

THE  
**F1RST CALL**

**A Buffalo Groupe Media Property**

**Contact: Glenn Gray, EVP  
([ggray@buffalogroupe.com](mailto:ggray@buffalogroupe.com))**

# THE FIRST CALL

**A golf industry-focused newsletter and website that serves as a one-stop snapshot of the game's business side — from news and sales data to profiles on thought-leaders and features on course architecture, trends and golf lifestyle.**

**The First Call is published Monday through Friday and reaches more than 225,000+ subscribers and 1.5M monthly unique page views. Broadcasting news over several social media channels, including LinkedIn, Facebook and X, along with Substack on Saturday, The First Call reaches all of your target audiences.**



## BY THE NUMBERS

### Subscribers

225,000+

### Monthly Unique Page Views

1.75M

### Male / Female

93% / 7%

### Net Worth

\$1.5M+

### Household Income

\$175,000+

### Age

85% 50+ years

## DISTRIBUTION

### Daily Newsletter

Monday - Friday

### LinkedIn Newsletter

Monday - Thursday

### Substack Weekend Edition

Saturday

### Social Media

[LinkedIn](#)

[Facebook](#)

[X](#)

[Threads](#)

## FEATURED SECTIONS

### Industry News, Data

### Golf Architecture, Design

### Lifestyle

### TFC Podcast Network

### Video

### Events

### Job Board

## EDITORIAL CONTENT

### Annual Press Release Service

\$850 - One (1) Client

\$1,500 - Up to Three (3) Clients

\$2,100 - Four (4) Clients or More

### Sponsored TFC Editorial Feature

Pricing TBD

## ADVERTISING

### Dedicated Email Sends

### Newsletter Ad Placement

### Run-of-Site Ads

### Banner Ads

Please contact Glenn Gray:  
[ggray@buffalogroupe.com](mailto:ggray@buffalogroupe.com).

## AUDIENCE DEMOGRAPHICS

### Gender

88% Male

12% Female

### Rounds Per Year

10-24 Rounds - 8.5%

25-49 Rounds - 23.9%

50-74 Rounds - 25.2%

100+ Rounds - 28.5%

### % of Audience Playing At These Golf Facilities

Public Course - 82.9%

Semi-Private - 54.2%

Private Club - 64.8%

Resort Course - 58.3%

Golf Entertainment - 20.1%

## WHO WE ARE

The \$102 billion golf industry is moving quickly – the companies, the people, the products and technology. How do you best keep up with an industry that is evolving so quickly?

### **We have the answer: The First Call.**

Launched in August 2021, The First Call is a website platform and daily e-newsletter that is a one-stop snapshot of everything happening in the golf industry — from company news and profiles of thought-leaders to weather reports, sales data and job opportunities. If you live or work in the game, The First Call needs to be part of your morning routine.

Published five days per week, Monday-Friday, The First Call arrives in subscribers' inboxes early each morning. Each issue features original content, data and analysis — plus a few fun odds and ends to create a breezy, 5-minute read that informs and entertains. It is also home to a Press Release Program, where our partners run announcements and share news. Each edition of The First Call, including its articles, podcasts and press releases, are archived on [FirstCallGolf.com](https://www.FirstCallGolf.com).



## WHO READS IT

A combination of golf industry leaders and businesses that are connected to golf — such as real estate entities and private equity — as well as consumers who are very interested in the sport.



### Subscribers

225,000+

### Monthly Unique Page Views

1.75M

### Male / Female

93% / 7%

### Net Worth

\$1.5M+

### Household Income

\$175,000+

### Age

85% 50+ years

## NEWSLETTER MOCK

Each section of The First Call has been curated to provide the best (and quickest) overview of the golf industry.



