

HOW TO BREAK 80 MEDIA KIT

About How to Break 80

How to Break 80 is a comprehensive golf-improvement platform that encompasses video tips, a helpful blog, written and video golf products, and our crown jewel: The How to Break 80 *Go Low Ezine*, a weekly email newsletter that goes out to over 30,000 loyal email subscribers each and every week.

After having built our platform since 2004, we are now selectively ready to run advertisements targeted to our specific audience across our various properties.

OUR AUDIENCE

Our audience is mostly male (upwards of 80%), and ranges from 25-85 years of age, though most of our subscribers are between 55-75. Most are dedicated weekend golfers with some discretionary income to spend on the game, and tend to be "bogey plus" golfers, meaning they rarely break 90, so they have plenty of room for improvement.

Our Network & Statistics

The *Go-Low Ezine*

Subscribers: Over 32,000

Open Rate: 10-15% (even higher with videos)

Frequency: Sent weekly

The *Go-Low Ezine* is one of the most trusted golf improvement newsletters in the business, filled with helpful, easy-to-implement golf tips, articles, and drills. Because our subscribers tend to get something of value--actionable golf advice--out of the newsletter, we hold their attention far better than many list-owners who focus solely on email blasts.

We are currently finishing up a year-long campaign to build more of a community around the ezine, including increased reader participation and submissions. Our material is also written in a plain-spoken, easy-to-understand manner, so when our subscribers' games improve, the level of social proof is high. Additionally, we are moving more toward video content as it's proving to be incredibly popular with our audience.

We have a concrete, actionable plan ready to take the ezine to the next level and multiply our subscribers exponentially, but it relies on partnering with dedicated, respected advertisers looking for a golf-crazy audience.

How to Break 80 YouTube Channel

Subscribers: 4,108

Lifetime Views: 4,164,790

Our YouTube channel has been a great way to reach younger golfers. So far, our content consists of "how-to" clips from our various video products. Obviously, they are popular! We are currently exploring partnerships with golf pros and instructors that will broaden the appeal of the channel with fresh new content, potentially including equipment reviews and more "how to approach a hole"-type offerings.

How to Break 80 Blog

Hits: 6,500 Monthly

Bounce Rate: 54%

Currently undergoing a re-design to be featured at www.howtobreak80.com instead of www.howtobreak80.com/blog, our blog features the long-form article from our ezine each week, in addition to equipment reviews and other insights about the world of golf. Search-engine optimized content and high amounts of social proof ensure a consistent flow of traffic each month.

ADVERTISING OPTIONS

1) Featured Video Sponsor

Our *Go-Low Ezine* now features weekly golf improvement videos. These videos range from 90 seconds to 4 minutes in length. We are seeking sponsors who would receive:

- a) A short (10-15 second) commercial spot at the beginning of each video
- b) Logo placement in the bottom right of the video for the duration of the video
- c) A verbal introduction by the presenting pro
- d) Distribution across the *Go-Low Ezine* and our YouTube channel to maximize exposure and views, and to provide a "long-tail" of viewers on the back end.

Current Rates:

\$2,000/week for one week

\$1,700/week per month

\$1,400/week per 3 months

2) Advertorial

We have two dedicated modules in our newsletter each week for advertorials promoting your products. Compared to 5 golf-improvement or community-engagement modules, it's an appealing ratio that ensures that readers won't suffer from advertising fatigue. An advertorial includes:

- a) Prominent space in our newsletter--either the second or fourth module, before our weekly video tip
- b) An image of your choosing (or we can provide an image in-line with our editorial style if you so choose)
- c) A 1 or 2 paragraph teaser with a "read more" option to seamlessly drive traffic to the outlet of your choosing.
- d) Capture interested parties' emails, guide them to your own content, or otherwise drive traffic to a resource of your choosing.
- e) A feature on the blog that will run for as long as you remain an advertiser

Current Rates:

\$650/week for one week
\$550/week per month
\$500/week per 3 months

3) Banner Ad

We can also place a banner ad concurrently in our Ezine and on our website. Doing so will maximize your brand's exposure across media when, for example, readers click through the "Read More" link in the newsletter to see our full article on the site, effectively doubling your ad impressions.

Current Rates:

\$250/week for one week
\$200/week per month
\$150/week per 3 months

INTERESTED? HERE'S HOW TO GET IN TOUCH WITH US

NAME - Business/Sales Manager

PHONE

EMAIL