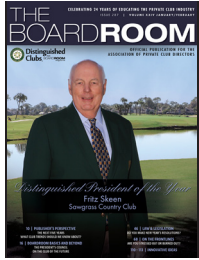


# 2021 BOARDROOM MAGAZINE

# MEDIA KIT



# BOARDROOM

BOARDROOMMAGAZINE.COM | 949.376.8889



# 2021- A Year of Celebration.

It's *BoardRoom magazine's* 25th anniversary as the Number One Publication of the private club industry. *BoardRoom magazine - Replace Emotion With Fact!*

## DECISION MAKING PROCESS

Private clubs across the United States and Canada face challenges relating to every aspect of their operation – from rising food costs to employee compensation, changing demographics to decreased club usage, outdated technology to outdated pro shops and poor management to costs of liability insurance.

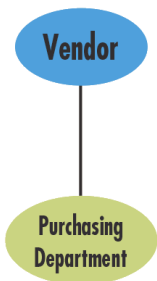
***Vendors have the solutions to every club problem facing private clubs today, including COVID-19.***

The lucrative private club industry is complicated and difficult to penetrate. Unlike other industries whereby a single agent often makes the final decision regarding any purchases for his or her respective business, vendors in the private club industry are hampered by a host of seemingly insurmountable issues. These include:

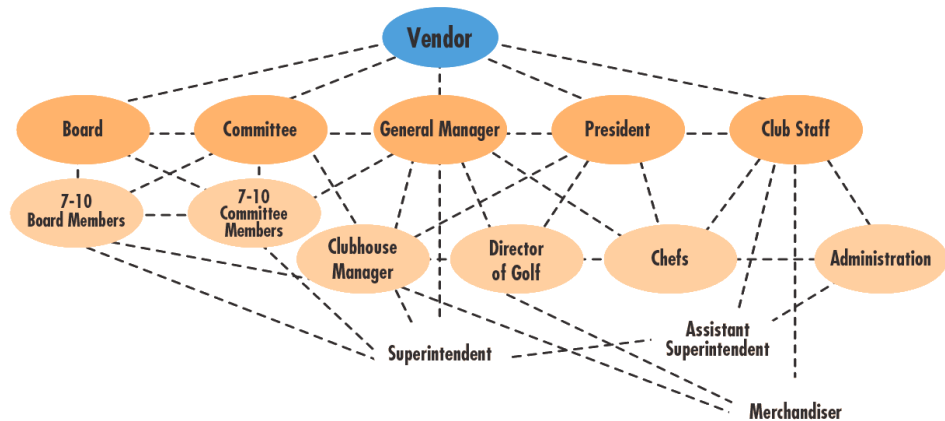
- The issue of scalability: How to reach 5,000 private clubs, daily fee and golf resorts and management companies with limited resources.
- Managing the decision-making process: How to dramatically reduce decision time.
- Establishing credibility: Creating a positive image among industry influencers. The most important aspect of effective marketing is to get people to talk often and favorably about your product or service to individuals who will affect the purchasing process.
- Gaining access to the key decision makers and influencers.
- Cost to market: How to make the most of your marketing dollars. With so many trade shows, publications and sponsorship opportunities, vendors are faced with the challenge of deciding where their marketing dollars would be most effective.

Targeting and building credibility with every individual involved in the decision-making process is crucial for success in private clubs. If any link in this "chain" becomes disconnected (i.e. by a board member not having heard of your firm), then your chance for a sale in that club significantly decreases. How can you reach each member of the "chain?" We'll help!

### "STANDARD" DECISION-MAKING PROCESS



### PRIVATE CLUB DECISION-MAKING PROCESS





# ENDORSEMENTS, PARTNERS AND ASSOCIATIONS



The Association of Private Club Directors (APCD) is the parent organization of *Distinguished Clubs* and *BoardRoom* magazine is the official trade publication of the APCD. *BoardRoom* magazine remains the only publication of its kind to directly target the boards of directors, management of private and semi-private golf and country clubs in the United States and Canada, along with the management of golf resorts, private club management companies, PGA golf professionals, golf course superintendents and industry leaders.

*BoardRoom* also goes to key individuals at the top golf resorts, daily fees, management companies, PGA pros and golf course superintendents.

It is much larger than a magazine. Industry insiders and decision-makers look to us to provide them with the information they need to survive and thrive.

