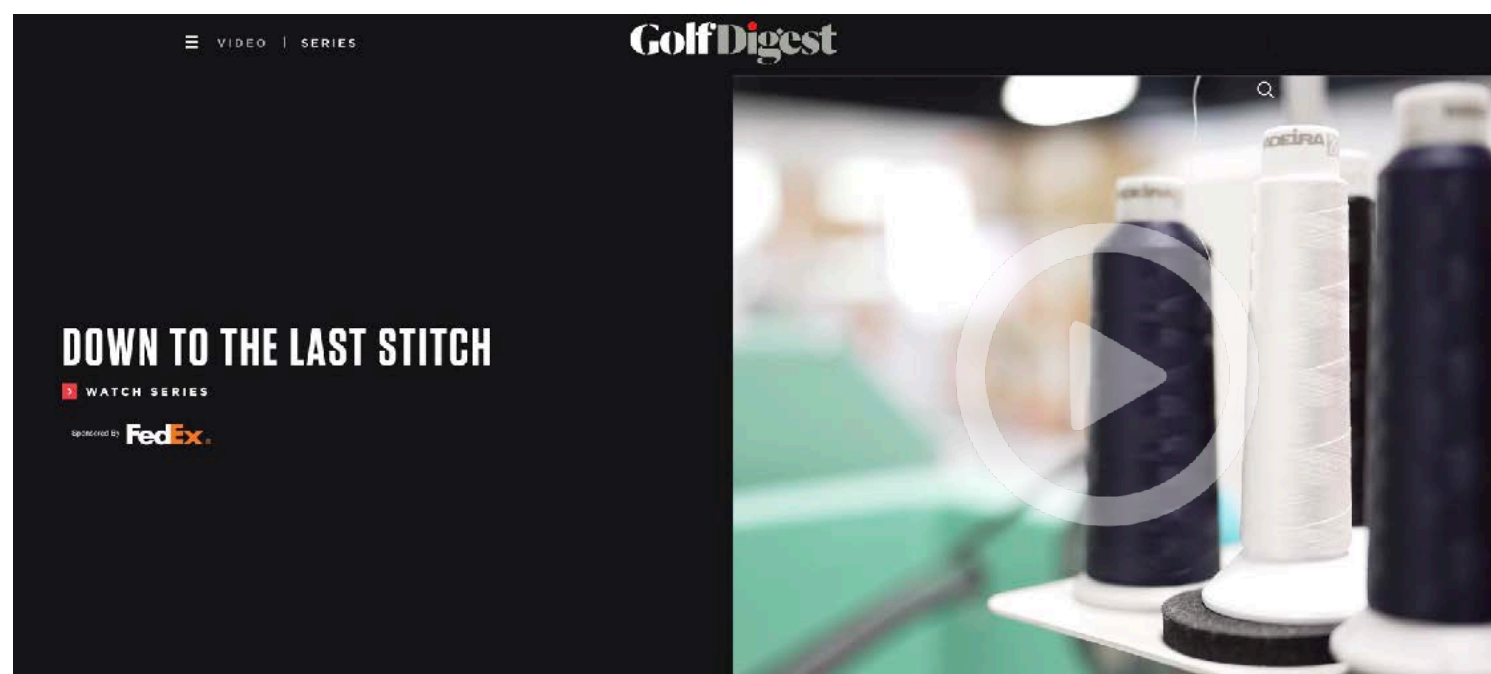
3X

Original estimated impressions on videos



UTILIZING GOLF DIGEST STUDIOS PRODUCTION

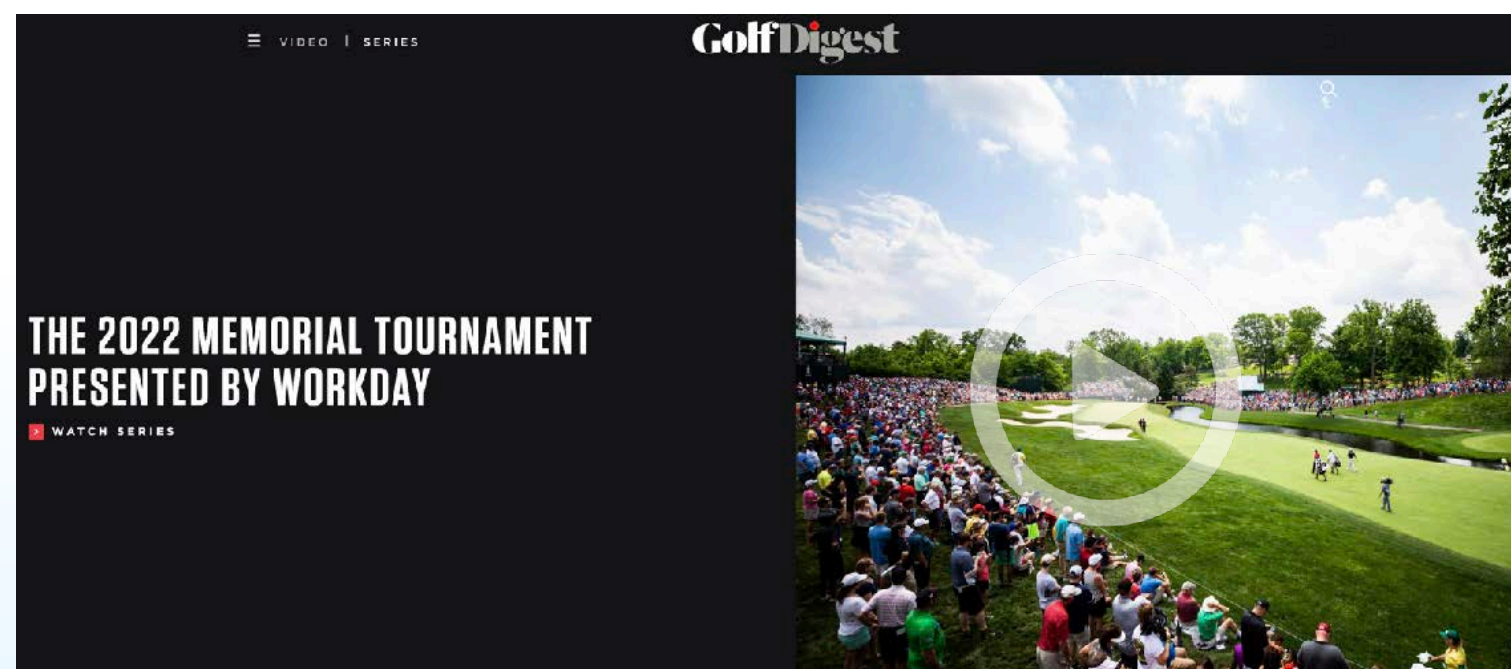
Down to the Last Stitch 



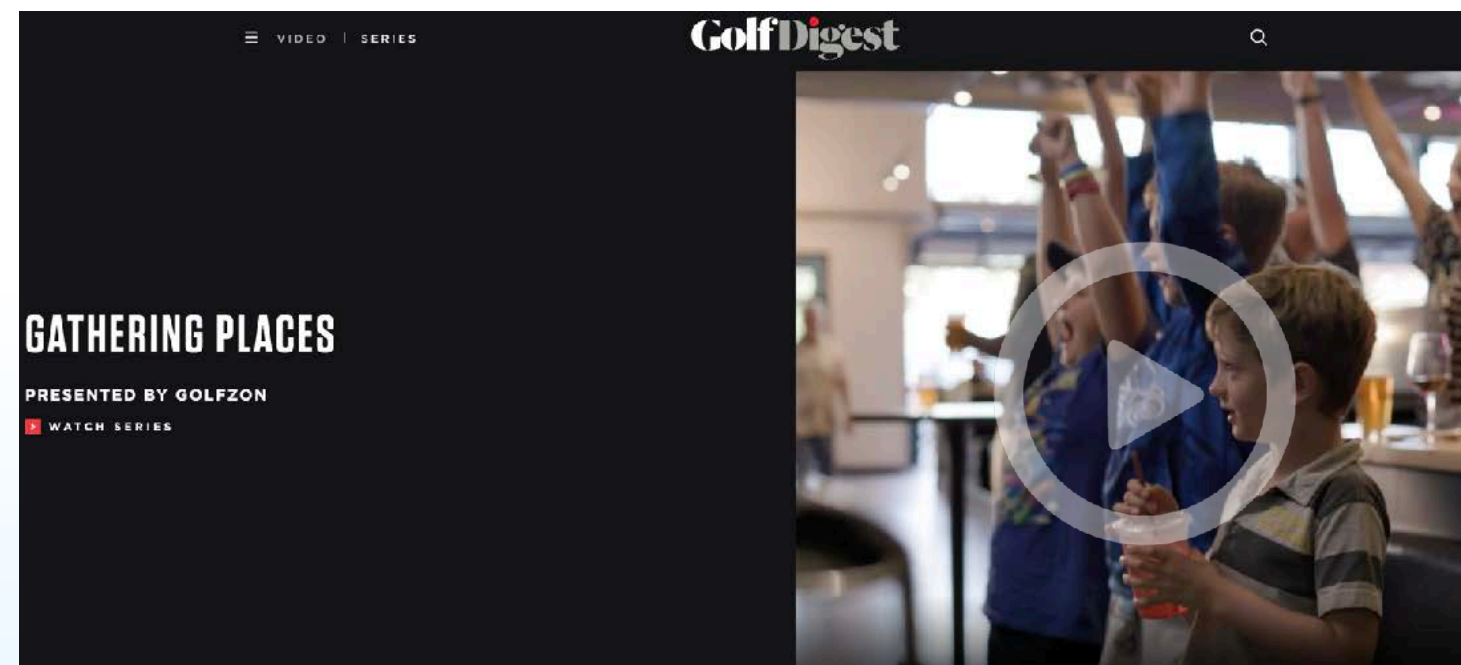
An Even Playing Field 



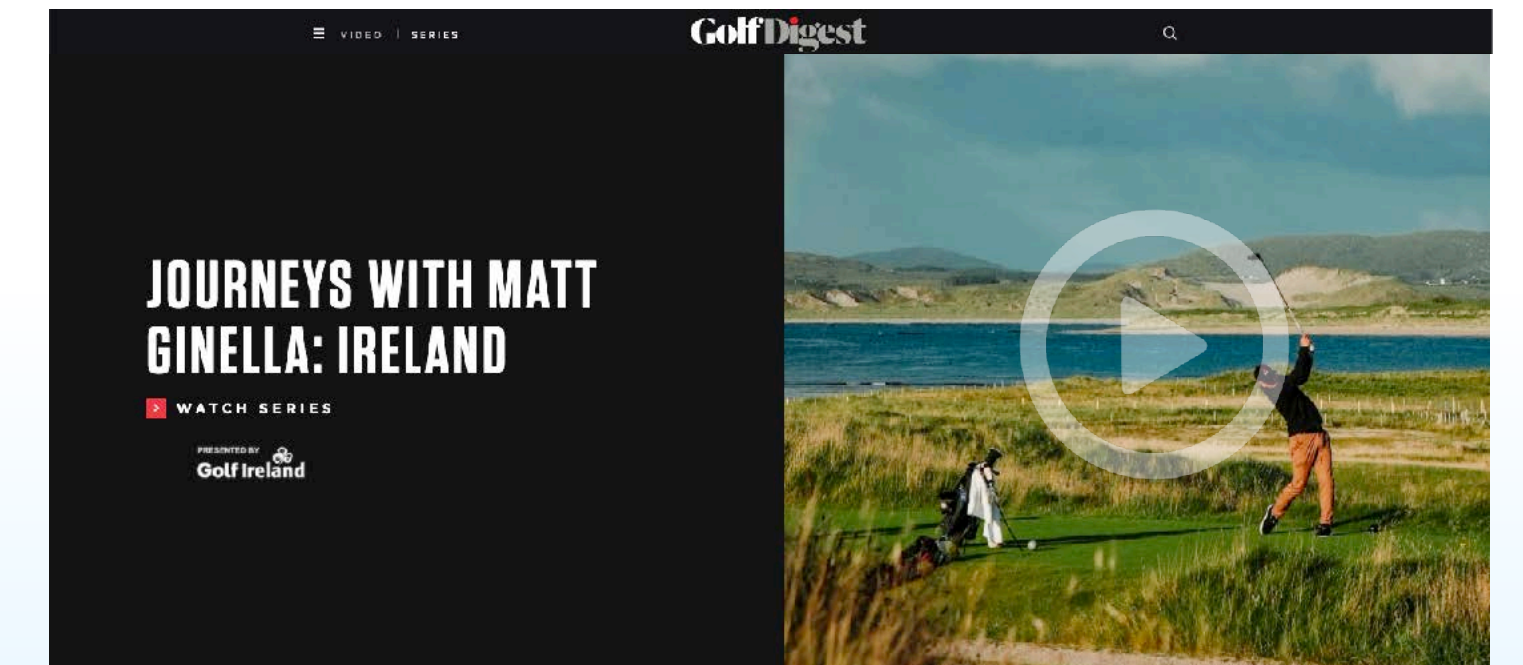
The Journey 



The Memorial Tournament 



Gathering Places 



Ireland Tourism - Journeys with Matt Ginella



IP, RIGHTS & BUSINESS DEVELOPMENT

Peter Millar and G/FORE will have the opportunity to work with Golf Digest to **create brand new, premium offerings across various Golf Digest verticals to reach the target audience.**

