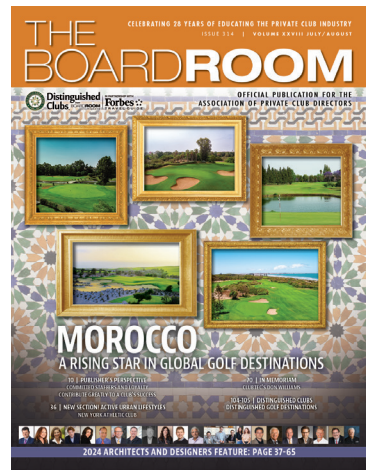


2025 BOARDROOM MAGAZINE MEDIA KIT



BOARDROOM

BOARDROOMMAGAZINE.COM | (310) 422-1163

Celebrating 28 years as the Number One Publication of the private club industry.
BoardRoom magazine – Replace Emotion With Fact!

**NAVIGATING THE DECISION-MAKING MAZE OF PRIVATE CLUBS
 BOARDROOM MAGAZINE IS YOUR KEY TO SUCCESS**

Private clubs across the United States, and internationally, face a complex set of challenges, from rising food costs, labor shortages and rising wages to evolving demographics, demand for sustainability practices, member retention and engagement, financial stability concerns, and the need to adopt new technology. All of this is further complicated by volunteer boards of directors, where decisions are often influenced by multiple voices and varying opinions, making the private club industry one of the most difficult markets to penetrate.

For vendors, the solutions to these challenges exist, but gaining access to private clubs requires more than just a great product or service—it requires a deep understanding of the industry’s unique decision-making process.

Unlike many other industries where a single decision-maker can quickly greenlight a purchase, private clubs operate under a collective decision-making process involving general managers, department heads, and volunteer board members. Each has a stake in the outcome, making it crucial for vendors to build credibility and trust with all parties involved.

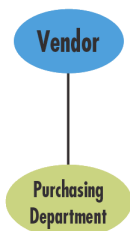
Here’s where BoardRoom becomes your solution!

- **Scalability:** BoardRoom connects you with over 6,000 private clubs, daily fee golf resorts, and management companies, allowing you to efficiently scale your efforts across a diverse and expansive market.
- **Streamlining Decision-Making:** We reduce the time it takes for clubs to reach a decision by placing your brand directly in front of key influencers—those who control and affect purchasing within the club.
- **Building Credibility:** Through our targeted editorial and advertising opportunities, we help you establish a strong reputation among industry leaders and decision-makers, ensuring that your brand is recognized and respected.
- **Access to Decision Makers:** With BoardRoom, your message reaches the eyes of general managers, board members, and other crucial decision-makers, giving you the advantage of direct access to those who hold the purchasing power.
- **Maximizing Marketing Dollars:** Our specialized platform ensures that your marketing investment is not only strategic but also highly effective, cutting through the noise of overcrowded trade shows and traditional marketing efforts.

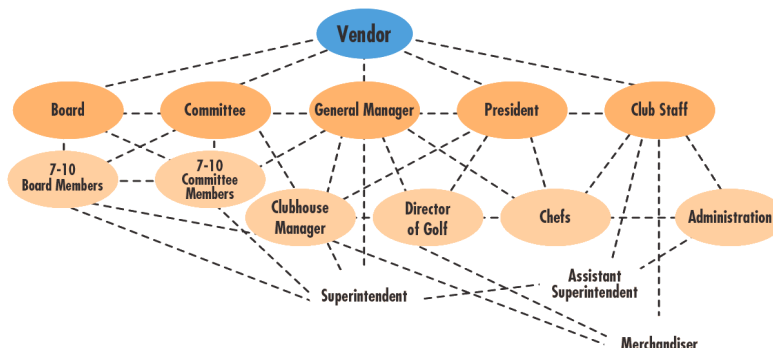
In the private club industry, every decision is a collective one. To secure a sale, every link in the decision-making chain—from general managers to volunteer board members—needs to be connected. If even one influencer in this chain is unfamiliar with your company, your chances of securing that deal diminish. At BoardRoom, we help you break through the barriers. By offering a direct line to private clubs’ key players, we position you to be part of the conversation and ensure your solutions reach the entire decision-making team.

Let BoardRoom swing open the doors to private clubs for you—because facts replace emotion, and results follow.

**“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*, *Distinguished Golf Destinations*, *BoardRoom Institute*. And *BoardRoom* is the official trade publication of the APCD. *BoardRoom* is the only publication of its kind that directly targets boards of directors and management at private and semi-private golf and country clubs across the United States, Canada, Europe, Oceania and Asia. Our reach extends to management at golf resorts, private club management companies, PGA professionals, golf course superintendents, and industry leaders.