### ***BoardRoom Replace Emotion with facts!***

We establish relationships with our readers and advertisers. In fact, many reports keeping a library of past issues to use as reference material when purchasing opportunities arise. As a diversified leader in the private club industry, the *Association of Private Club Directors* continues to broaden its horizons to meet the needs of our readers, partners and advertisers.

*BoardRoom* magazine is a strategic partner and allied association works with *Professional Golf Association of America (PGA)*, and *Golf Course Superintendents Association of America (GCSAA)*, *Club Managers Association of Europe (CMAE)*, *United States Professional Tennis Association (USPTA)*, *Club Management Association of America (CMAA)*, the *American Culinary foundation (ACF)*, *American Society of Golf Course Architects (ASGCA)*, *Association of Club Catering (ACCP)*, *Hospitality, Financial and Technology Professionals (HFTP)*, *Professional Club Marketing Association (PCMA)*, *National Golf Foundation (NGF)* and *World Golf Foundation*.

### ***Vendor conference information: How to successfully sell your products to the private club industry.***

At this conference featuring professional speakers, topics include: scalability, establishing credibility, access the decision makers and most importantly, accelerating the sales cycle. *No cost to BoardRoom advertisers.*







# EXCELLENCE IN ACHIEVEMENT AWARDS

What better way to recognize vendors and educators for their accomplishments and contributions to the private club industry than the peer-recognized **Excellence in Achievement Awards!**

A highlight of the year, and the only industry award where suppliers, vendors and consultants are publicly recognized for their achievements. An independent panel of industry peers and experts representing various disciplines and aspects of club and course operations reviews all entries. Winners are selected for their overall excellence in their respective fields, their achievements, innovation, visions for the future and their continued impact on private club operations and the club industry.

Entry details for *BoardRoom magazine's Excellence in Achievement Awards* is available by contacting John Fornaro at (949) 376-8889, ext. 1 or by emailing John directly at johnf@apcd.com. Deadline for entry is the end of October each year. All winners are showcased in an upcoming issue of the magazine.

## 2020 BOARDROOM AWARD WINNERS

### HONORARY LIFETIME ACHIEVEMENT

Dave White

### LIFETIME ACHIEVEMENT\*

A. Judson **BROWN III** – NCIDQ; ASID  
Rick Snellinger

### GARY PLAYER EDUCATOR

Thomas B. Wallace III, CCM, CCE, ECM

### DAVE WHITE EDITORIAL AWARD

Bonnie J. Knutson, Ph.D.

### JOHN FORNARO INDUSTRY IMPACT

### AWARD

Tim Schantz - Troon

### NEW PRODUCT

Proform Premium Matting

### AMENITIES PROVIDER

Sports Solutions

### ASSOCIATION

PGA of America

### ASSOCIATION PROGRAM

Association of Club Catering & Event Professionals

### BUSINESS INTELLIGENCE SOFTWARE

Jonas Club Software

### CHAIR MANUFACTURER

Eustis Chair

### CHILDREN'S PROGRAM

KE Camps

### CLUB FITNESS PROGRAMS

1000 Hills Fitness

### CLUB MANAGEMENT SOFTWARE

Northstar Club Management Software

### CLUB PHOTOGRAPHY

EA Photography

### CLUB SIGNAGE

Signera

### CLUBHOUSE ARCHITECTURAL DESIGN

Peacock + Lewis Architects & Planners

### CLUBHOUSE RESTORATION MASTER PLAN

C² Limited Design Associates

### CLUBHOUSE RESTORATION

Ansana Interior Design

### CONSULTING COMPANY

Club Benchmarking

### CUSTOM DESIGN HOSPITALITY UNIFORM

High-End Uniforms

### CUSTOM DESIGN OUTDOOR FURNITURE

XHIBTZ Contract Furnishings

### CUSTOM LIGHTING DESIGN

Castor Design Associates, Inc.

### DATA PRIVACY SOLUTIONS

CSR Privacy Solutions

### ELECTION MANAGEMENT SYSTEM

Survey & Ballot Systems

### EXECUTIVE SEARCH FIRM

Kopplin Kuebler & Wallace

### FACILITY ENHANCEMENT ANALYSIS

Clubwise Consulting

### FITNESS EQUIPMENT

Technogym

### FOOD & BEVERAGE TECHNOLOGY

FOOD-TRAK/System Concepts, Inc.

