



LIV GOLF WEEKLY

Media Kit / 2024

Mission Statement

LIV Golf Weekly is THE essential news website for golf enthusiasts, from beginners to professionals.

To perform at the peak of your abilities, you need the latest and best in golf apparel, equipment, and technology to help you achieve your goals. This is where LIV Golf Weekly assists our readers. We are the first of our kind to bring you the latest news on golf brand releases, product launches and reviews, and exclusive player interviews, allowing you to make informed decisions instantly.

Our goals align with your vision, aiming to keep you informed about the latest golf apparel launches, player features, industry news, and more. We not only promote the best golf brands worldwide but also highlight the most innovative up-and-coming brands to support you in achieving your golfing goals. While delivering this information, we are also committed to our purpose of creating a better future for golfers and communities everywhere through sustainable innovation.

What sets us apart from other media outlets? Simple – all-inclusiveness. Our editorial content isn't gender-specific or age-biased. Every day, our journalists and network of influential figures consult the most trusted, experienced, and academically affiliated authorities in the golf sector from across the global golfing landscape.

Make sure to sign up for our weekly newsletter, which delivers the latest news, reviews, interviews, and occasional competitions from the world of golf.

Golf has the power to transform and empower us all.



Audience

Our readers are avid followers of the sport, constantly seeking the latest news, insights, and trends in the golfing world.

They value high-quality content that covers everything from golf equipment and apparel reviews to in-depth player interviews and tournament coverage.

82%

Men

12%

Women

6%

Undefined

These golf lovers are dedicated to improving their game and staying informed about advancements in golf technology, nutrition, and training techniques. They appreciate expert advice, innovative products, and stories that inspire and entertain. With a keen interest in both the competitive and lifestyle aspects of golf, our readers are engaged, influential, and part of a vibrant global community that lives and breathes the sport.

43,000

Website

52,000

Apple News



63%

Mobile Users

22%

Desktop Users

15%

Tablet Users

Location

From the bustling fairways of New York City to the tranquil greens of St. Andrews, our readership forms a global network of avid golf enthusiasts who are not just spectators, but active participants in the game.

Imagine your brand reaching golf aficionados in sunny California, enthusiastic beginners in Dubai, and seasoned pros in Japan—all through our dedicated platform. Our readership isn't just diverse in location; it's a vibrant community brought together by a shared love for golf.



50%
USA

30%
UK

20%
Other



Top American Cities

- 1 New York
- 2 Washington D.C.
- 3 Atlanta
- 4 Chicago
- 5 Houston

Top UK Cities

- 1 London
- 2 Edinburgh
- 3 Birmingham
- 4 Manchester
- 5 Kent

Join us in connecting your brand with a worldwide audience that cherishes the latest in golf news, expert insights, and top-notch products. Whether you're aiming for the green or looking to tee off your marketing campaign, LIV Golf offers a unique opportunity to engage with a truly global golfing community.