BoardRoom isn't just a magazine—it's a trusted resource for key decision-makers who rely on us for insights to help their clubs thrive. Our motto, Replace Emotion with Facts, underscores our commitment to providing actionable information that drives real results.

When vendors partner with *BoardRoom*, they align themselves with the most influential associations in the private club industry. Our strategic partnerships include the *Professional Golfers' Association (PGA)*, *Golf Course Superintendents Association of America (GCSAA)*, *Club Management Association of America (CMAA)*, *Club Managers Association of Europe (CMAE)*, *American Society of Golf Course Architects (ASGCA)*, *United States Professional Tennis Association (USPTA)*, *American Culinary Federation (ACF)*, *Hospitality Financial and Technology Professionals (HFTP)*, *Professional Club Marketing Association (PCMA)*, the *World Golf Foundation*, *National Golf Foundation (NGF)*, and the *Association of Club Catering Professionals (ACCP)*.

Vendors who trust their marketing dollars with us are not only reaching the right audience but are also gaining credibility through these powerful industry connections. Many of our readers keep past issues on hand as reference materials for future purchasing decisions, further solidifying the long-term value of partnering with BoardRoom.

Additionally, we offer exclusive vendor conferences with expert speakers, covering topics like scalability, building credibility, accessing decision-makers, and accelerating the sales cycle. These conferences are available at no cost to *BoardRoom* advertisers, ensuring you get the most out of your partnership with us.





EXCELLENCE IN ACHIEVEMENT AWARDS

What better way to recognize vendors and educators for their contributions to the private club industry than with the peer-recognized *Excellence in Achievement Awards*? These prestigious awards are the only in the industry where suppliers, vendors, and consultants are publicly honored for their accomplishments. An independent panel of industry peers and experts, representing various disciplines in club and course operations, reviews all entries. Winners are selected based on their overall excellence, achievements, innovation, vision for the future, and continued impact on private club operations and the industry as a whole.

For entry details on *BoardRoom magazine's Excellence in Achievement Awards*, contact John Fornaro at (949) 376-8889, ext. 1, or email him at johnf@apcd.com. The submission deadline for 2024 Awards is October 15, 2024. All winners will be featured in an upcoming issue of the magazine.

2023 BOARDROOM AWARD WINNERS

LIFETIME ACHIEVEMENT

Randy Addison

GARY PLAYER EDUCATOR

Ray Cronin

DAVE WHITE EDITORIAL AWARD

Henry DeLozier

JOHN FORNARO INDUSTRY IMPACT AWARD

Peter Jackman, Terminal City Club

Matthew Allnatt, The Jonathan Club

JAY DI PIETRO VENDOR

SYZYG+AZENCO

NEW PRODUCT*

Preferred Club Lighting

Club Grub App

AMENITIES PROVIDER

Duffy's Tri-C Club Supply

ARCHITECTURAL PRODUCT*

NanaWall

SYZYG+AZENCO

ASSOCIATION

HFTP

BAR RENOVATION

MAI | Marsh & Associates, Inc.

BOARDROOM INTERIOR DESIGN

Castor Design Associates

BRANDING/COMMUNICATIONS

Strategic Club Solutions

BUSINESS INTELLIGENCE SOFTWARE*

MetricsFirst

Club Data Services

CASUAL DINING RENOVATION

AM Design Group

CHAIR MANUFACTURER

Eustis Chair

CHILDRENS' PROGRAM

KE Camps

CHINA

Corby Hall

CLOCKS

The Verdin Company

CLUB ENTERTAINMENT*

The Members Only Show – Michael Gutenplan

House Calls of Comedy – Howie Walfish

CLUB FOOD & BEVERAGE EQUIPMENT

Hotel Restaurant Supply

CLUB INTEGRATION TECHNOLOGY

Clubhouse Online

CLUB LEARNING TECHNOLOGY

Club Core, Inc.

CLUB MANAGEMENT SOFTWARE

Northstar Club Management Software

CLUB MANAGEMENT SOFTWARE

MOST INNOVATIVE

Jonas Club Software

CLUB MEMBER ANALYTICS

Jonas Club Software

CLUB PHOTOGRAPHY

E.A. Photography

CLUB SAFETY

Club Safe

CLUB SIGNAGE

Signera

CLUBHOUSE CASUAL DESIGN

AM Design Group

CLUBHOUSE DINING ROOM

Larson/Nichols Interior Design

CLUBHOUSE EXTERIOR DESIGN

Peacock + Lewis - Architects and Planners

CLUBHOUSE INTERIOR DESIGN

Peacock + Lewis - Architects and Planners

CLUBHOUSE INTERIOR DESIGN GRILL ROOM

JBD JGA Design & Architecture

CLUBHOUSE INTERIOR DINING

MAI | Marsh & Associates, Inc.

