

2021 PUBLICATION
**READERSHIP
SURVEY**



BOARD**ROOM**

BOARDROOMMAGAZINE.COM | 949.376.8889

Celebrating 26 years as the Number One Publication of the private club industry. *BoardRoom magazine – Replace Emotion With Fact!*

OBJECTIVE

The following survey results were designed to detail the findings of market research conducted among general managers of private clubs. This research measures industry-related publication readership habits among private club managers, CEOs and COOs.

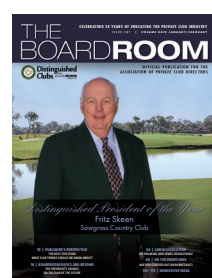
GENERAL DESIGN

BoardRoom magazine sent out emails to 350 randomly selected general managers at private clubs across the country and asked them to participate in a brief publication readership study. For the purpose of this research, only general managers or COO/CEOs were interviewed. Each interviewee was given a link and asked to participate in a Survey Monkey survey. All data used in this study was obtained using the results from that survey.

READERSHIP HABITS

In order to effectively measure publication readership habits among general managers, CEOs and COOs and their board members, respondents were asked a series of questions regarding the types of publications they and their board members and staff read. Respondents were asked to select from the industry's top publications including:

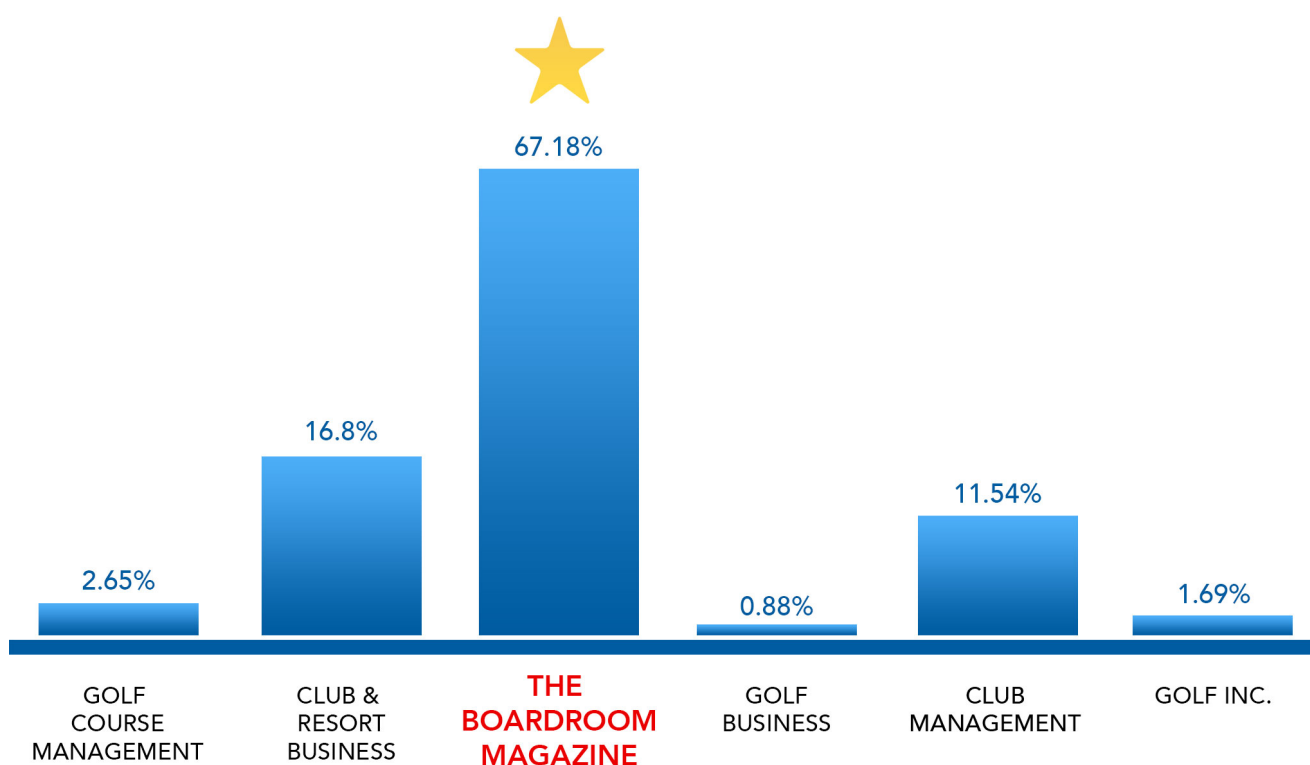
- Club & Resort Business
- Club Management (CMAA)
- BoardRoom magazine (APCD)
- Golf inc.
- Golf Course Management (GCSAA)
- Golf Business
- Add a publication not listed above



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QUESTION 1 WHAT ARE YOUR FAVORITE MAGAZINES?

