



# Digital Network

CONNECTING YOUR BRAND TO CANADA'S LARGEST  
AND MOST ENGAGED GOLF AUDIENCE

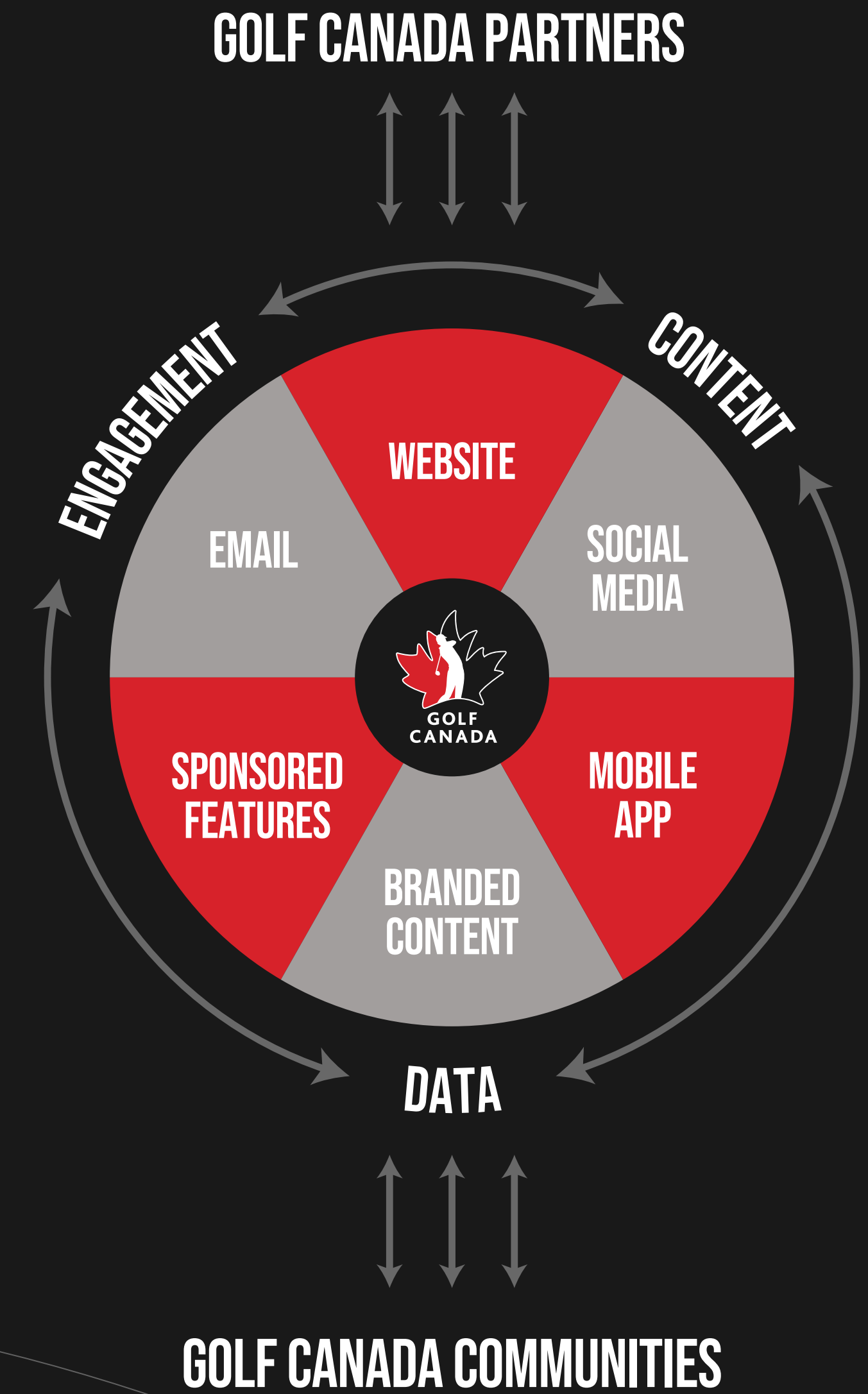


# THE POWER OF THE DIGITAL NETWORK

The Digital Network connects Golf Canada partners to Golf Canada communities through engagement, data and content.

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# WHO THEY ARE – CANADIAN GOLF STATS

GOLF IS THE #1 PARTICIPATION SPORT IN CANADA!

## NEW TO GAME

**168K**

Number that took up the game in 2024

## ANNUAL PLAY

**18.7**

Average number of rounds played in 2024

Compared to 13.5 in 2021

## TENURE

**17**

Average number of years current golfers have been playing

## COMMITTED

**92%**

Percentage of active golfers that say they will definitely or probably continue playing golf in 2025 and beyond

## ACTIVE PLAYERS

Just under

**6M**

Golfers aged 12+ in Canada in 2024 played at least one round of golf per year

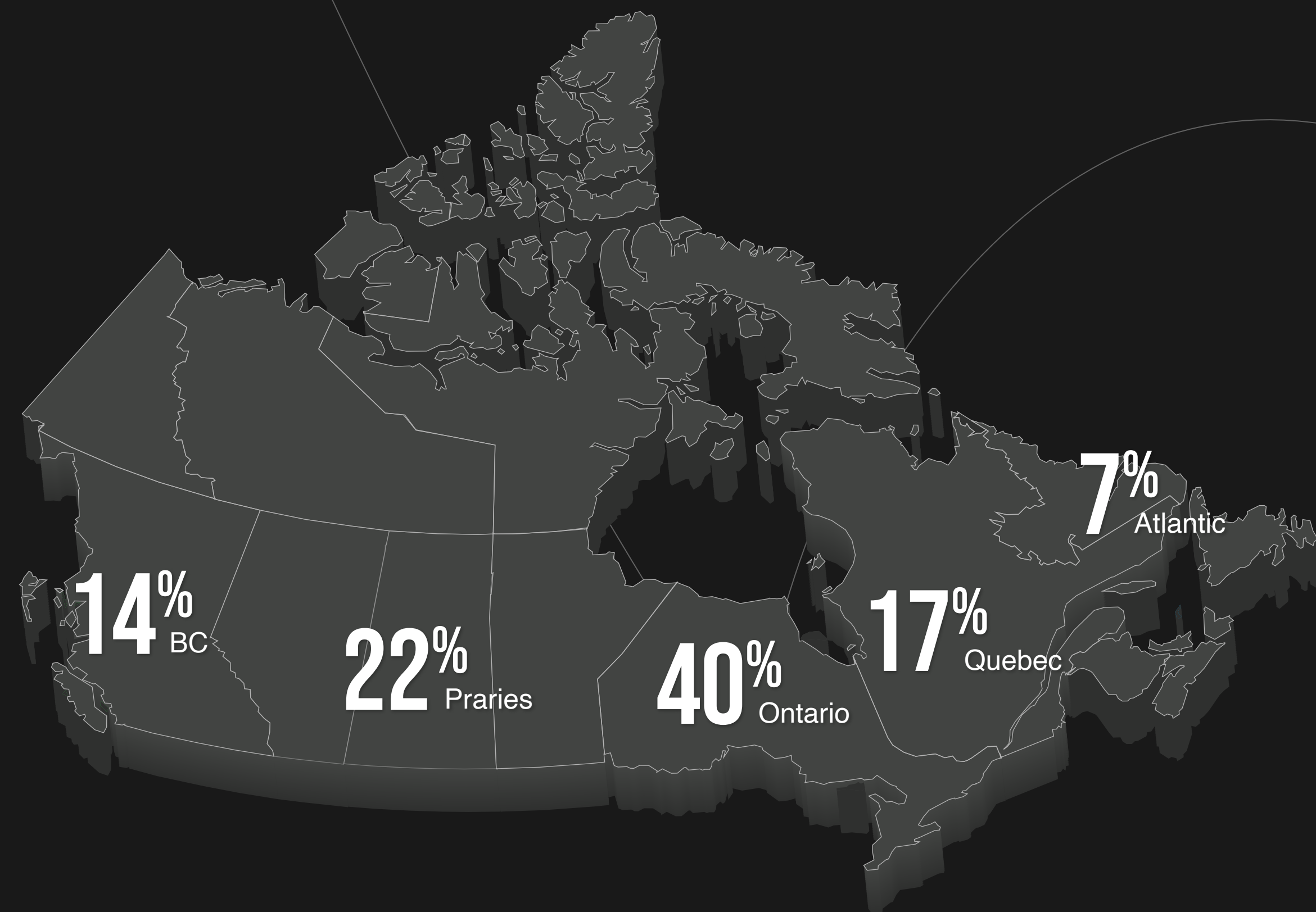




# WHO THEY ARE - CANADIAN GOLFERS

# MEMBERSHIP

# DATABASE



**GENDER**  
**66%** Male  
**34%** Female  
Up 6% since 2022

**AVERAGE AGE**  
**44**

**EDUCATION**  
**82%**  
Post-secondary education

**FAMILY**  
**27%**  
Have children <18 at home

**MARITAL STATUS**  
**52%** Married

**CAREER**  
**65%** POEM  
(professional, business owner, executive or managerial)

## AVERAGE HOUSEHOLD INCOME

**\$120,800**  
Golfers



**\$68,400**  
Canadians

Source: YouGov 2024



# WEBSITE

## GOLFCANADA.CA IS THE #1 MOST VISITED CANADIAN GOLF WEBSITE.

Consisting of a public facing web site and a logged-in members area, GolfCanada.ca generates substantial traffic with continually refreshed general interest Canadian golf content and member engagement via score postings, handicap lookups, tournament listings and more.