CLUBHOUSE LOCKER ROOM

MAI | Marsh & Associates, Inc.

CLUBHOUSE LODGING

Kuo Diedrich Chi Architects

CLUBHOUSE MULTI-PURPOSE LOUNGE

Angela Grande

CLUBHOUSE SUPPLIES

Forbes Industries

CONSULTING COMPANY

Strategic Club Solutions

CUSTOM DESIGN HOSPITALITY UNIFORMS

High-End Uniforms

CUSTOM DESIGN OUTDOOR FURNITURE

XHIBTZ Contract Furnishings

CUSTOM CLUB APP

Pacesetter Technologies

ELECTION MANAGEMENT SYSTEM

Survey & Ballot Systems

ENVIRONMENTAL COMPANY

Bambrella

EXECUTIVE SEARCH FIRM

Kopplin Kuebler & Wallace

FITNESS EQUIPMENT

Technogym

FLOOR MATTING

Proform™ Premium Matting & Commercial

Carpets

FOOD & BEVERAGE TECHNOLOGY PRODUCT

System Concepts, Inc. / FOOD-TRAK

FOOD SERVICE STRATEGIC PLANNING

RealFood Hospitality, Strategy and Design

FURNITURE MANUFACTURER*

Gasser Chair Company

Shelby Williams

GOLF COURSE MAINTENANCE FIRM*

International Golf Maintenance (IGM)

BrightView (formerly ValleyCrest)

GOLF COURSE PRODUCTS

Landmark

HISTORIC CLUBHOUSE INTERIOR

RESTORATION*

Bozeman Design

C² Limited Design Associates

HOSPITALITY UNIFORMS

Ambassador Uniform

HR SOLUTIONS

Insperty

HUMAN RESOURCES

Gecko Hospitality

INTERIOR DESIGN BAR DINING ROOM

Castor Design Associates

INTERIOR DESIGN LOBBY

Larson/Nichols

INTERIOR DESIGN MEN'S LOCKER ROOM

HINT | Harris Interiors

INTERIOR DESIGN WOMEN'S CARD ROOM

Castor Design Associates

INTERNATIONAL STAFFING

MTL International Work and Travel

KITCHEN EQUIPMENT

Hoshizaki

LAW FIRM

Addison Law

LOCKER COMPANY – METAL

Salsbury Industries

LOCKER COMPANY – WOOD

Hollman, Inc.

MAIN BALLROOM INTERIOR DESIGN

Castor Design Associates

MANAGEMENT COMPANY

Troon

MARKETING COMPANY

Strategic Club Solutions

MASTER PLANNING

C² Limited Design Associates

MEMBER VETTING

Kennis

MEMBERSHIP ANALYTICS

Clubessential

MEMBERSHIP MANAGEMENT

Clubsystems Group

MEMBERSHIP SURVEY

McMahon Group

MEN'S GRILL INTERIOR DESIGN

Chambers

MODERN CLUBHOUSE DESIGN

Kuo Diedrich Chi Architects

NEW TECHNOLOGY PRODUCT*

Cobalt Software

Whoosh

OUTDOOR LIVING STRUCTURE

SYZYG+AZENCO

ONBOARDING SOFTWARE

Club Core, Inc.

OUTDOOR FURNITURE*

XHIBTZ

JANUS et Cie

OUTDOOR TERRACE AREA

AM Design Group

ONLINE MEMBER ENGAGEMENT

MembersFirst

PAYROLL PROGRAM

ClubPay

POOL AREA DINING

ClubDesign Associates

PURCHASING COMPANY

Avendra

PURCHASING SERVICES

ClubDesign Associates

PROJECT MANAGEMENT

PHX Architecture

ClubDesign Associates

REAL ESTATE SERVICE

Private Club Realty Group

REFURBISHED POOL FACILITY

Rogers McCagg

STAFF TRAINING COMPANY

RCS Hospitality Group

STRATEGIC PLANNING

McMahon Group

TAX CONSULTANT

PBMares

TENNIS COURT BUILDER

Welch Tennis

TENNIS MANAGEMENT

Cliff Drysdale Tennis

UMBRELLAS

Bambrella

WEBSITE COMPANY

Clubessential

WELLNESS FACILITY

Kuo Diedrich Chi Architects

WINE ROOM/HALL DESIGN

C² Limited Design Associates

WINE LOCKERS

Vigilant

WOMEN'S LOCKER ROOM

JBD JGA Design and Architecture

INTEGRATED AND TARGETED MARKETING

For 28 years, *BoardRoom* has celebrated the men and women of the private club industry who have been a part of our family. From our advertisers and vendors to our editorial contributors, private club general managers, board members, and club staff, we are honored to support the more than 3.5 million private club members who have contributed to *BoardRoom's* success for more than a quarter century.