# THE BETA FIRST CALL

YOUR SOURCE FOR WHAT'S HAPPENING  
IN GOLF BUSINESS TODAY  
WEDNESDAY AUG 25, 2021



### FIRST THOUGHT

Remember when ... OK, maybe not. For this week's BMW Championship, the second leg of the FedEx Cup Playoffs, the PGA Tour returns to the Baltimore area for the first time since the 1962 Eastern Open Invitational at Mt. Pleasant Municipal. Doug Ford won by a stroke over Bob Goalby and earned \$5,300.

### Follow The First Call

[Subscribe](#) | [Twitter](#) | [LinkedIn](#)

### READ, WATCH, LISTEN

> Why Steve Stricker should think Miracle on Ice when he makes his Ryder Cup picks  
[Alex Miceli | Morning Read | [Read](#)]

## WHAT'S IN IT

**Q&As**

**PODCASTS |  
VIDEOS**

**INDUSTRY  
NEWS**

**EDITORIAL  
FEATURES**

**JOB BOARD**

**CALENDAR**

**POLLS |  
READER  
OPINIONS**

**READ, WATCH,  
LISTEN**

**THE  
F1RST CALL**



## FIRST THOUGHT

A QUICK HEADLINE OR  
FACT TO START YOUR DAY

### FIRST THOUGHT

7-Eleven and Subway with 62,105 and 44,610, respectively, have the most physical locations around the world, according to Franchise Direct's Top 100 Global Franchises list. To put that into a golf perspective, according to the National Golf Foundation there are more than 38,000 courses worldwide, a figure that outnumbers McDonald's.

Follow The First Call

[Subscribe](#) | [Twitter](#) | [LinkedIn](#)

### #QOTD

"If you are bored with life, if you don't get up every morning with a burning desire to do things — you don't have enough goals."

— Lou Holtz

## INDUSTRY NEWS

A REPOSITORY OF THE  
DAY'S NEWS RELEASES

### THE INDUSTRY

#### Ping introduces i59 forged iron blade

Club incorporates AlumiCore insert that helps deliver the look, feel and trajectory control preferred by better players with forgiveness unprecedented in blade-style designs

[READ MORE >](#)

#### GCSAA announces 2021 Environmental Leaders in Golf Award winners

The GCSAA/Golf Digest awards honor golf course superintendents for their commitment to environmental stewardship

[READ MORE >](#)

#### Stacy Lewis returns as Team USA's Spirit International Amateur captain

Lewis recently chosen as assistant captain for U.S. Solheim Cup team

[READ MORE >](#)

#### Ecco Golf re-signs 2-time major winner Lydia Ko

Ko has been on staff with Ecco since 2017

[READ MORE >](#)

#### SubAir Sport Systems to support 8 World Cup stadiums

U.S.-based SubAir team, European distributor Bernhard and Co, have been coordinating with World Cup representatives on turf support for past 24 months

[READ MORE >](#)

#### Bryson DeChambeau becomes Club Champion ambassador

Major champ joins Jim Furyk, Lexi Thompson, influencer Paige Spiranic and instructor Michael Breed on clubfitter's team

[READ MORE >](#)

## EDITORIAL FEATURES

STORIES THAT KEEP  
YOU IN THE LOOP

### Top golf course architecture books worthy of any bookshelf



The First Call asked contributors Bradley Klein and Joe Passov, who know a few things about golf course architecture, for their must-read recommendations on the topic.

[READ MORE >](#)

## READ, WATCH, LISTEN

HEADLINES FROM OTHER NEWS SOURCES YOU CAN'T MISS

### READ, WATCH, LISTEN

> Why Steve Stricker should think Miracle on Ice when he makes his Ryder Cup picks

[Alex Miceli | Morning Read | [Read](#)]

> As Obama Center advances, Tiger Woods golf course is stuck in the rough

[David Roeder | Chicago Sun-Times | [Read](#)]

> Jack Nicklaus on his Donald Trump endorsement, Tiger's future — and a pickleball injury

[Len Shapiro | Washington Post | [Read](#)]

> Seven essential Southern cocktails

[Garden & Gun | [Read](#)]