### Webpages with most traffic:

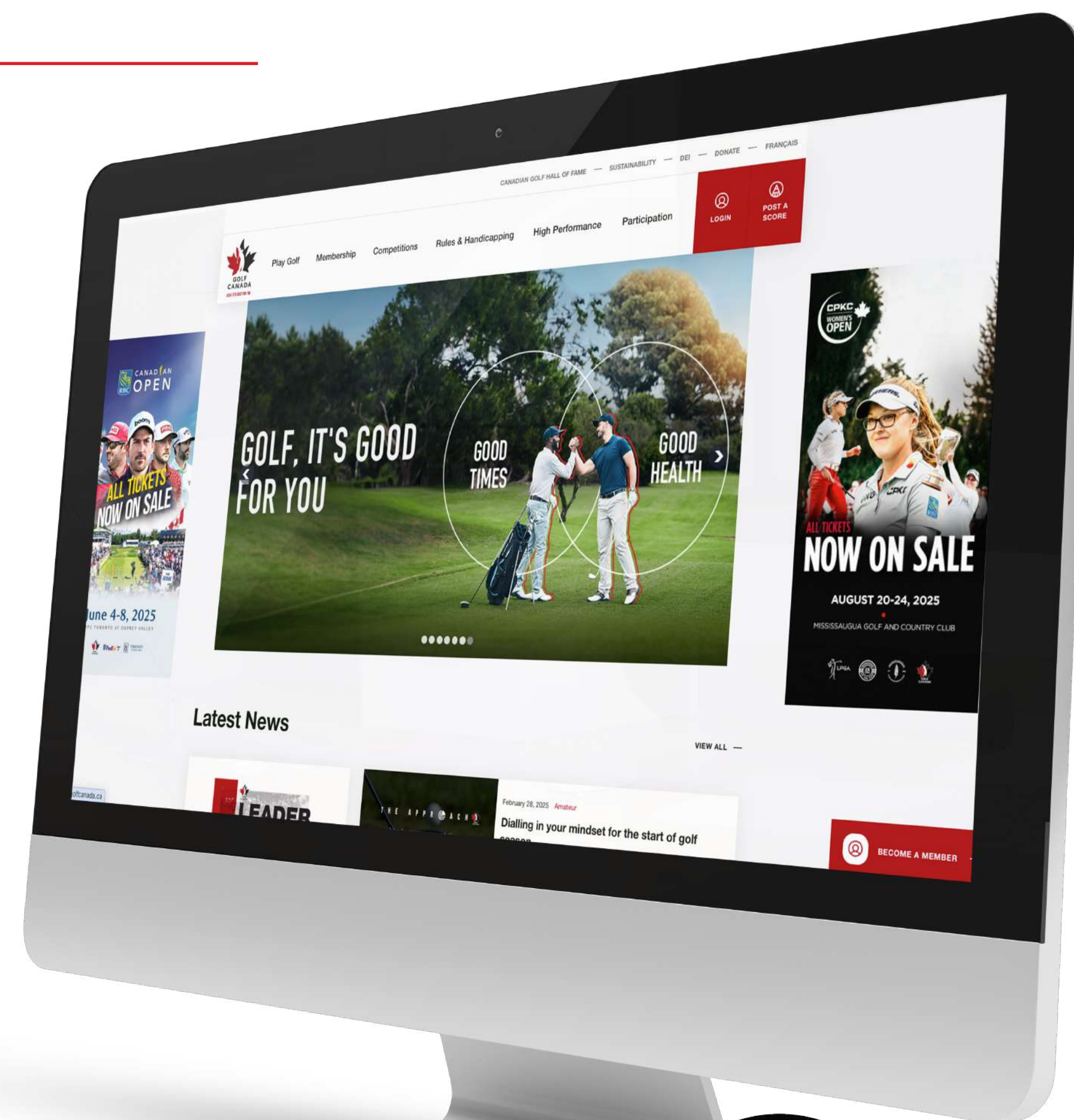
1. Golf Canada Score Centre
2. Golf Canada Homepage
3. Golf Canada - At a Glance
4. Golf Canada - Post Score
5. Golf Canada - Scoring

### Opportunities:

- Banner Ad (with targeting options)
- Homepage Takeover Ad
- Pre-Roll Video Ad
- Sponsored Content (Advertorial)

### Other properties:

- RBC Canadian Open
- CPKC Women's Open
- National Golf League
- Golf and Health



### BY THE NUMBERS

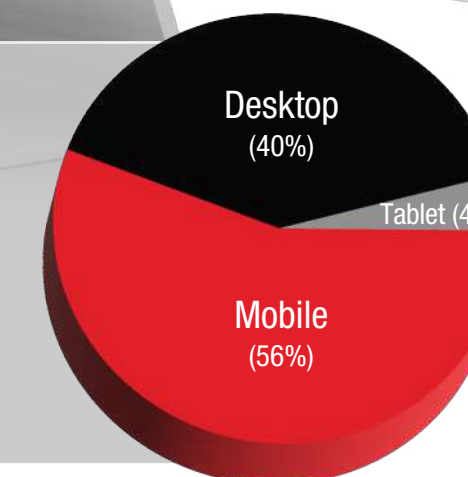
YEARLY PAGE VIEWS\*

11.4M

AVERAGE MONTHLY UNIQUE USERS\*

236K

### DEVICE



\*January 1 - December 31, 2024

# EMAIL

Golf Canada has the largest database of highly engaged golfers in Canada.

- eGolf
- Member Club Insider
- Milestone
- Transactional
- Partner eBlasts

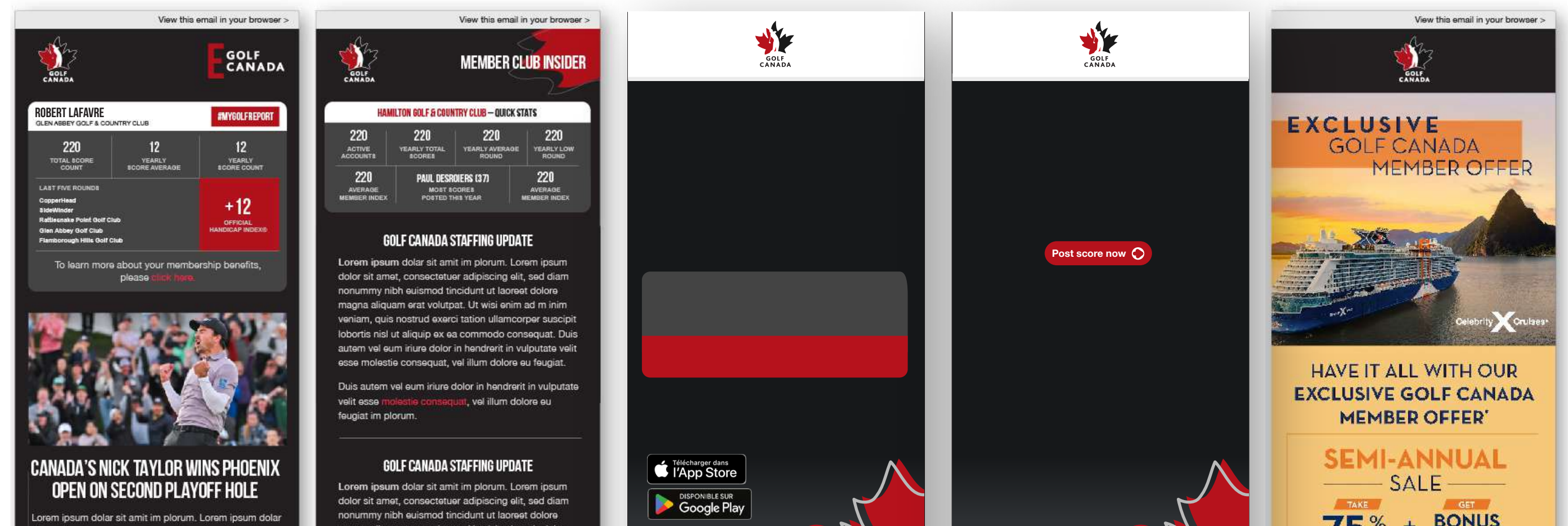
Email segmentation is available (for an additional fee).