No publication supports vendors more than *BoardRoom*. Through our unmatched editorial opportunities, BoardRoom Awards, vendor education, consulting, and direct access to decision-makers, we've created a platform that sets the industry standard.

We're proud to be voted the #1 magazine by club managers, boards, and general managers.

- #1 magazine for manager-recommended advertising
- #1 with board members
- #1 with general managers
- #1 magazine read regularly
- #1 for best content
- #1 favorite magazine
- #1 magazine passed along to others
- #1 in paid subscribers

BoardRoom directly targets boards of directors, general managers, management companies, golf resort managers, buyers, PGA professionals, and GCSAA superintendents worldwide. Our mission is to educate and inform on all aspects of private club operations.

Using integrated and targeted marketing, we leverage our strong relationships and trusted reputation with club leaders and boards to help our vendor partners successfully navigate the unique private club market. Club leaders respect and rely on *BoardRoom*, knowing we take our role seriously in delivering valuable insights and connections. By partnering with *BoardRoom*, vendors move beyond traditional seller-buyer roles, empowering club leaders to become loyal advocates. Our proven strategy, tools, and support help guide vendors from prospecting to long-term client relationships, opening exclusive doors into the private club world.

At BoardRoom, we replace emotion with facts—driving results that matter to your business.

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)

View the Readership Survey.

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.

2025 BOARDROOM AD & EDITORIAL CALENDAR



JANUARY/FEBRUARY 2025 (2025 BUYERS' GUIDE INSERT)

Issue: CMAA Show Issue

Features: Distinguished Clubs, Private Club Presidents of the Year, Innovative Ideas, Governance

Editorial Deadline: November 12, 2024

Space Reservation: December 31

Materials Due: January 7



MARCH/APRIL 2025

Issue: BoardRoom Awards

Features: Excellence in Achievement Awards, Innovative Ideas, Committees

Editorial Deadline: January 21

Space Reservation: March 11

Materials Due: March 18



MAY/JUNE 2025

Issue: Club Trends / Leadership

Features: Trends in Outdoor Spaces and in the Club, Work / Life Balance, Staffing, Innovative Ideas

Editorial Deadline: April 1

Space Reservation: May 13

Materials Due: May 20



JULY/AUGUST 2025

Cover: Design Issue

Features: Architects & Designers Feature, Sustainability, Green Building, Innovative Ideas

Editorial Deadline: June 3

Space Reservation: July 8

Materials Due: July 15



SEPTEMBER/OCTOBER 2025

Cover: Technology Issue

Features: New Products, Technology, Social Media, Marketing, Innovative Ideas, F&B

Editorial Deadline: July 29

Space Reservation: September 9

Materials Due: September 23



NOVEMBER/DECEMBER 2025

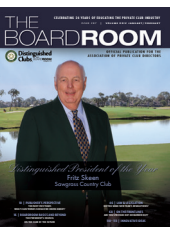
Cover: Distinguished Idea Summit

Features: Distinguished Clubs, Innovative Ideas, Governance

Editorial Deadline: September 30

Space Reservation: November 11

Materials Due: November 18



JANUARY/FEBRUARY 2025 (CMAA SHOW ISSUE)

Cover: State of the Industry

Features: Private Club Presidents of the Year, Innovative Ideas, Governance

Editorial Deadline: December 2

Space Reservation: January 13

Materials Due: January 20

BOARDROOM MAGAZINE

2025 EDITORIAL MANDATE & STYLE GUIDE

BoardRoom stands as the premier publication in the private club industry, targeting decision-makers such as boards of directors and senior management. Our objective is to inform and educate, offering solid, solution-oriented content that replaces emotion with facts. Our articles are crafted to assist in decision-making by presenting practical solutions and insights into the private club industry. *BoardRoom* maintains strict editorial integrity, providing information that is essential for boards and GMs to navigate industry challenges. We encourage the republishing of articles with proper credit to *BoardRoom*. This guide ensures consistency and clarity in all editorial and advertorial content, maintaining the high standards of *BoardRoom*.