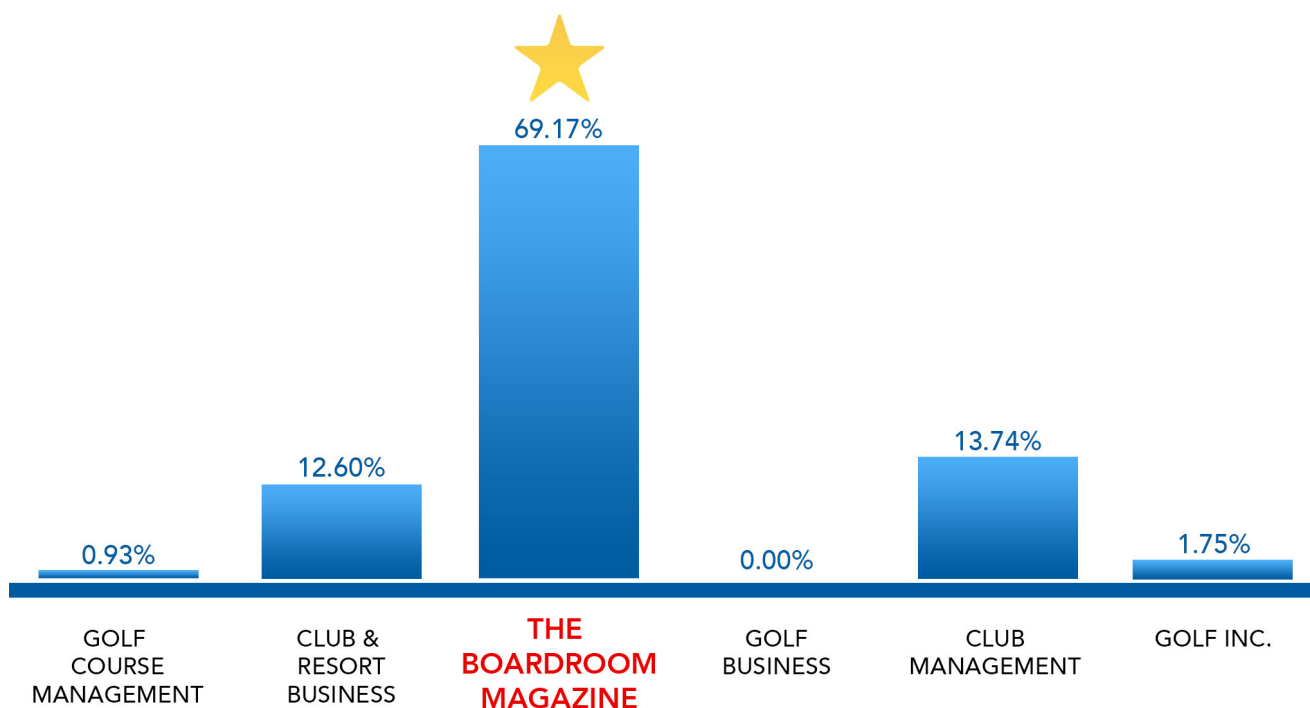
Magazines Voted #1 For **Favorite Publication**



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QUESTION 2 WHICH MAGAZINES HAVE THE BEST CONTENT?