Segmentation is available based on:

Age • Club • Gender • Handicap Index  
Language • Province • Postal Code\*

\*Please ask your Golf Canada representative for additional segmentation details.

## TRIGGERED, SCHEDULED & AUTOMATED EMAILS



TYPE OF EMAIL	CONTENT TYPE	DISTRIBUTION LIST SIZE	OPEN RATE*	BRANDED OPPORTUNITY
eGolf	Latest news on all things golf in Canada	182,000 (EN) 17,500 (FR)	53%	<ul style="list-style-type: none"> <li>• Banner ad</li> <li>• Sponsored content (key visual banner, post copy, CTA, landing page)</li> </ul>
Member Club Insider (MCI)	Regular communications to club owners and operators	2,000 (EN) 300 (FR)	41%	<ul style="list-style-type: none"> <li>• Custom messaging (entire or section of email)</li> </ul>
Milestone	Ex. posted 25th round	Varies	-	<ul style="list-style-type: none"> <li>• Banner ad</li> </ul>
Transactional	Ex. score posting confirmation	Total sends/yr: 4,800,000 +	68%	<ul style="list-style-type: none"> <li>• Banner ad</li> </ul>
Partner eBlasts	Special offers and discounts	170,000 (EN) 16,000 (FR)	51%	<ul style="list-style-type: none"> <li>• Custom messaging (entire email)</li> </ul>

\*Source: Sports industry average open rate of 42%. Source: MailChimp 2025.



# SOCIAL MEDIA

Golf Canada is active on social platforms sharing relevant and timely content as well as responsive community management.

## Triggered Postings

Postings aligned to identified golf-related events (ie. player newsworthy achievement, historical event).

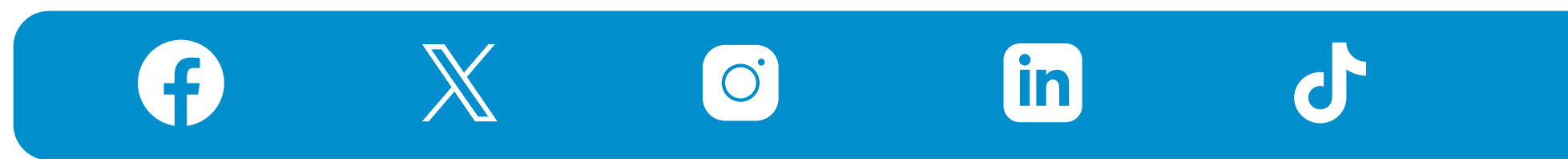
Golf Canada uses standard sizing for social media assets. As these details may change, please consult each platform for the current specifications.

## Execuational Lead Time

Final materials are required seven business days prior to the scheduled go live date in order to allow for building, testing and approval.

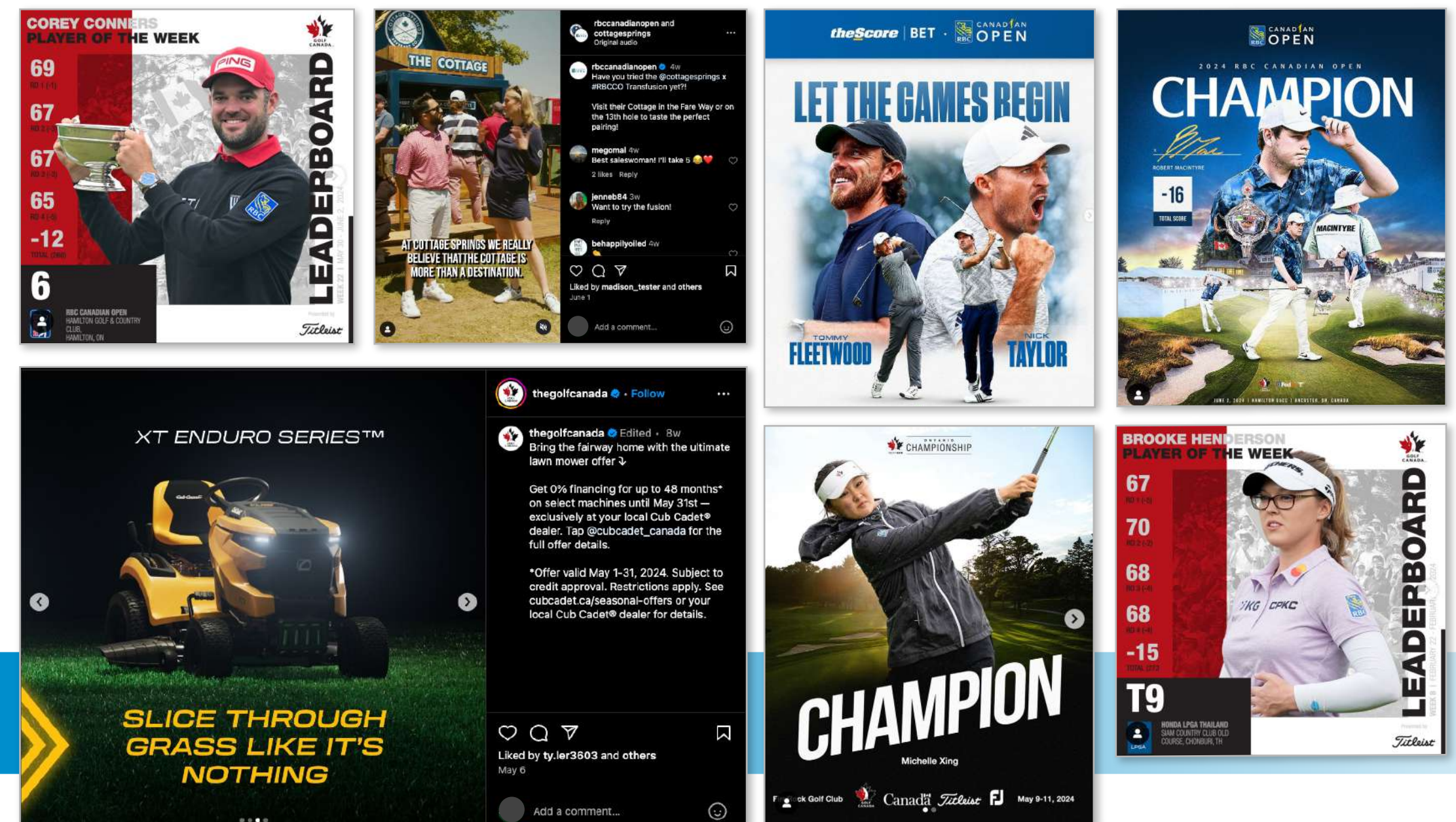
## Announcement Postings

Partnership, sponsorship and pre-planned joint announcements are all shared through Golf Canada social channels.



\*As of January 2025 \*\*Golf Canada, RBC Canadian Open and CPKC Women's Open

<b>LANGUAGE</b>	Seperate EN/FR Channels	Seperate EN/FR Channels	EN/FR Channel	EN/FR Channel	EN Only Channel
<b>FOLLOWERS BY PROPERTY*</b>					
	35K	46K	41K	21K	5K
	20K	21K	31K	-	-
	7K	8K	6K	-	-
<b>ENGAGEMENT**</b>	601K	214K	390K	54K	23K