Editorials: Focus on ideas, solutions, trends, and industry statistics. Articles should provide a clear takeaway, useful for club planning processes. These are not promotional pieces but are aimed at informing and educating.

Case Studies & Featured Suppliers (Advertorials): These pieces run in conjunction with advertisements and feature information about companies, associations, and products. They are not classified as editorial content.

STYLE GUIDE GENERAL

Style Guide: AP Style is the primary reference, excluding the Oxford comma.

Tone: Write in an engaging, informative style suitable for a college-level readership.

NOUNS AND PROPER NOUNS

General Nouns: Do not capitalize common nouns unless they begin a sentence. For example, "board," "member," "general manager."

Proper Nouns: Capitalize specific names, such as "BoardRoom Awards," "Distinguished Clubs," and "Top Private Club Presidents of the Year."

WRITING STYLE

Voice: Prefer active voice. Example: "The board of directors approved the report," instead of "The report was approved by the board of directors."

Clarity: Use short, simple sentences. Avoid passive voice, slang, and overly complex sentence structures. Tell a great story.

Direct Address: Speak directly to the audience. Example: "You can apply directly to our human resources department."

Quotes: When quoting someone, use past tense. "John joined the board in September," said Jane Doe, general manager.

PUNCTUATION

Commas: Do not use the Oxford comma. Example: "The club offers tennis, golf and swimming."

Spaces: Use one space after periods, not two.

Dashes: En Dash (–): Use for ranges (2019–2020) and to express relationships (Boston–London flight).

Em Dash (—): Use for breaks in sentences or to replace commas.

FORMAT AND SUBMISSION

Document Format: Submit articles as a Word document, attached to an email. Use 12-point Times New Roman, single-spaced, left-aligned.

Length: Articles should not exceed 700 words. Longer articles may be submitted with permission.

Articles that exceed 700 words will be cut at the editorial staff's discretion.

Images: Send high-resolution images (minimum 300 dpi) separately. Do not embed any images in the Word document.

HEADLINES AND SUBHEADS

Headlines: Avoid using punctuation. Use numerals except if it's the first word. Avoid abbreviations. Use present tense verbs.

Subheads: In content-heavy copy, use subheads to break up the page and give the reader breathing room.

SPECIFIC LANGUAGE AND USAGE

Abbreviations: Use two-letter state abbreviations (CA, NY) and abbreviations without periods (US, UK, PhD).

Numbers: Spell out numbers from one to nine. Use numerals for 10 and above.

CONTACT INFORMATION

Include the author's name and contact information in the tagline. Example: "John Smith is president, Private Country Club and can be reached at (888) 123-1234 or via email: Joe@JPC.com"

ADVERTISING OPPORTUNITIES MAXIMIZE YOUR ADVERTISING IMPACT

Advertising with *BoardRoom* means more than just placing an ad—it's about positioning your brand as the solution to the key challenges facing the private club industry. With private clubs striving to recruit, retain, serve, and entertain their members, your product or service could be the game-changer they need, and *BoardRoom* is the vehicle that connects you directly to the decision-makers.

Our vendors provide solutions that solve problems and ease pain points for clubs, helping them create exceptional member experiences. From rising operational costs to evolving member expectations, your offerings can make a difference—and *BoardRoom* ensures your message gets in front of the right people.

When you invest your advertising dollar with *BoardRoom*, you gain access to a comprehensive marketing platform that goes beyond the print magazine. In addition to print advertising, our diverse opportunities include:

- **BoardRoom magazine Advertising:** The #1 magazine trusted by private club leaders and their board.
- **Buyers' Guide:** An essential resource for clubs looking for trusted vendors.
- **BoardRoom Briefs Sponsorship:** Align your brand with industry news delivered directly to key decision-makers.
- **Email Advertisements:** Tap into direct communication with a targeted audience of club leaders and influencers.
- **Sponsored Emails:** Tell your brand story directly to the decision makers.
- **BoardRoom Network (launching January, 2025):** The ultimate hub for private club leaders, delivering key insights and resources to help clubs thrive.

Whether through print, digital, email, or social media, *BoardRoom* delivers your message to the boards, general managers, and key decision-makers who influence purchasing decisions at clubs. By advertising with *BoardRoom*, you're not just showcasing your product—you're becoming part of the trusted network that club leaders rely on to improve their operations.