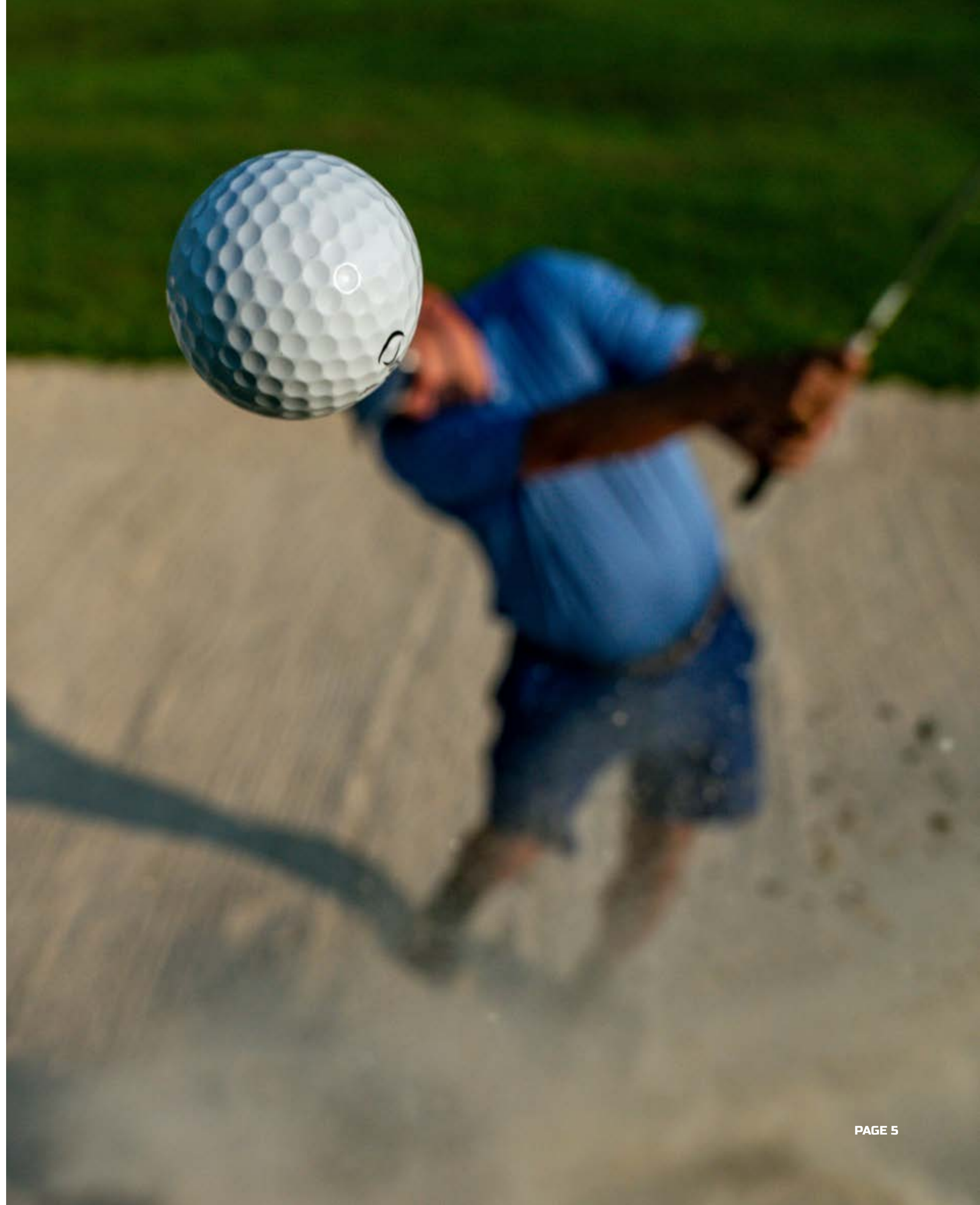
Traffic Channels

With LIV Golf Weekly, you're not just tapping into website traffic; you're connecting with a passionate audience ready to engage with your message.

Our website traffic is a tapestry woven from various sources, ranging from organic searches by eager golfers seeking tips to social media shares that spark conversations among enthusiasts.

Traffic Channels	
Social	44%
Organic	22%
Referral	18%
Direct	16%

But it's not just about the quantity of traffic; it's about the quality. Our readers are engaged, spending valuable time on our site, exploring articles, watching videos, and interacting with our content. They're not just visitors; they're active participants in the LIV Golf community.



Branding

At LIV Golf Weekly, we're proud to work with some of the most prestigious and innovative names in the industry, spanning the globe from the lush fairways of Augusta to the historic links of St. Andrews.

Our brand collaborations are as diverse as our readership, ranging from iconic golf equipment manufacturers to cutting-edge technology providers and everything in between. Picture this: partnerships with renowned golf apparel brands, exclusive golf club manufacturers, and top-tier golf course resorts—all sharing our commitment to excellence and passion for the game.



But it's not just about the partnerships; it's about the impact. Together, we create content that resonates with golf enthusiasts worldwide, from instructional videos and equipment reviews to captivating tournament coverage and player interviews. Our brands benefit from exposure to a highly engaged audience that values quality and authenticity.