Magazines Voted #1 For **Best Content**

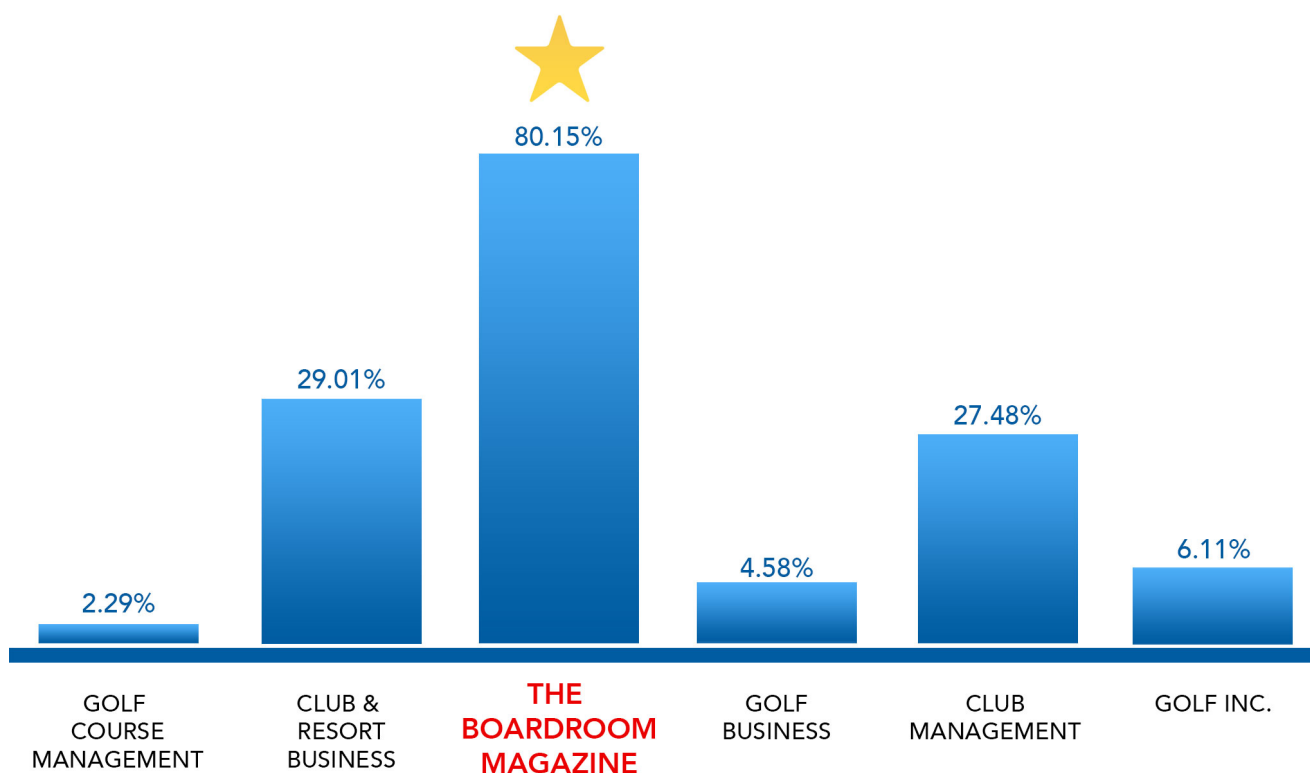


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QUESTION 3

WHICH MAGAZINES DO YOUR BOARD MEMBERS READ?

What Magazines Do Your **Board Members** Read?