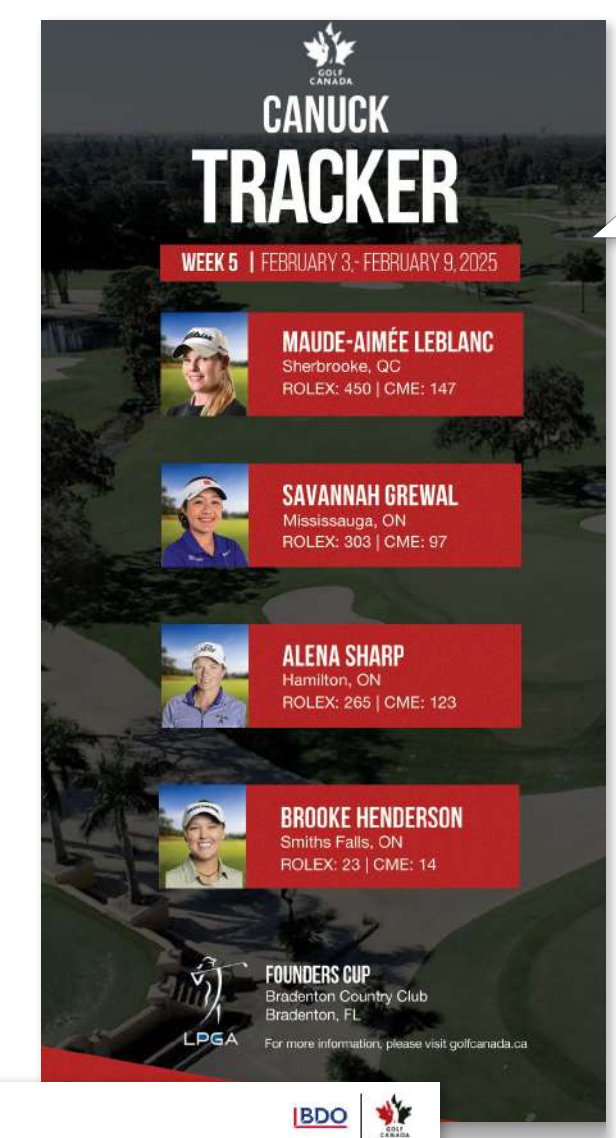
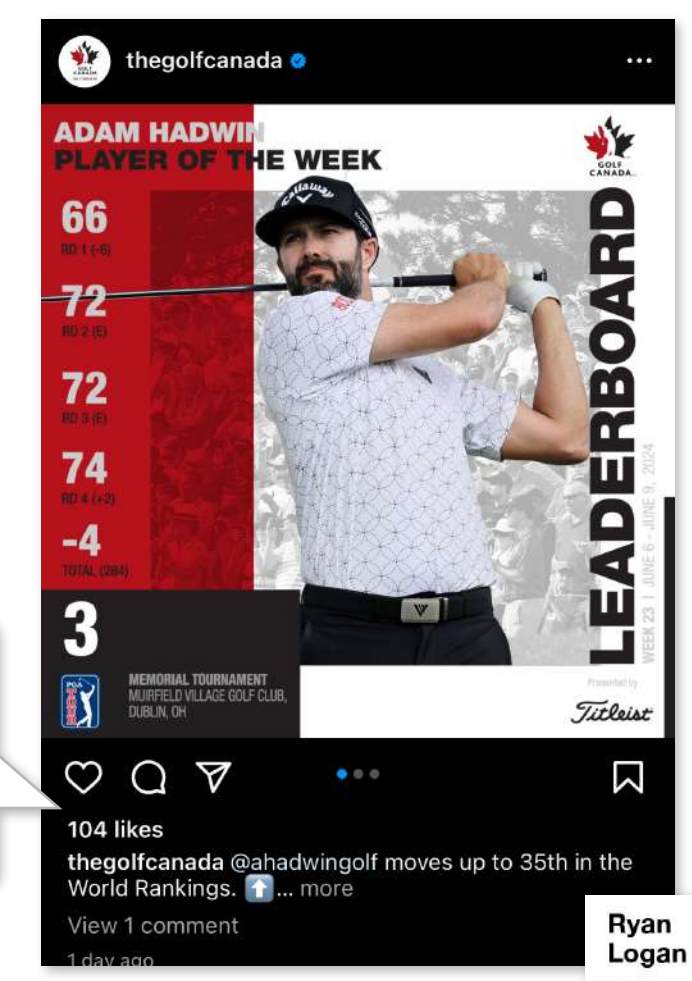
# SPONSORED FEATURES

Sponsored Features gives your brand many interesting opportunities to connect to Golf Canada's communities in unique and engaging ways.

- Digital Scorecard on Mobile App
- Golf & Health
- Hole-in-One Report
- #MyGolfYear
- Weekly Canadian Leaderboard
- Weekly Canuck Tracker

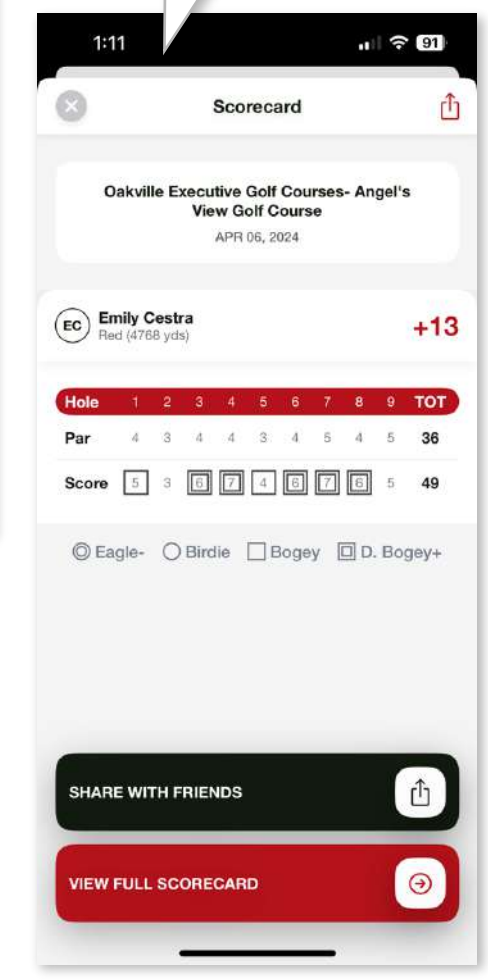
Please contact your Golf Canada representative to learn more about these opportunities.

Weekly Canadian Leaderboard

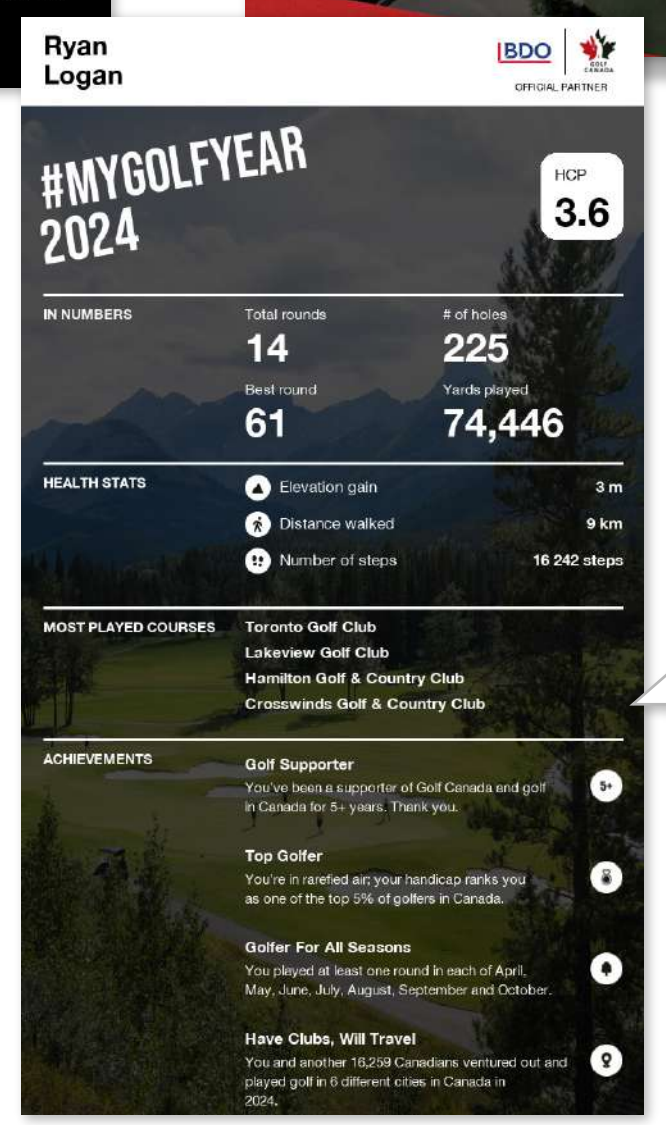
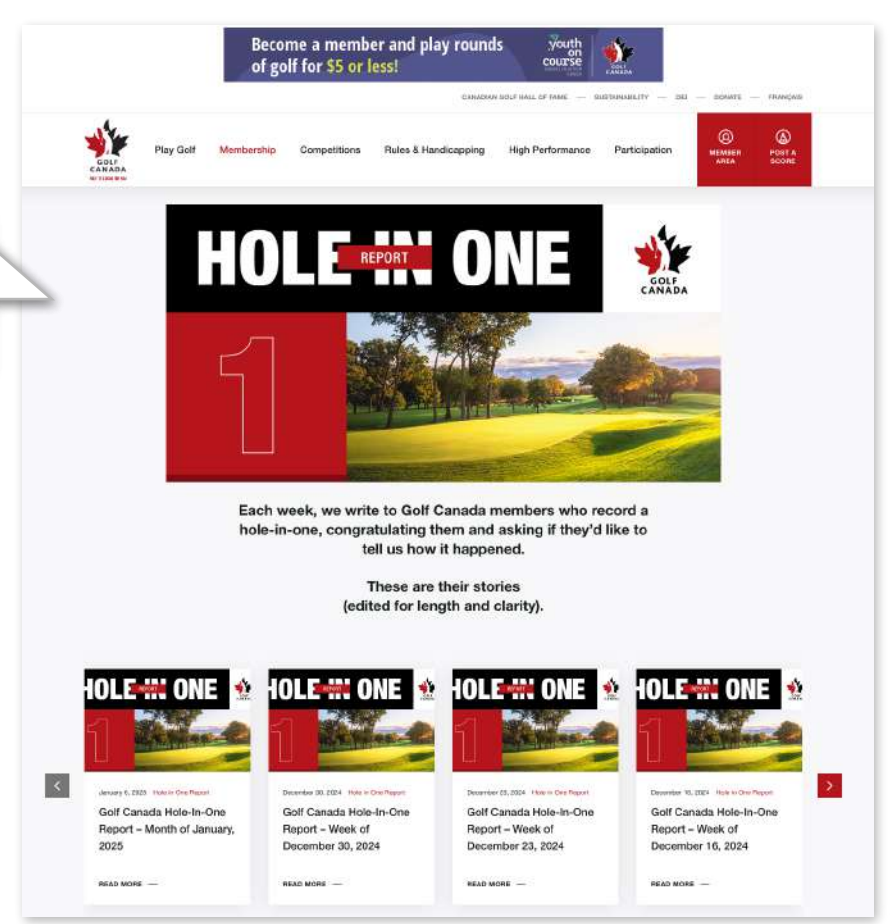