Your advertising dollar with *BoardRoom* is an investment in a proven, trusted platform that will elevate your brand and drive results in the private club industry. Let us help you solve problems and support clubs with the solutions they need to thrive.

MAXIMIZE YOUR ADVERTISING IMPACT 2025 AD RATES

Unlock the Power of *BoardRoom* for Your Brand

The private club industry is facing significant challenges, from rising costs and evolving member expectations to recruiting, retaining, and serving staff and members. Clubs are constantly seeking innovative solutions to streamline operations and enhance member experiences. ***This is where you come in.***

As a vendor, you have the power to provide the answers clubs are searching for. Whether it's improving efficiency, driving member engagement, or helping clubs stay ahead in a competitive landscape, your products and services can make all the difference. *BoardRoom* offers you the perfect platform to connect with the decision-makers who need what you offer.

By advertising with *BoardRoom*, you're positioning your brand as the solution clubs can trust to solve their toughest problems. Our extensive reach connects you directly with private club leaders—club presidents, boards, general managers, and key decision-makers—who are actively looking for partners that can help them overcome obstacles and achieve long-term success.

Let *BoardRoom* be your gateway to reaching the private club market. Join the industry's top vendors and showcase your solutions where it counts.

AD RATES

AD RATES	1X RATE	3X RATE	6X RATE
Full Page	\$2886	\$2429	\$1995
Half Page	\$2195	\$1876	\$1485
Third Page	\$1795	\$1595	\$1195
Quarter Page	\$1495	\$1295	\$997
Inside Front & Back Covers	\$3970	\$3380	\$2860

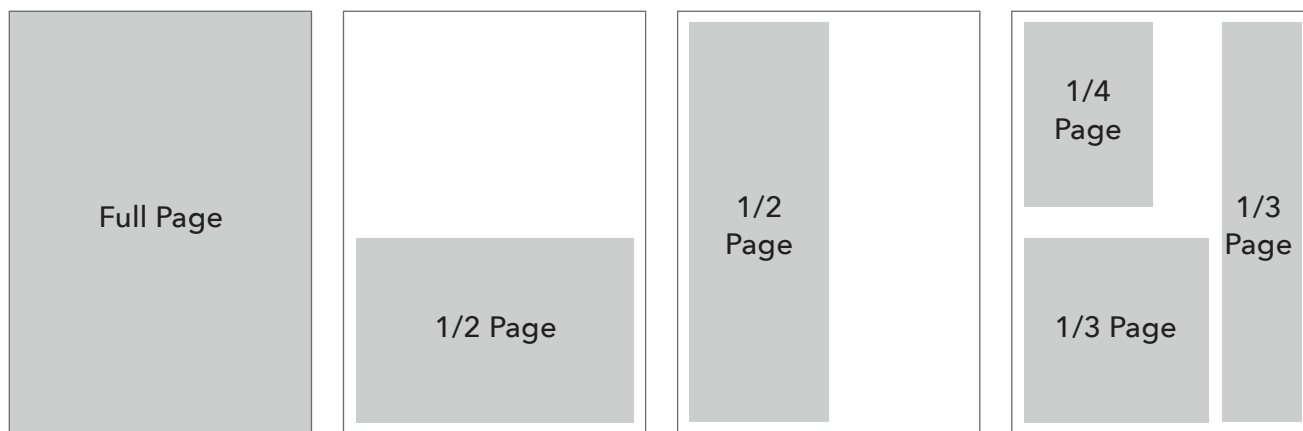
Logo Listing: \$790 for double annual \$395 for single annual

If you are interested in advertising with BoardRoom magazine, please contact Dee Kaplan (310) 422-1163 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.

2025 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) 422-1163

E-mail: dee.kaplan@gmail.com

SUBMIT ALL ARTWORK TO

Heather Arias de Cordoba

Phone: (949) 365-6966

E-mail: heather@studiodelmar.net

DIGITAL OPPORTUNITIES

BOARDROOM BRIEFS

BoardRoom Briefs is your gateway to consistently staying in front of the most influential decision-makers in the private club industry. As the social media arm of *BoardRoom*, *BoardRoom Briefs* leverages the power of LinkedIn, Instagram, Facebook, and weekly email campaigns to deliver your brand's message to the people who matter—boards, board presidents, general managers, and other club leaders. This is more than just visibility; it's about being top-of-mind when decisions are made. Through expert insights, industry news, and featured vendor highlights, *BoardRoom Briefs* goes beyond the buzz by offering practical, relevant content that clubs rely on. By partnering with us, your brand becomes part of this essential resource, ensuring continuous exposure to the private club community.