THE NATIONAL CLUB CHAMPION CHAMPIONSHIP

Building off a sponsorship of Golf Digest's Course Rankings, we will host the first ever National Club Champion Championship, featuring the male and female Club Champions from our Top 100 (or Top 200) golf courses. We will work in partnership with Peter Millar to build this event out to ensure it is a one-of-a-kind, premium event.

OPPORTUNITIES:

- On-course signage and activation opportunities
- Gifting for all participants with existing and custom merchandise



PETER MILLAR


PETER MILLAR
 G/FOR

NEW FOR PETER MILLAR

NEW FOR PETER MILLAR

Peter Millar and G/FORE will have the opportunity to work with Golf Digest to **create brand new, premium offerings across various Golf Digest verticals to reach the target audience.**

THE NATIONAL CLUB CHAMPION CHAMPIONSHIP

Building off a sponsorship of Golf Digest's Course Rankings, we will host the first ever National Club Champion Championship, featuring the male and female Club Champions from our Top 100 (or Top 200) golf courses. We will work in partnership with Peter Millar to build this event out to ensure it is a one-of-a-kind, premium event.

OPPORTUNITIES:

- On-course signage and activation opportunities
- Gifting for all participants with existing and custom merchandise



NEW FOR PETER MILLAR

Peter Millar and G/FORE will have the opportunity to work with Golf Digest to **create brand new, premium offerings across various Golf Digest verticals to reach the target audience.**

CELEBRATING CENTENNIALS

With so many golf clubs and courses being built around the 1920s, there will be countless centennial celebrations over the next couple of years. Whether it be famous courses, not-so-famous courses, elite courses, or munis, in partnership with Peter Millar, Golf Digest will tell the stories of these centennial celebrations throughout the year. With many of these clubs selling Peter Millar merchandise, opportunity for organic integration exists.





THANK YOU!

LACC
123RD
U.S. OPEN