Weekly Canuck Tracker

Digital Scorecard on Mobile App



Hole-in-One Report



#MyGolfYear



# MOBILE APP

## #1 GOLF APP IN CANADA

No other app in Canada has more reach and engagement with golfers. Golfers can post scores; post, like and comment on content from friends; track health stats and follow tournament action from Golf Canada's two professional championship events.

### Opportunities:

- Banner Ad
- Feature & Section Sponsorship
- Interstitial or Static Ad
- Push Notification
- Sponsored Post (Advertorial)

### Available Segmentation

- Language
- Province
- Gender
- Radius from location



### BY THE NUMBERS

**USERS\***  
**461K**

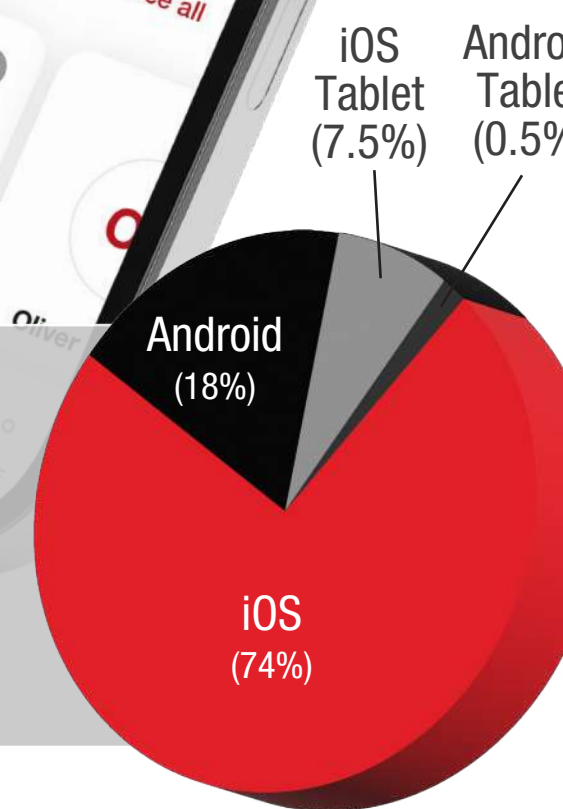
**ACTIVE WEEKLY USERS\***  
**120K**

**SCORES POSTED IN APP IN 2024\***  
**5.4M**

**APP DOWNLOADS\***  
IOS: 111K  
ANDROID: 46K

**AVERAGE ENGAGEMENT TIME PER SESSION\***  
**3 MINUTES 52 SECONDS**

**DEVICE**



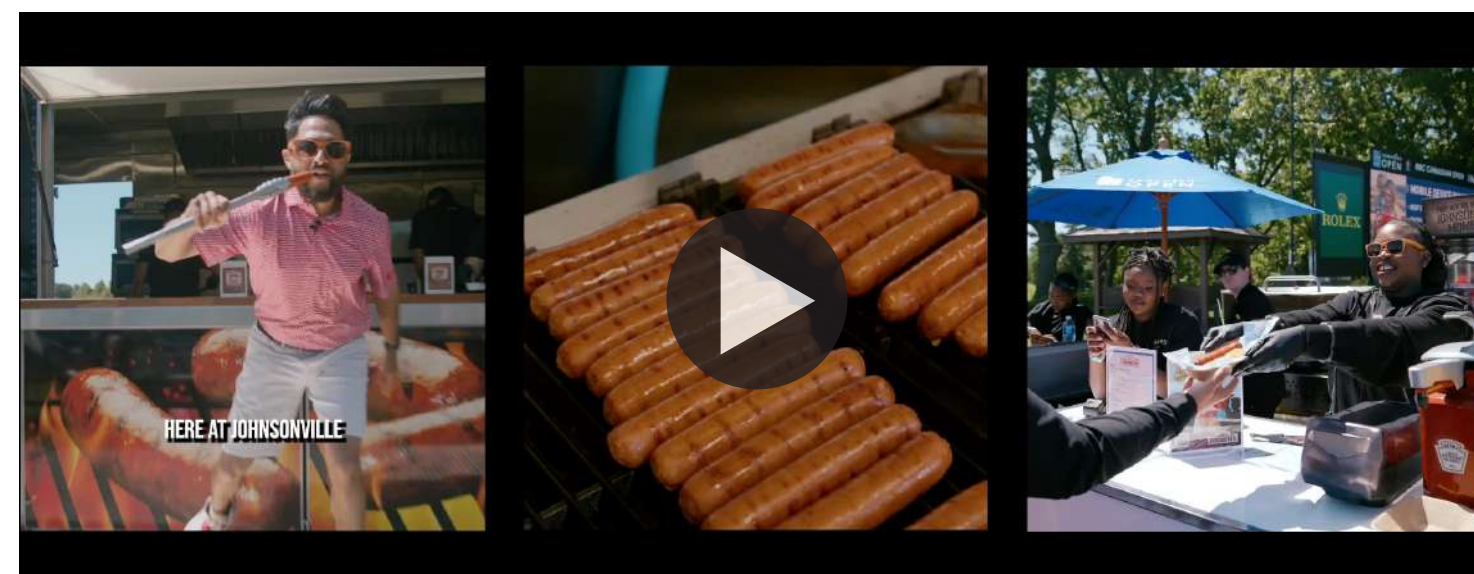
\*January 1 - December 31, 2024

# BRANDED CONTENT

Leverage Golf Canada's video production team to connect your brand with golf fans in an authentic way with premium video content that captivates and engages the golf community nationwide.

- Custom content, video programs and series

Please contact your Golf Canada representative to learn more about these opportunities.



Click to view the Johnsonville spot filmed and produced on site at the 2024 RBC Canadian Open.



# Digital Network

SPECIFICATIONS & BEST PRACTICES

# WEBSITE

## PRE-ROLL VIDEO

### Acceptable File Formats

MOV or MP4

### Dimensions (16:9)

1280 x 720  
1920 x 1080  
1440 x 1080

### Length

15 or 30 Seconds

### CODEC

H.264

### Frame Rate

23.98 or 29.97

### Clickthrough URL

Make sure the creative has a clickthrough URL specified. Note that the clickthrough URL will be opened in a new window.

### Executorial Lead Time

Final materials are required three business days prior to the scheduled go live date in order to allow for building, testing and approval.

## BANNER ADS

### IAB LEADERBOARD

A traditional digital ad placement with two locations for excellent brand exposure.

### Dimensions

728 x 90 (+2x density)

### BIG BOX

A traditional digital ad placement located lower on the page.

### Dimensions

300 x 250 (+2x density)

### HOMEPAGE TAKEOVER AD

Digital ad placement on the left hand and right hand side of homepage of golfcanada.ca.