There are two partnership opportunities that place your brand front and center, positioning you as a go-to solution for clubs across the country. With *BoardRoom Briefs*, you'll connect with your audience in a consistent and impactful way—strengthening your presence where decisions are made.

Benefits of BoardRoom Briefs Sponsorship:

- Three exclusive annual sponsorships available. The following is available per each sponsorship:
- Logo at top and bottom, bookending the newsletter email.
- Digital ad in 12 BoardRoom Briefs Emails + 6 BoardRoom magazine Emails
- Digital ad appears first in your sponsored issue of BoardRoom Briefs Email
- Digital ad will appear twice and at the top for the Digital BoardRoom magazine email
- One story a month in Boardroom Briefs to be submitted the first of each month
- Social media posts for all stories will have "sponsored by... (your logo) on the graphics. Shared on LinkedIn and Instagram.
- Logo in Boardroom Magazine 1/2 page ad, all issues.
- Logo header on the BoardRoom Briefs section of BoardRoom magazine website

Sample social media graphic with branding

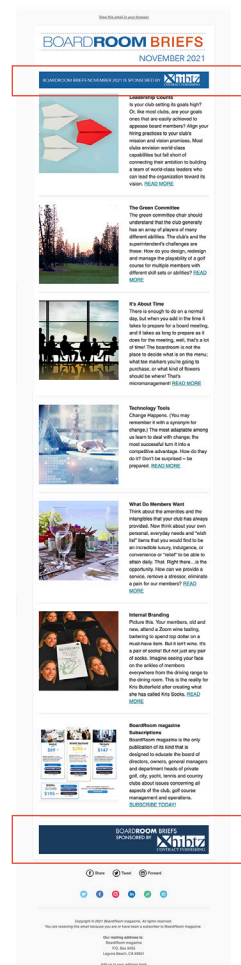


Sample social media footer



If you are interested in BoardRoom Briefs Sponsorship, please contact Dee Kaplan (310) 422-1163 or dee.kaplan@gmail.com

Sample email



DIGITAL OPPORTUNITIES

SPONSORED EMAILS

Looking to tell your brand's story to the private club industry's top decision-makers? With *BoardRoom's* Sponsored Emails, you have the chance to do just that—through a powerful, multi-platform approach. Limited to only 12 opportunities each year, your brand will stand out and connect directly with our entire database of club leaders, board members, and influencers.

Each Sponsored Email includes your branding and a compelling story that resonates with the private club community. Your story doesn't stop there—it's shared on LinkedIn, with dedicated social media posts on LinkedIn, Facebook, and Instagram directing all traffic back to your feature. This integrated approach ensures your brand is seen, heard, and remembered by those who matter most.

12 SPOTS AVAILABLE
\$1500/insertion


BoardRoom magazine
3,691 followers

Private club leaders face immense pressure to optimize operations and create exceptional member experiences. The challenge? Navigating a sea of data across multiple systems to extract actionable insights.

Club Data Services, LLC (CDS) provides customized data dashboards that help unlock valuable trends, streamline decision-making, and enhance efficiency.

Ready to unlock the potential of your club's data? Click through to read more and see how CDS can help you elevate your strategies and boost revenue!


#ClubData #ClubDataServices #MemberExperience #StrategicDecisions #BoardRoommagazine



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Solving Private Club Challenges with Real-Time Insights

BoardRoom magazine
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May 15, 2024

Private club leaders today are under immense pressure to navigate a competitive landscape, increase revenue, and create exceptional member experiences. The challenge often lies in the data—gathering, analyzing, and understanding it to make strategic decisions. With so many systems generating valuable information, extracting actionable insights can feel like finding a needle in a haystack. *How can private clubs harness their data to reveal trends, optimize operations, and enhance member satisfaction?*

Club Data Services, LLC (CDS) aims to answer this challenge. Founded by Jeremy Hoch and Doug Shoemaker, who collectively have over 40 years of experience in private club technology, CDS provides a solution often reserved for organizations with full-time data analysts. They offer customized data dashboards that bring critical information together from across the club's systems into a clear and actionable format. This partnership empowers club leaders to access relevant insights at any time from any device.



THE BOARDROOM
Advertisement

Discover the Future of Club Data with Real-Time Insights



Club Data Services: Solving Private Club Challenges with Real-Time Insights

Navigating today's competitive landscape while increasing revenue, managing labor, and providing exceptional member experiences is no easy task for private club leaders.