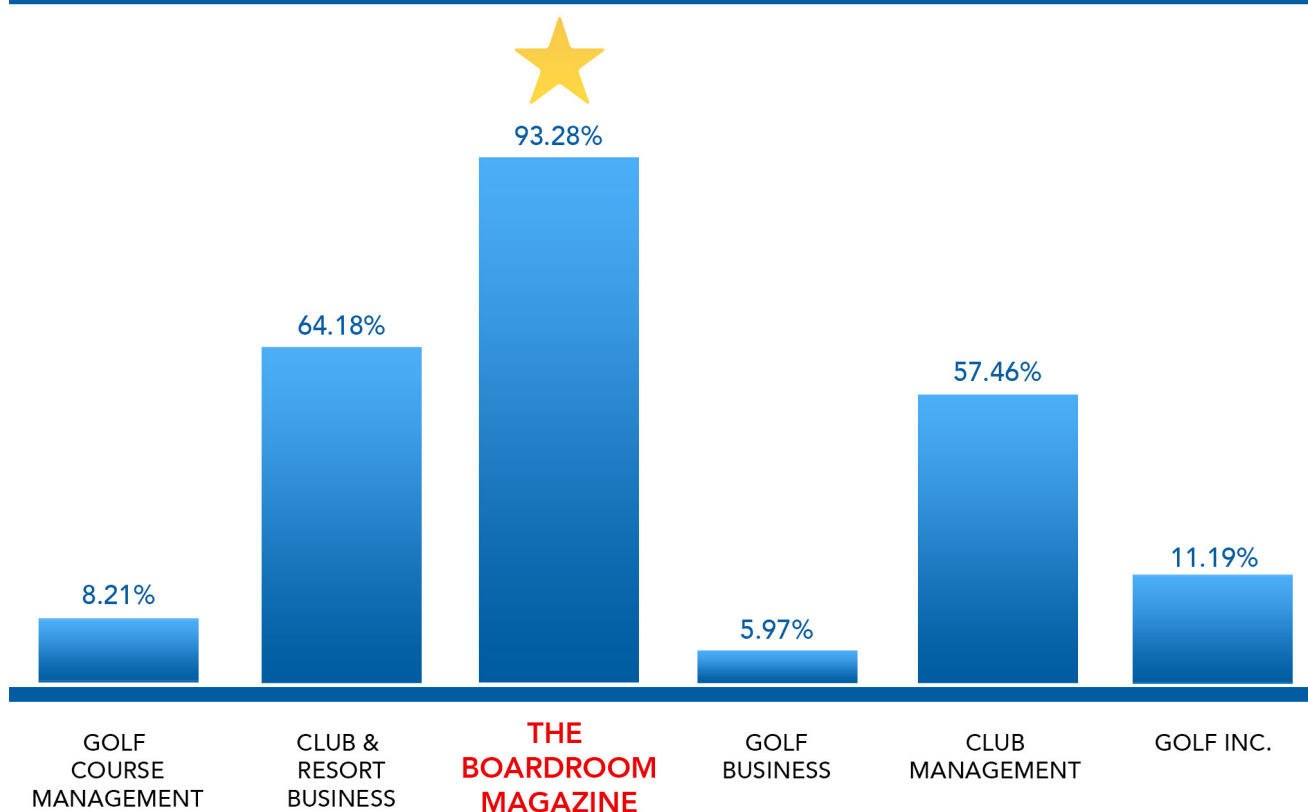


Over 80% of board members read BoardRoom.

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QUESTION 4
**WHICH MAGAZINES DO YOU
PASS ALONG FOR OTHERS TO READ?**