### Dimensions

600 x 1200

### Placements

golfcanada.ca  
rbccanadianopen.com  
cpkcwomensopen.com  
health.golfcanada.ca  
nationalgolfleague.ca

### Availability

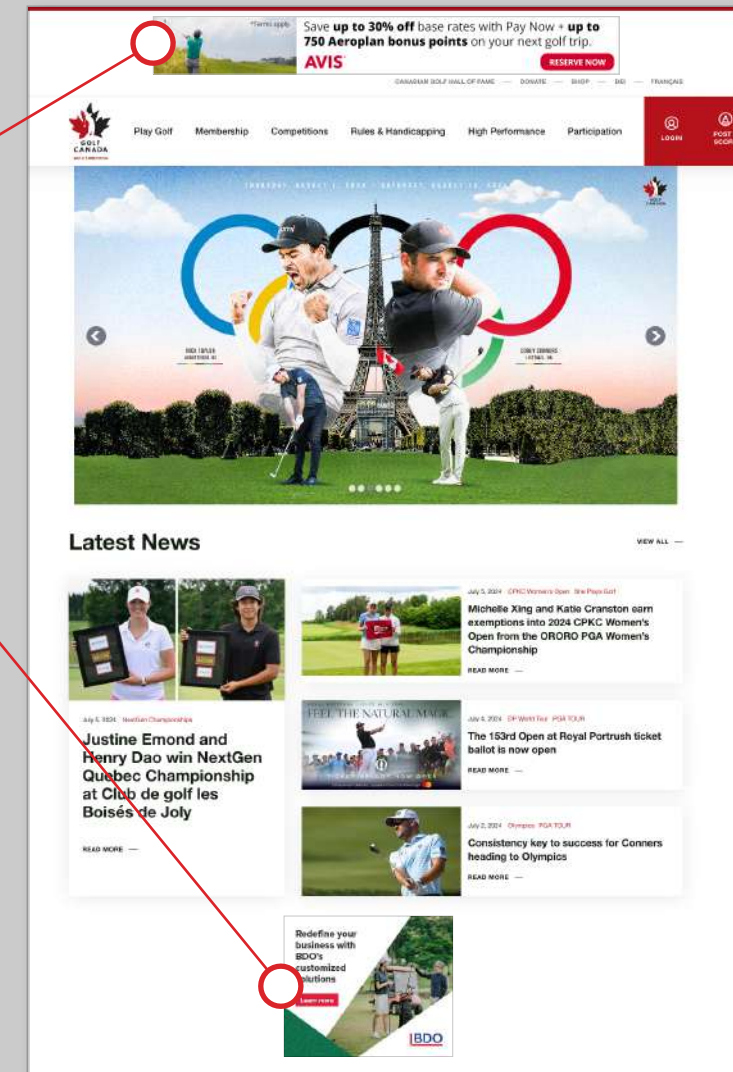
Static clickable on select pages.

### Acceptable File Formats

JPEG, JPG, PNG, GIF, HTML5

### Max File Size

150kb



### Special Targetting Options

The ability to serve advertising units to special audience segment.

#### Geography

- Canada
- USA
- Province

#### Language

- English
- French

#### Device

- iPhone
- Android
- Google

#### Operating System

- macOS
- Microsoft Windows

#### User Data (Google)

- URL
- Gender
- Domain / Property
- Membership Level

## SPONSORED CONTENT (ADVERTORIAL)

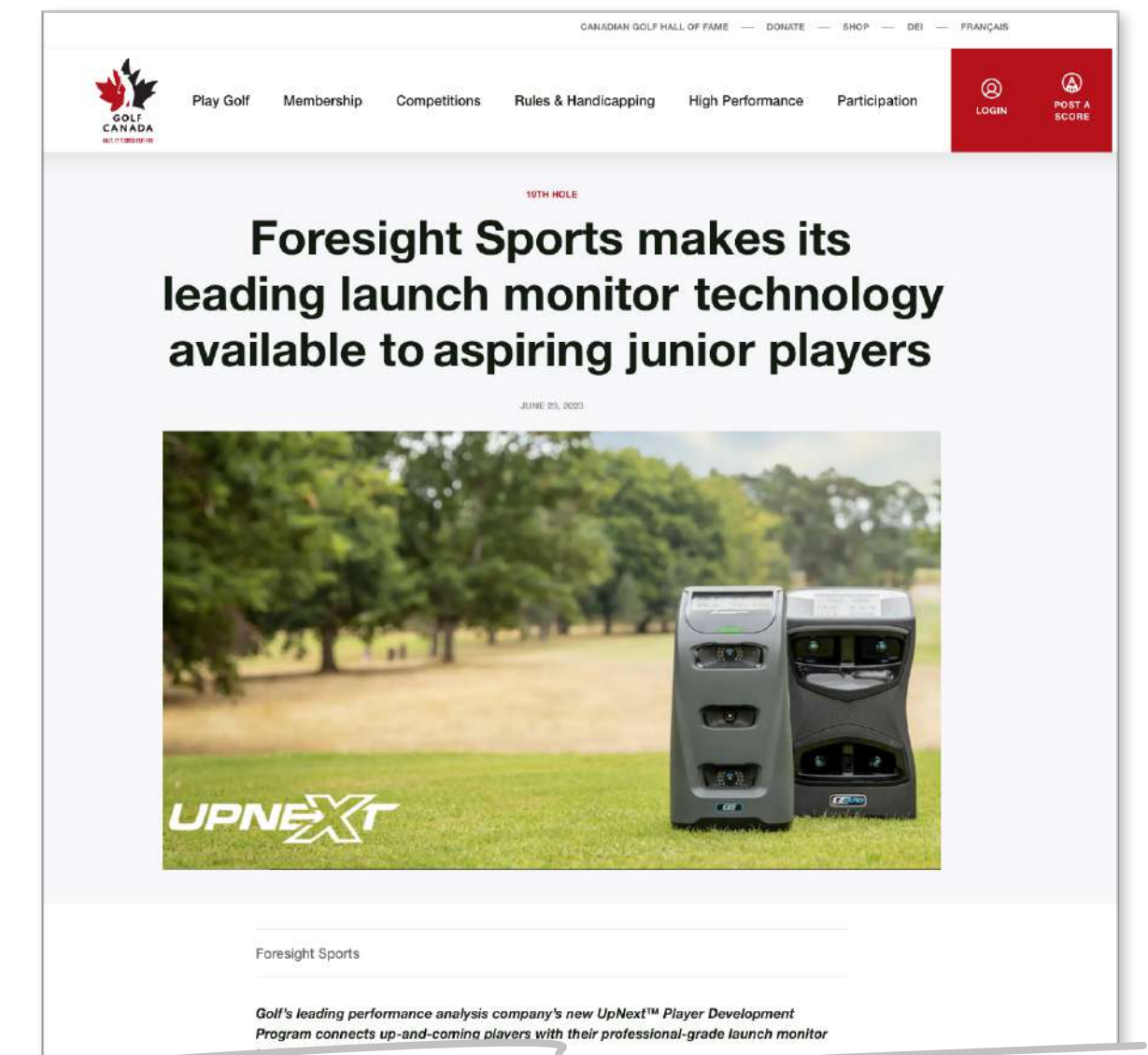
Your supplied written articles positioned as a news article to promote your product or brand with golf context to our audiences.

### Dimensions

Lead image: 16:9 aspect ratio  
Other images of any dimension may be added within the article