### FURNITURE MANUFACTURER

Gasser Chair Company

### GOLF COURSE MAINTENANCE FIRM

BrightView

### GREEN PRODUCT

Vivid Leaf

### INNOVATIVE ARCHITECTURAL PRODUCT

NanaWall

### INNOVATIVE OUTDOOR PRODUCT

Dayva International

### INTERIOR DESIGN - BAR AND LOUNGE \*

Bozeman Club & Corporate Interiors  
PHX Architecture

### INTERIOR DESIGN - CASUAL DINING

C² Limited Design Associates

### INTERIOR DESIGN - CLUBHOUSE

Marsh & Associates | MAI

### INTERIOR DESIGN - DINING

Angela Grande Design

### INTERIOR DESIGN - LOCKER ROOM

Marsh & Associates | MAI

### INTERIOR DESIGN - PRO SHOP

Marsh & Associates | MAI

### IT SOLUTIONS

Country Club Technology Partner

### LAW FIRM

Addison Law

### LAWYER

Michelle Tanzer

### LOCKER COMPANY

Hollman, Inc.

### MANAGEMENT COMPANY

Troon

### MASTER PLANNING

Lichten Architects

### INTEGRATED BUSINESS SOLUTIONS

Strategic Club Solutions

### MEMBERSHIP ENGAGEMENT TOOL

Newstation.com

### MEMBERSHIP MARKETING

Creative Golf Marketing

### MEMBERSHIP SURVEY

McMahon Group

### MOBIL APP

Northstar Club Management Software

### OUTDOOR FURNITURE COMPANY

JANUS et Cie

### OPERATIONS & MANAGEMENT \*

Denehy Club Thinking Partners  
Golf Business Network

### PAYROLL PROGRAM

ClubPay

### POINT OF SALE COMPANY

Northstar Club Management Software

### POOL COMPLEX DESIGN

PHX Architecture

### PRIVATE CLUB BRANDING FIRM

Pipeline Marketing

### POOL RESTORATION & BUILDING

RenoSys

### PURCHASING COMPANY

XHIBTZ Contract Furnishings

### REAL ESTATE SERVICE

Hilda W. Allen Real Estate

### STAFF APPAREL

Ambassador Uniform

### STAFF TRAINING COMPANY

RCS Hospitality Group

### STRATEGIC PLANNING

Club Benchmarking

### SUSTAINABILITY PROGRAM

SES Lighting

### TAX CONSULTANT

Mitchell Stump, CPA

### TAX, AUDIT & ACCOUNTING

PBMares

### TENNIS COURT BUILDER

Welch Tennis

### TENNIS MANAGEMENT

Cliff Drysdale Tennis

### WEBSITE COMPANY

MembersFirst





# INTEGRATED AND TARGETED MARKETING

*BoardRoom magazine* celebrates all the men and women of the private club industry who have been part of the *BoardRoom magazine* family for the past 25 years.

Our advertisers, our editorial contributors and the many private club general managers, board members and club staff members serve, give experiences and purpose to the more than 3.5 million private club members, all of whom have been part of *BoardRoom magazine's* success over the past quarter century.

No magazine supports vendors more than *Boardroom magazine* – with editorial opportunities, *BoardRoom* awards, vendor education and consulting and access to the decision makers.

Voted number 1 magazine managers recommend companies to advertise.

- Number 1 with board members.
- Number 1 with general managers
- Number 1 magazine read regularly
- Number 1 best content
- Number 1 favorite magazine
- Number 1 magazine passed to others to read.
- Number 1 paid subscribers.

*BoardRoom magazine*, directly targets the boards of directors and general managers at private and semi-private clubs, management companies, golf resort managers, buyers, PGA Professionals and GCSAA superintendents throughout the world, and is designed to education and inform about all aspects of the private club's operation.

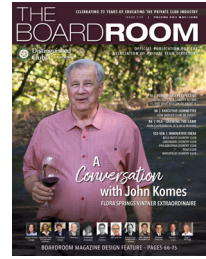
With integrated and targeted marketing, vendors wanting to penetrate the peculiar characteristics of the private club market can now open the door to change!

Vendors must emphasize a multi-pronged approach, and *BoardRoom magazine* can help you modify your relationship from that of a traditional seller and buyer to empowering your customers around your product creating brand loyalists and advocates. For vendors, this information, strategy, tools and support help migrate the private club market down the path from prospect to long-term customer. For vendors, *BoardRoom magazine* swings open an exclusive door to the private clubs.