Magazines Voted #1 For **Sharing With Others**

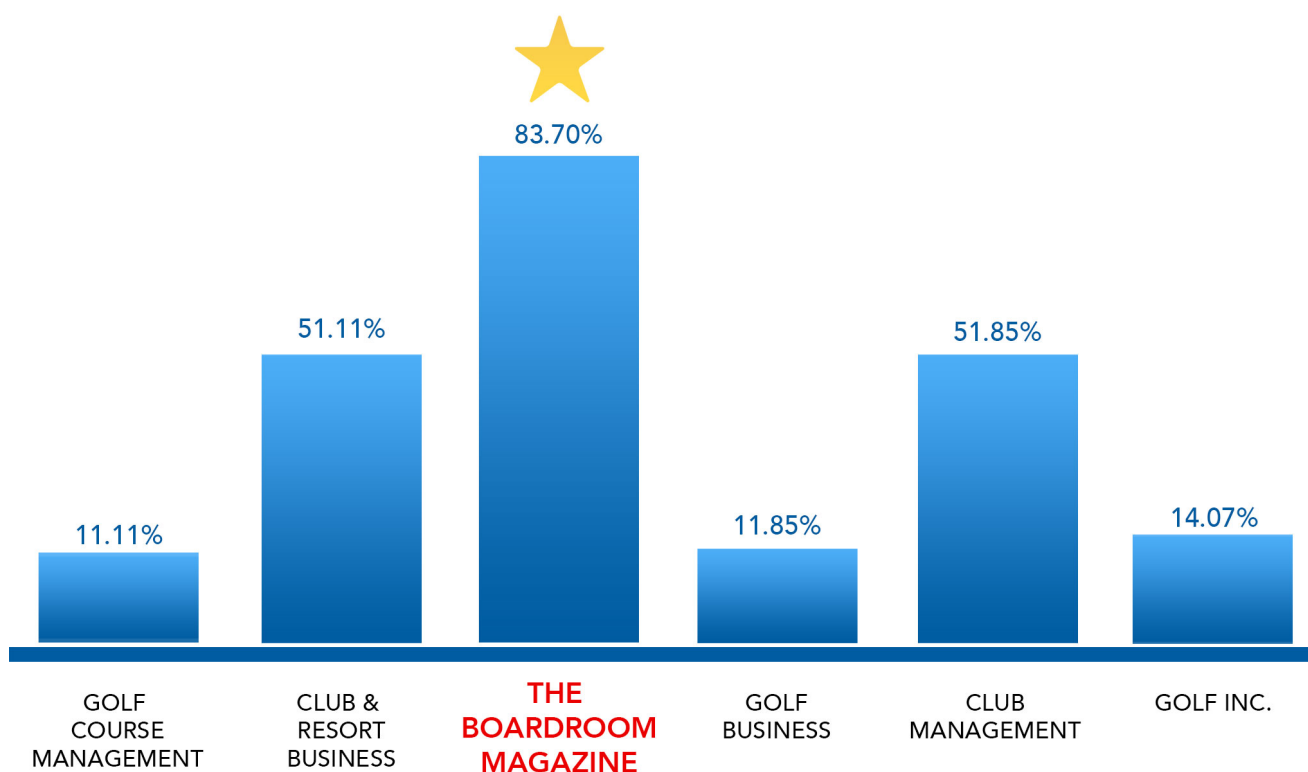


Over 90% of subscribers pass BoardRoom along for others to read.

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QUESTION 5
**WHICH MAGAZINE WOULD YOU RECOMMEND
A COMPANY TO ADVERTISE IN?**

Magazines Voted #1 For **Advertising ROI Opportunity**



Over 80% of subscribers recommended BoardRoom.

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CLUBS INCLUDED IN THE SURVEY

Alamance Country Club NC	Des Moines Golf & Country Club . . . IA	Oswego Lake Country Club OR
Alpine Country Club NJ	Druid Hills Golf Club GA	Paradise Valley Country Club AZ
Ansley Golf Club GA	Edgewood Country Club MI	Philadelphia Cricket Club PA
Anthem Country Club NV	Estero Country Club FL	Pinnacle Peak Country Club AZ
Arizona Country Club AZ	Exmoor Country Club IL	Pueblo Country Club CO
Army Navy Country Club VA	Farmington Country Club VA	Quail Valley Golf Club FL
Badminton & Racquet Club of Toronto CANADA	Gibson Island Country Club MD	Quechee Club VT
Baltimore Country Club MD	Glendora Country Club CA	Round Hill Country Club CA
Barwon Heads Golf Club . . AUSTRALIA	Great Hills Country Club TX	Royal Oaks Country Club TX
Belfair Country Club SC	Greensboro Country Club NC	Royal Palm Yacht & Country Club . . FL
Berkeley Hall Club SC	Grey Oaks Country Club FL	Sailfish Club FL
Berkshire Country Club PA	Gulf Harbor Yacht & Country Club . . FL	Sawgrass Country Club FL
Bishops Bay Country Club WI	Hacienda Golf & Country Club CA	Silver Spring Country Club CT
Blackthorn Club TN	Hammock Dunes Club FL	Somerby Golf Club MN
Carlton Woods Country Club TX	Hayden Lake Country Club ID	St. Petersburg Yacht Club FL
Carolina Country Club NC	Highlands Country Club NC	Sutter Club CA
Club at Las Campanas NM	Jacksonville Golf & Country Club . . FL	Tavistock Country Club NJ
Club at Mediterra FL	Jonathans Landing Country Club . . FL	The Graduate Club CT
Colleton River Club SC	Jonesboro Country Club AR	The Landings Club GA
Colliers Reserve Country Club FL	King Harbor Yacht Club CA	The Metropolitan Club WA DC
Congress Lake Club OH	Ledgerock Golf & CC PA	The National Club CANADA
Corinthian Yacht Club CA	Lehigh Country Club PA	The Patterson Club CT
Corinthian Yacht Club MA	Long Cove Club SC	Thorn Blade Country Club SC
Cosmos Club WA DC	Loxahatchee Club FL	Union League Club of Chicago IL
Country Club at DC Ranch AZ	Maryland Golf & Country Club MD	University Club New York NY
Country Club at Mirasol FL	Medinah Country Club IL	Valley Country Club CO
Country Club of Castle Pines CO	Meridian Hills Country Club IN	Victoria Golf Club CANADA
Country Club of Detroit MI	Mimico Cruising Club CANADA	Waialae Country Club HI
Country Club of Fairfax VA	Mira Vista Country Club TX	Wakonda Club IA
Country Club of Leawood KS	Moraga Country Club CA	Westborough Country Club MO
Country Club of Rochester NY	Mountain Air Country Club NC	Williams Island Club FL
Credit Valley Golf & CC CANADA	Mountain Lake FL	Windstar Club FL
Dataw Island Club SC	New York Athletic Club NY	Woodland Hills Country Club CA
Dedham Country Club MA	Northampton Country Club PA	Yale Club New York NY
Delaire Country Club FL	Northmoor Country Club IL	Multiple Anonymous Clubs
Denver Country Club CO	Old Westbury Golf & CC NY	
	Ontario Racquet Club CANADA	