### Acceptable File Formats

Any/all web viewable content





# Digital Network

# SPECIFICATIONS & BEST PRACTICES

# EMAIL

## EGOLF CANADA

### BANNER ADS & SPONSORED CONTENT

Content item or web banner insertion

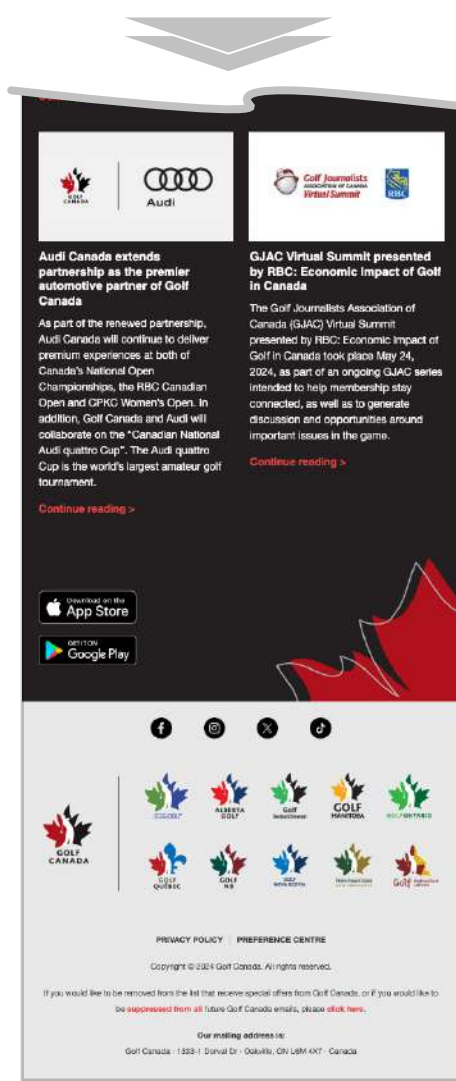
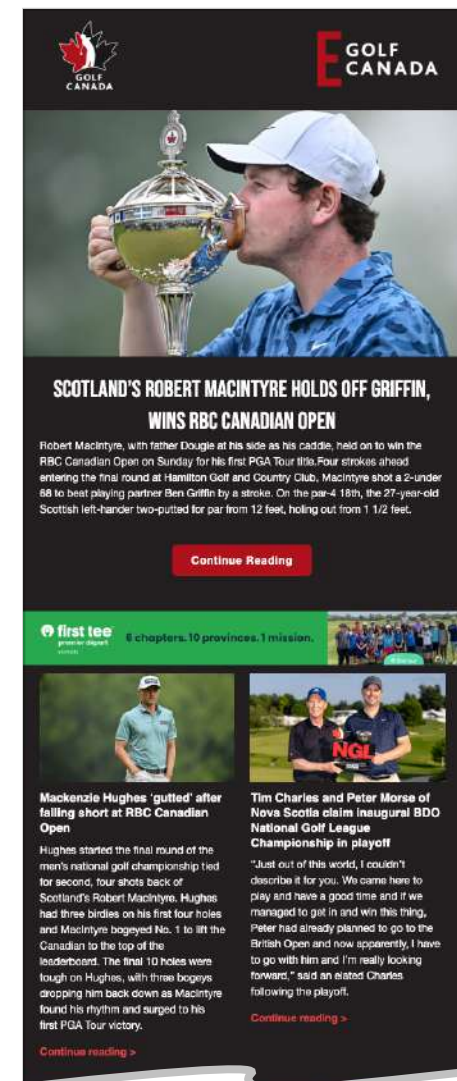
#### Image Dimensions

1200 x 90

#### Acceptable File Formats

Any/all web viewable

Cadence – twice / month



## MEMBER CLUB INSIDER

### BANNER ADS & CUSTOM MESSAGING

List rental or section sponsorship

#### Image Dimensions

1200 x 675

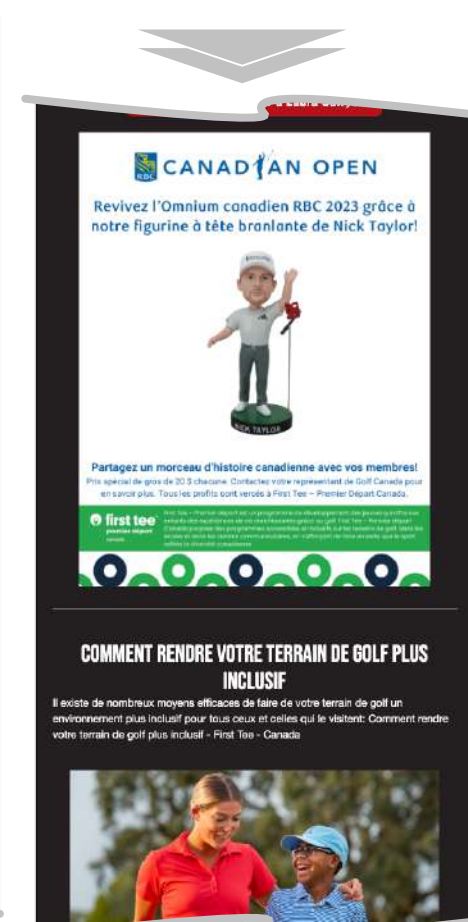
#### URL

Optional (if provided also button copy)

#### Acceptable File Formats

JPEG, JPG, PNG, GIF

Cadence – once / month plus any additional partner exclusive emails



## TRIGGERED EMAILS

### BANNER ADS

Highly personalized emails to our membership in two different forms.

### TRANSACTIONAL TRIGGERS

Emails that are automatically sent triggered by a golfer activity, like posting a score, friending a golfer in the app, etc.

### MILESTONE TRIGGERS

Emails that are automatically sent triggered by changes in golfer data, like number of rounds played (greater than 25 as an example), golf achievements, etc.

#### Image Dimensions

728 x 90

#### Acceptable File Formats

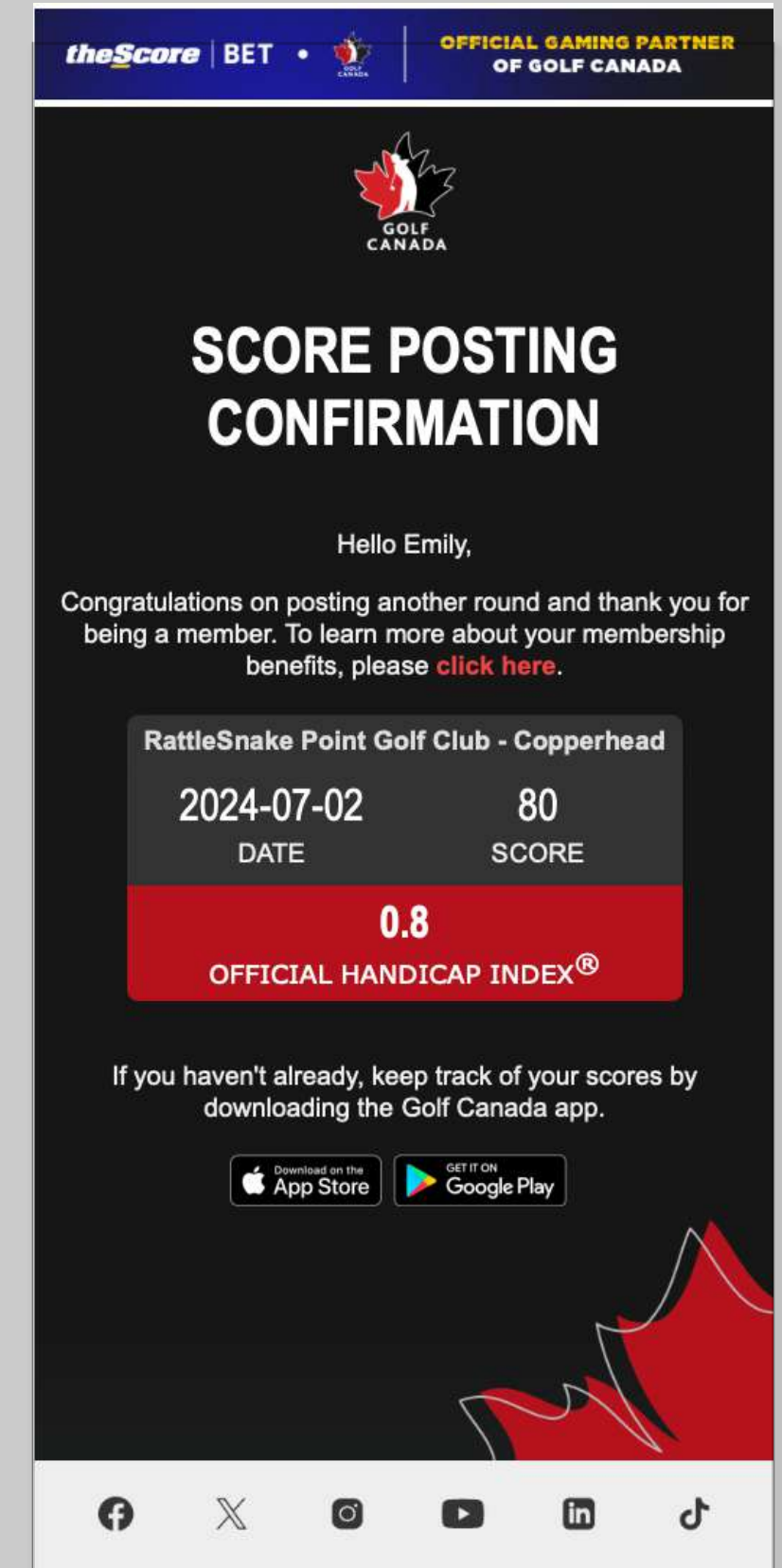
JPEG, JPG, PNG, GIF

Cadence – varies per golfer

Segmentation is available

**NOTES** – Formatting in final e-blast may differ from formatting provided and is at the discretion of Golf Canada.

**Execuational Lead Time** – Final materials are required three business days prior to the scheduled deployment date (five days if content is provided as HTML) in order to allow for building, testing and approval.