***Facts replace emotion! That's what we do and that's how you'll benefit.***

## INDUSTRY FACTS

- Private club board turnover averages 33 percent per year
- The average private club has nine board members with an additional 50 committee members
- On average every three years a 100 percent turnover of key decision makers.





## PULSE ON THE INDUSTRY

*BoardRoom magazine* has surfaced with flying colors in a 'Taking the Pulse' survey focusing on organizations and publications serving the private club industry, with the highest mean ratings in a number of the categories including:

- Being important to the general manager, board members and the club
- Satisfaction with the publication
- Subscription value
- Effectiveness
- Communications
- Subscriber benefit and industry benefit, and
- Reading times (shelf life)

Eighty percent of those surveyed read at least three out of each four issues and 69.9 percent of respondents spend at least 21-30 minutes reading the magazine while another 24.1 percent spend at least 11-20 minutes reading *BoardRoom magazine*. This clearly indicates the shelf life of *BoardRoom magazine* for both its readers and advertisers. Many clubs also maintain a *BoardRoom magazine* library for reference on different topics in the private club industry.

The survey completed by The McMahon Group of St. Louis, MI asked the questions of over 225 general managers, and other staff of private clubs throughout the U.S. and Canada. More than 93 percent of those who responded are general managers. It included representatives from country clubs, golf clubs, city, athletic, yacht, swimming, tennis and other private clubs, with memberships from less than 500 to more than 1,000, and with initiation fees ranging from less than \$5,000 to more than \$150,000. In this particular survey, all respondents reported being members of the Club Managers Association of America (CMAA), NCA, CSCM, NGF, HFTP, NCGOA, PGA, USGA, GCSAA and IHRSA.

### READERSHIP

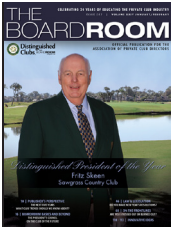
*BoardRoom magazine* is designed to educate the board of directors, general managers and owners of private clubs about issues concerning all aspects of the club and golf course operations. Each editorial department directly relates to the positions held by the board:

- Clubhouse Committee
- Green Committee
- Membership Committee
- House Committee
- Finance Committee
- Executive Committee
- Pro Shop Committee
- Food and Beverage Committee
- Marketing Committee
- Bylaws Committee
- Law and Legislation/Insurance
- Finance/Tax Issues
- Strategic Planning
- Technology Committee
- Course/Clubhouse Redesign
- Membership Marketing Issues
- Wellness and Fitness
- Wine

***Boardroom magazine is made available to 19,000 PGA Professionals and 14,000 GCSAA members and to management company decision makers.***



# BOARDROOM AD & EDITORIAL CALENDAR



## JANUARY/FEBRUARY 2021 (COMMEMORATIVE 25TH ANNIVERSARY ISSUE)

**Cover:** Top Private Club President of the Year  
**Features:** Private Club Presidents of the Year, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** November 10  
**Space Reservation:** January 8  
**Materials Due:** January 15



## MARCH/APRIL 2021

**Cover:** BoardRoom Awards  
**Features:** Excellence in Achievement Awards, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** January 19  
**Space Reservation:** March 5  
**Materials Due:** March 12



## MAY/JUNE 2021

**Cover:** TBD  
**Features:** Green Building, Sustainability, Wellness, Fitness, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** March 9  
**Space Reservation:** May 7  
**Materials Due:** May 14



## JULY/AUGUST 2021

**Cover:** Design Issue  
**Features:** Architects, Designers, Builders, Furniture, Lockers, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** May 11  
**Space Reservation and Design Feature Editorial and Ads:** July 9  
**Materials Due:** July 16



## SEPTEMBER/OCTOBER 2021 (2021/2022 BUYERS' GUIDE INSERT)

**Cover:** Technology Issue  
**Features:** New Products, Technology, Social Media, Marketing, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** July 6  
**Space Reservation and Technology Feature Editorial and Ads:** September 10  
**Materials Due:** September 17



## NOVEMBER/DECEMBER 2021

**Cover:** Trends/State of the Industry  
**Features:** Excellence in Achievement Award Winners, Trends, Annual Recap, Innovative Ideas  
**Editorial Deadline:** September 14  
**Space Reservation:** November 5  
**Materials Due:** November 12



## JANUARY/FEBRUARY 2022 (CMAA SHOW ISSUE)

**Cover:** Top Private Club President of the Year  
**Features:** Private Club Presidents of the Year, Innovative Ideas, Vendor Case Studies  
**Editorial Deadline:** November 10  
**Space Reservation:** December 24  
**Materials Due:** December 30



## 2021 AD RATES

Our vendors have solutions and the evolution continues as **BoardRoom offers advertisers 50 percent off rack rate for advertisements during our year of celebration**, especially as the private club industry has faced and continues to tackle enormous challenges during COVID-19 pandemic. This has been one of the most challenging times as clubs recruit, retain, serve and entertain private club members in what has become a new normal. Still, the club remains each club member's home-away-from-home.