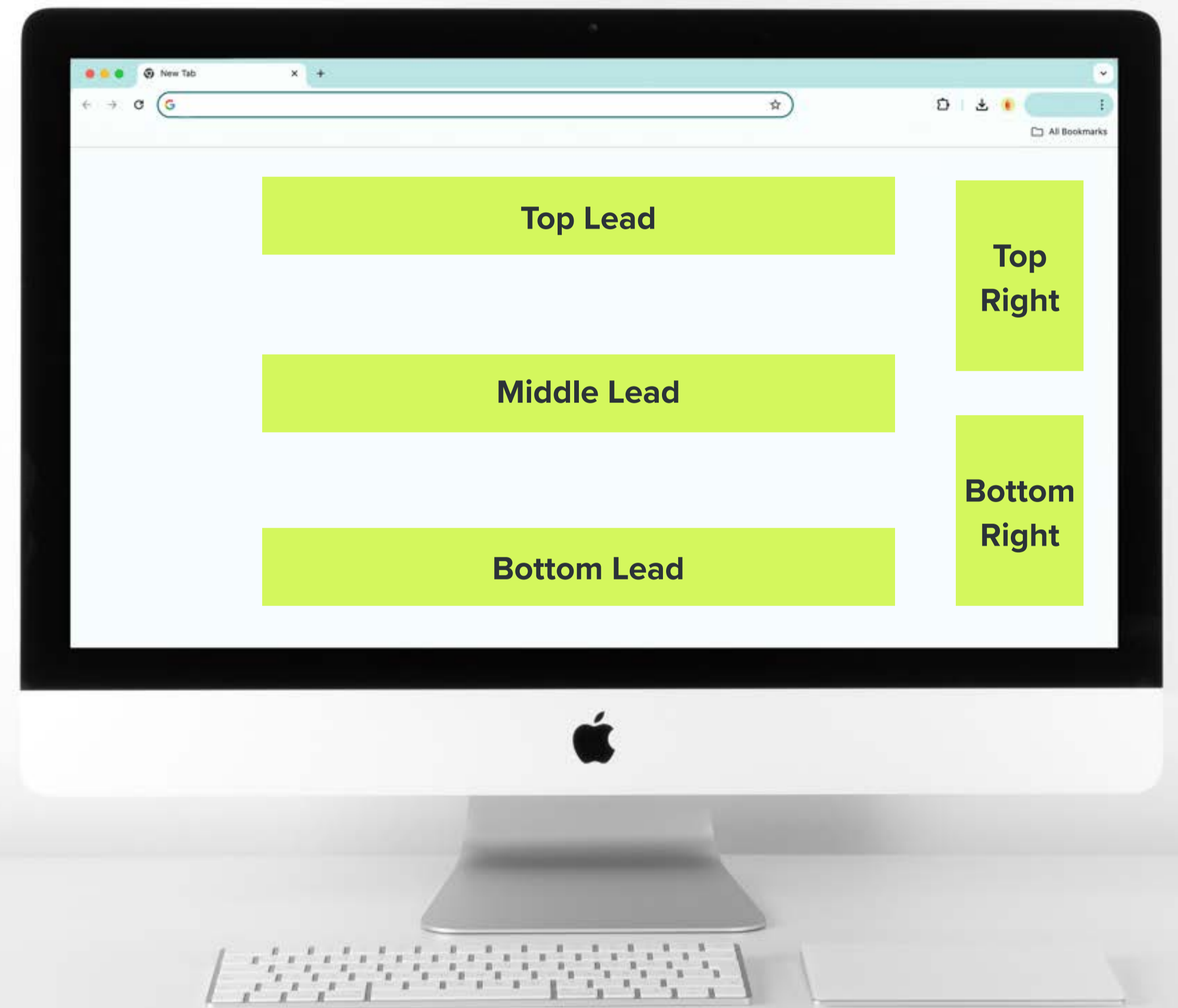
Advertising

Imagine your brand reaching a global audience of passionate golf enthusiasts, from amateurs to professionals.

At LIV Golf Weekly, we offer more than just advertising space; we provide a platform to connect with a dedicated community that lives and breathes golf. Our readers actively seek the latest in golf news, equipment reviews, and expert insights. Partnering with us means joining a network of like-minded brands committed to excellence and innovation in the golfing world.

It's not just about exposure; it's about engagement. Our readers interact with our content and explore new opportunities to improve their game. Advertising with LIV Golf Weekly means forging meaningful connections with golf enthusiasts worldwide.

Banners	Size	Investment (per month)
Top Lead	728 x 90	£5000
Middle Lead	728 x 90	£2500
Bottom Lead	728 x 90	£1000
Top Right Side	160 x 600	£2500
Bottom Right Side	160 x 600	£1000





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Love Live Golf