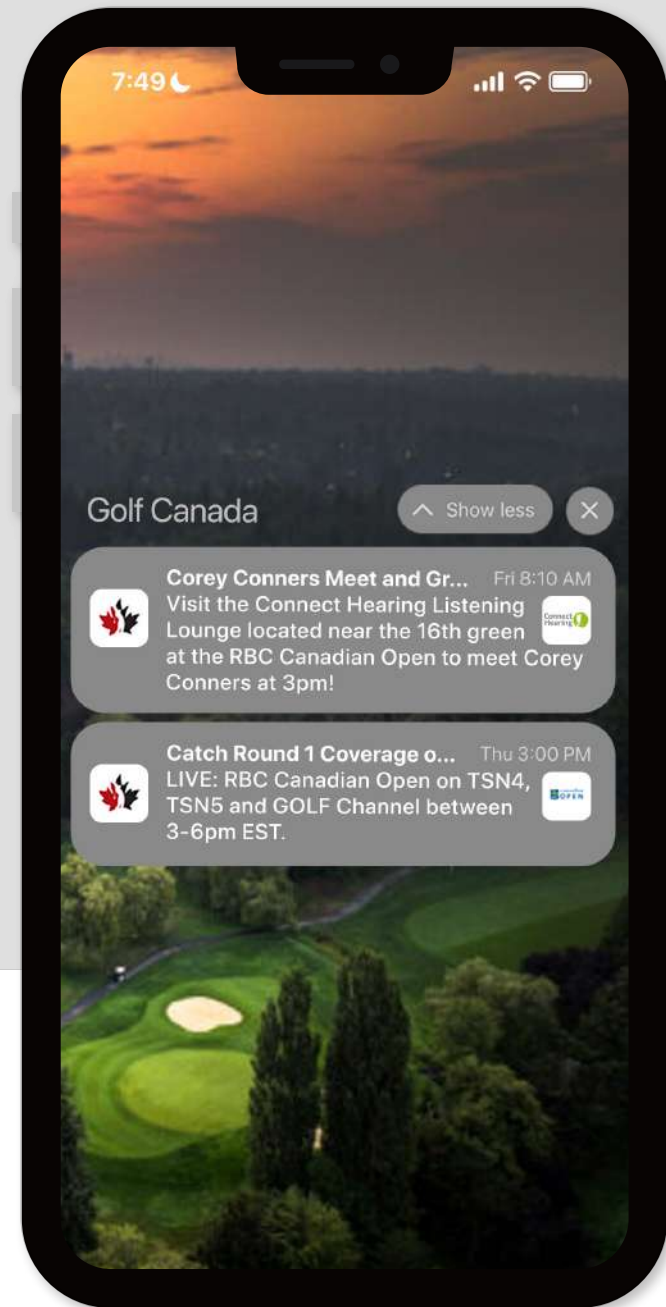


# MOBILE APP

### PUSH NOTIFICATION

Character Count    Image Size  
 Subject/title – 25    1x1  
 Body – 100

Image and URL Required



### SECTION SPONSORSHIP

GPS and section sponsorship available by month.

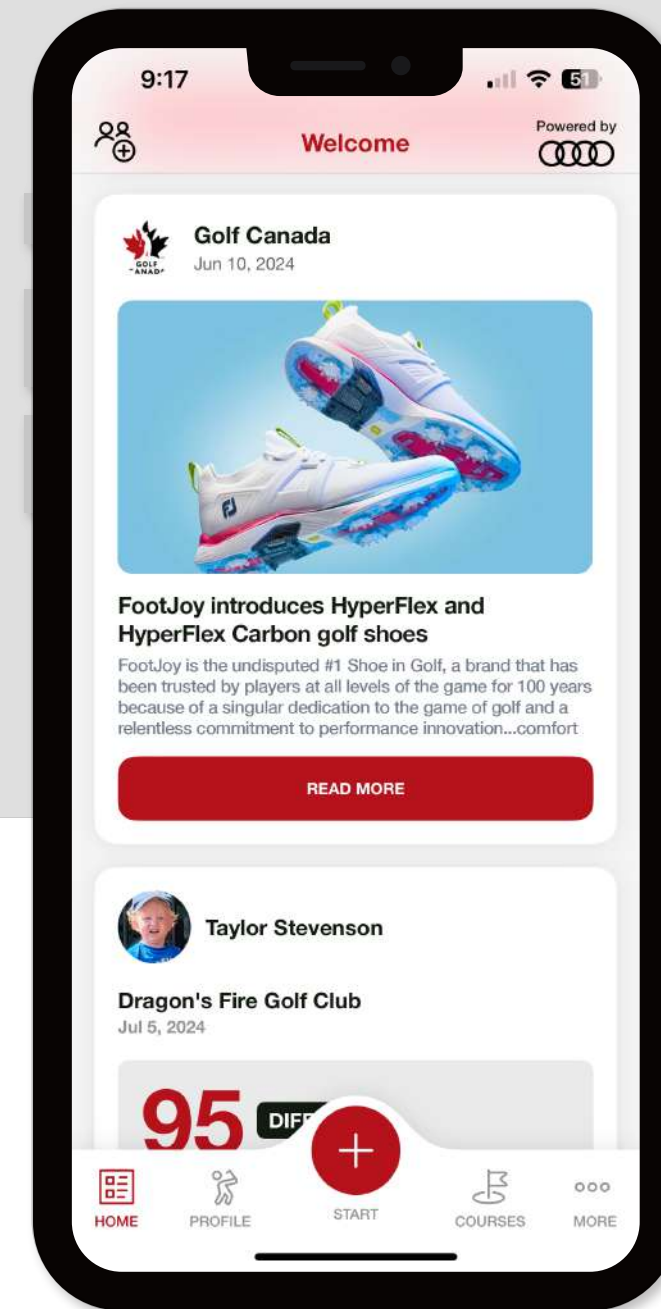


### SPONSORED POST (ADVERTORIAL)

Image and copy presented in an editorial style.

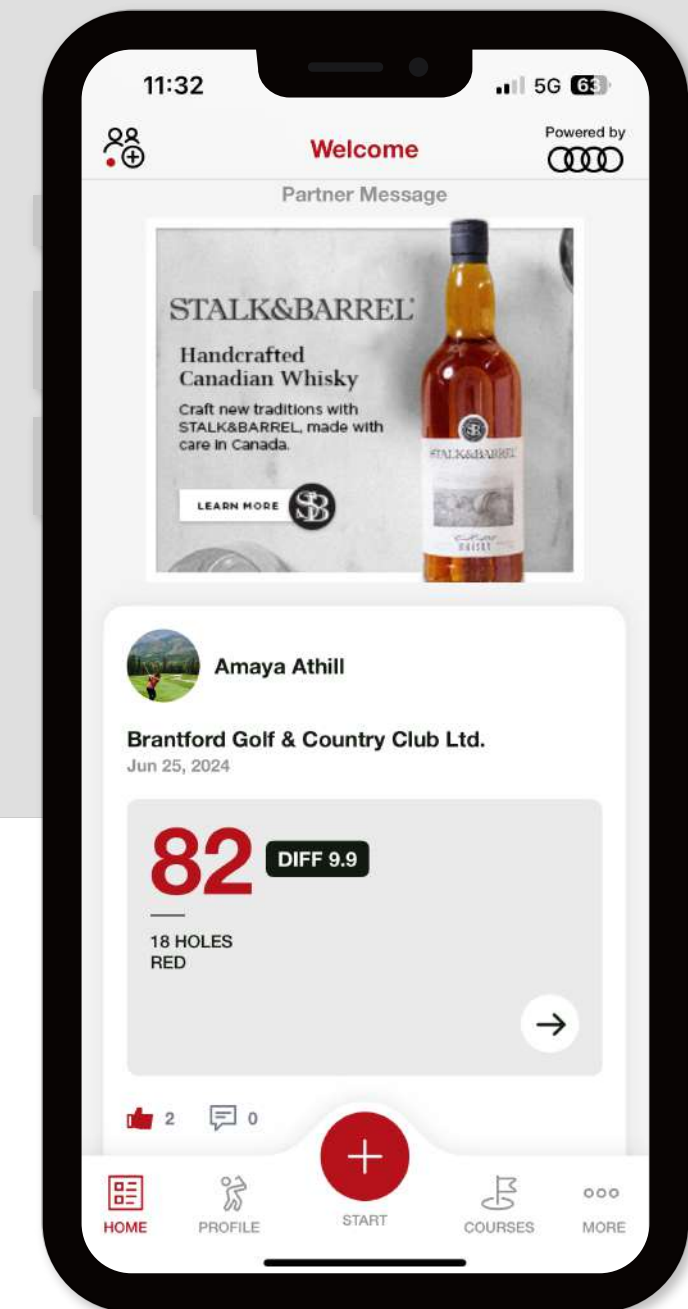
Character Count    Asset Size  
 Body – 90    16x9

Button Copy and URL Required



### BANNER ADVERTISING

Image Size  
 Interstitial – 320 x 480  
 Static – 300 x 250  
 Event Portion – 320 x 100  
 (+2x density for all)



**Executorial Lead Time** – Final materials are required three business days prior to the scheduled go live date in order to allow for building, testing and approval.