*Our vendors help private clubs 'solve a problem and take away a pain!'*

### SPECIAL 25<sup>TH</sup> ANNIVERSARY AD RATES

AD RATES	1X RATE	3X RATE	6X RATE
Full page	\$4492	\$3779	\$3579
<b>Full Page 25th Anniversary</b>	<b>\$2246</b>	<b>\$1889</b>	<b>\$1789</b>
Half page	\$3295	\$2670	\$2470
<b>Half Page 25th Anniversary</b>	<b>\$1645</b>	<b>\$1335</b>	<b>\$1235</b>
Third page	\$2695	\$2271	\$1989
<b>Third Page 25th Anniversary</b>	<b>\$1347</b>	<b>\$1135</b>	<b>\$994</b>
Quarter page	\$2197	\$1889	\$1787
<b>Quarter Page 25th Anniversary</b>	<b>\$1098</b>	<b>\$944</b>	<b>\$893</b>

Logo Listing: \$600 for an annual contract \$395 at 25th anniversary special

### ACCESS TO DECISION MAKERS

*BoardRoom magazine* is the only publication of its kind to directly target multiple decision makers including the boards of directors, chief executive officers, general managers, PGA golf professionals, golf course superintendents, management companies, golf resorts, daily fee courses, yacht and city club worldwide.

### ADDITIONAL BENEFITS

Each four color, perfect bound issue of BoardRoom magazine lends itself to a longer shelf life than many of its competitor publications. Current subscribers report creating a "library" of past editions as reference materials for incoming board members on topical issues pertaining to the private club today.

*If you are interested in advertising with BoardRoom magazine, please contact Dee Kaplan (310) 821-0746 or dee.kaplan@gmail.com*

*Editorial opportunities available. No additional cost for color. All prices net.*

*Would you like the opportunity to submit editorial? Our magazines give suppliers a platform in which to voice opinions and share expertise on issues relating to the private club industry. Editorial opportunities are available on a per-case basis. Please contact the publisher for details.*







# BOARDROOMMAGAZINE.COM OPPORTUNITIES

*Boardroommagazine.com* is the digital address of BoardRoom magazine. We have two advertising opportunities that enable you to reach clubs, boards, board presidents, GMs and other club managers.

## WEBSITE ANNUAL AD RATES

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### AD RATES

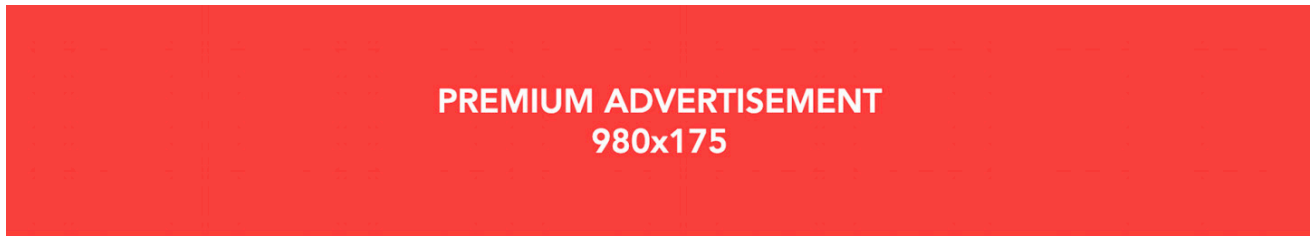
Top Banner  
Square Side Ads

### ANNUAL COST

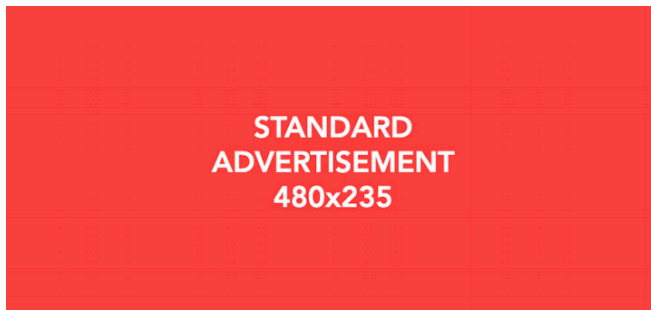
Prices for all ads  
available upon request