## EMPLOYMENT

LIST OF INDUSTRY JOB OPPORTUNITIES

### EMPLOYMENT



> **GolfTec:**  
Certified Personal Coach - Santa Barbara, Calif. | [More](#)



> **Srixon/Cleveland Golf:**  
Territory Manager | [More](#)



> **TaylorMade Golf:**  
Senior Manager, Business Development | [More](#)



> **Acushnet Company:**  
Senior Manager, Industrial Design | [More](#)



#### COOL JOB

**PGA Tour**  
Manager, Players Relations, Ponte Vedra Beach, Fla. -- Coordinate with Tournament Business Affairs and Competitions departments to generate, plan, approve, and track all Sponsor Value and Player Involvement Program activities. Salary Range: \$100K - \$150K | [Learn More](#)

THE  
F1RST CALL

# Packages

## The Press Release Program

**\$850+ Investment**

Join our Press Release Program and secure the best exposure for your company or client(s) in the golf industry.

Sold in a yearly cadence.

### **Tier Level:**

1 Client - \$850

2-3 Clients - \$1,500

4+ Clients - \$2,100

## The Premium Press Release Package:

- Unlimited press release placements
- Supporting imagery for one press release newsletter placement per quarter, based on availability
- Landing page on [firstcallgolf.com](https://firstcallgolf.com) with aggregation of all press releases

# The Partnership Package

**\$10K+ Investment**

The Partnership Package is all about promoting your company through advertising and editorial content.

Amplify your brand with the top advertising positions, editorial features and more in The First Call newsletter.

Sold in a daily, weekly and monthly cadence, this package includes:

## Advertising:

- Sponsor the entire newsletter with your logo front and center at the top of the page
- Place your advertisement in the hero image (big image)
- Write your own content about your product/service in our Partner Content section

## Editorial:

- Receive one (1) company overview called "Going Deep with Your Company," written by our staff
- Continue to dive deeper with coverage of your business with up to two (2) Q&As with key executives

# The Full Package

## \$20K Investment

Secure top advertising, editorial features, press release exposure and more in The First Call newsletter.

Sold in a daily, weekly and monthly cadence, this package includes:

### Advertising:

- Sponsor the entire newsletter with your logo front and center at the top of the page
- Place your advertisement in the hero image (big image)
- Write your own content about your product/service in our Partner Content section

### Editorial:

- Receive one (1) company overview called "Going Deep with Your Company," written by our staff
- Continue to dive deeper with coverage of your business with up to two Q&As with key executives

### The Premium Press Release Package:

- Unlimited press release placements
- Supporting imagery for one press release newsletter placement per quarter, based on availability
- Landing page on Firstcallgolf.com with aggregation of all press releases

### Unlimited Job Postings:

- Up to two (2) job postings at a time
- Each job posting will appear five (5) consecutive days in The First Call newsletter
- Each job posting will live on Firstcallgolf.com for thirty (30) days (or until the position is filled)

# THE FULL PACKAGE

**\$20K Investment**

## ADVERTISING

SPONSOR THE  
NEWSLETTER,  
ADVERTISE IN THE  
TOP POSITION AND  
PROVIDE PARTNER  
CONTENT

## EDITORIAL

RECEIVE A  
COMPANY  
OVERVIEW AND  
HIGHLIGHT KEY  
GOLF INDUSTRY  
EXECUTIVES WITH  
Q&As

## PRESS RELEASES

SEND UNLIMITED  
RELEASES, SUPPORT  
UP TO FOUR (4)  
WITH IMAGERY  
AND LIST ON A  
LANDING PAGE

## EMPLOYMENT

UNLIMITED JOB  
POSTINGS (UP TO  
TWO [2] AT A  
TIME) AND FOUR  
(4) "COOL JOB"  
FEATURES

THE  
**F1RST CALL**

THE  
F1RST CALL

# Thank You!

**Contact: Glenn Gray, EVP**  
**[ggray@buffalogroupe.com](mailto:ggray@buffalogroupe.com)**