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Footer - premium banner

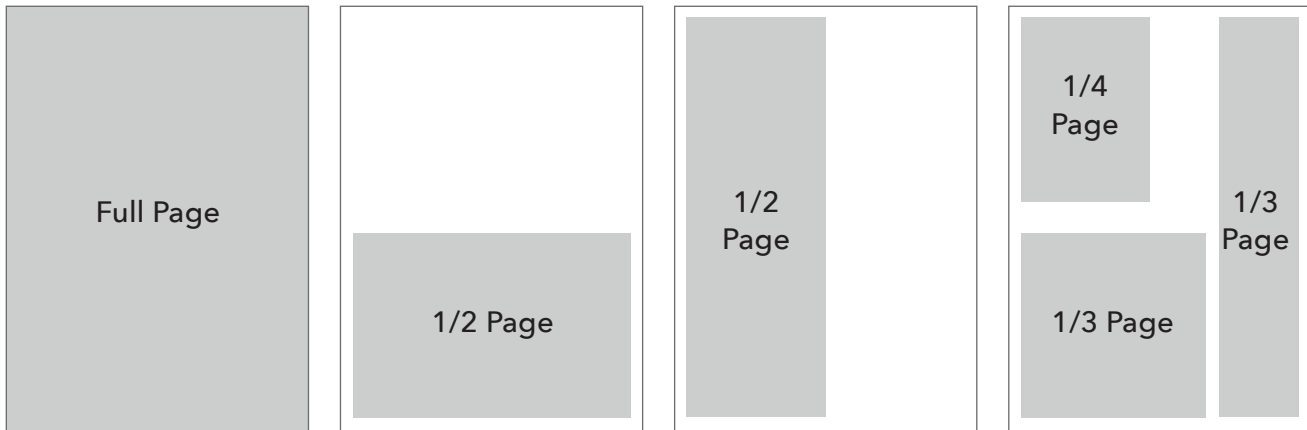


Homepage - rectangle ad





## 2021 AD SPACE AND DESIGN



**FULL PAGE SIZE: 8.375" X 10.875"**  
**BLEED: .25" (8.875" X 11.375")**  
**LIVE AREA: 7.175" X 9.675"**

**1/2 page (Horizontal.): 7.175" x 4.75"**

**1/2 page (Vertical): 3.5" x 9.675"**

**1/3 page (Square): 4.75" x 4.75"**

**1/3 page (Vertical): 2.25" x 9.675"**

**1/4 page: 3.5" x 4.75"**

**Logo Ad - Business Card: 2.1" x 2.75" PLUS .125" BLEED**

**Logo Ad - Business Card FINAL SIZE: 2.225" X 2.875"**

**PLEASE DO NOT USE BORDERS**

### BoardRoom Ad Specs

The BoardRoom magazine is produced digitally on the Macintosh platform. Materials not received by Materials Deadline are subject to a "pickup" (previous ad), or if a new contract, no ad will run. Agency/advertiser will be still be responsible for payment based on contract. Materials received after the closing date, whether on extension or not, that do not go through the pre-press inspection process, are printed at the advertiser's risk. Advertisers may not cancel orders for, or make changes in, advertising after the Materials Deadline of the magazine. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising. Also you need to insert a note for the creation of ads that they will need to submit images, logos, etc no later than 10 days before the Materials Deadline and all artwork needs to be approved by agency or advertiser on or before the Materials Deadline.

BoardRoom magazine requires high resolution PDFs or JPGs. If you are submitting an ad designed in Illustrator, please convert all fonts to outlines, embed all images and save the flattened file as a PDF.

### PDF REQUIREMENTS

- PDF/x-3
- Acrobat 8/9
- Composite CMYK ONLY, no spot colors
- All Marks and Bleeds
- CMYK Only
- Bleed symmetric .125"
- Include your company name in the title

### BOOK AD SPACE

Dee Kaplan

Phone: (310) 821-0746

E-mail: dee.kaplan@gmail.com

### SUBMIT ALL ARTWORK TO

Heather Arias de Cordoba

Phone: (949) 365-6966

E-mail: heather@studiodelmar.net