At BoardRoom Magazine, we recently explored how **Club Data Services (CDS)** is solving these challenges through real-time, customized dashboards that bring together data across all of your club's systems into actionable insights. Co-founded by industry veterans Jeremy Hoch and Doug Shoemaker, CDS empowers club leaders to access critical information conveniently, helping them make data-driven decisions that enhance member satisfaction and boost revenue.

These dashboards include key metrics like:

- Combined Covers, Sales, and Labor
- Event/Golf Tournament Profit & Loss
- CMAA Key Performance Indicators
- Balance Sheet & Income Statements
- Member Profile & Spending
- Custom Reports & More

Are you ready to unlock your club's full potential with data? Click below to read the full story and see how CDS is revolutionizing how private clubs manage their operations.

Unlock your club's full potential with data

CLUB DATA SERVICES
YOUR PRIVATE CLUB'S BEST FRIEND

The Future of Club Data

Customizable, live data dashboards that help improve member and staff satisfaction, increase revenue, and manage costs—all from the palm of your hand!

Dashboards Include:

- Combined Covers, Sales, and Labor
- Event/Golf Tournament Profit & Loss
- CMAA Key Performance Indicators
- Balance Sheet & Income Statements
- Member Profile & Spending
- Custom Reports & More...

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DIGITAL OPPORTUNITIES

INTEGRATED DIGITAL CAMPAIGN

BoardRoom's Integrated Digital Campaign maximizes reach by combining *BoardRoom* Emails, Sponsored Email Flyers, and content on *BoardRoom Briefs*. Through *BoardRoom Emails*, our digital magazine reaches private club leaders, including general managers, board members, presidents, and committee members, directly on their preferred devices. With bi-monthly distribution, this approach ensures visibility across clubs, including a specialized digital subscription reaching up to 150 committee members per club, as well as all PGA and GCSAA members.

Our Sponsored Email Flyer enhances your brand's visibility even further. With only 12 exclusive slots each year, these emails tell your brand's story to the private club industry's top decision-makers. Each email includes your branding and storytelling, amplified across LinkedIn, Facebook, and Instagram, driving traffic back to your feature. This integrated strategy ensures that your brand message reaches and resonates with the industry's most influential leaders, keeping your brand top of mind.

BOARDROOM INTEGRATED DIGITAL CAMPAIGN

SPONSORSHIP

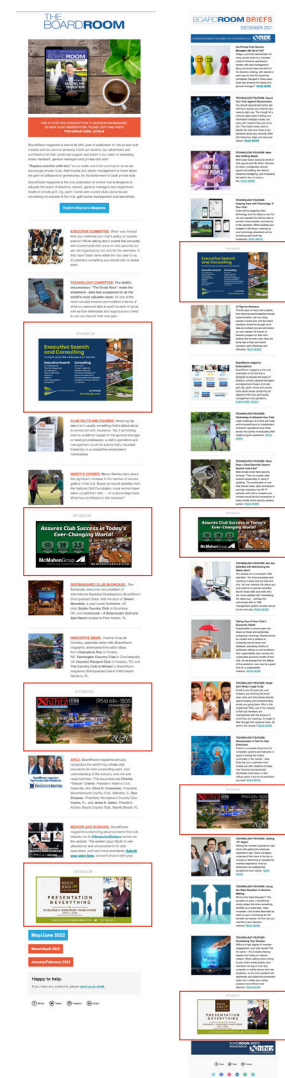
- 36 ads in the weekly *BoardRoom Briefs* Email (see right)
- 6 ads in the bi-monthly Digital *BoardRoom* magazine Email (see right)

PLUS (\$1500 VALUE)

1 exclusive Digital Flyer promoting your product or service in 2025 (see below). This includes:

- 1 story on the redesigned *BoardRoom* website, with URLs to direct traffic to your site
- 1 customized email driving traffic to the story on the *BoardRoom* Website
- Social media posts on LinkedIn, Instagram and Facebook
- Featured post in the Products and Services section of the new *BoardRoom* Website.
- One story a month in *BoardRoom* Briefs
- 4" x 1.75" product/service ad with QR code to company website featured in *BoardRoom* magazine for 2025.

Sample emails



Club Data Services: Solving Private Club Challenges with Real-Time Insights

Navigating today's competitive landscape while increasing revenue, including labor, and providing exceptional member experience is no easy task for private club leaders.

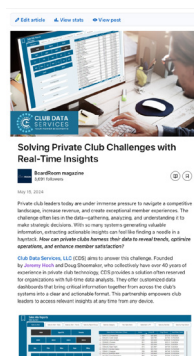
At BoardRoom Magazine, we recently reported how **Club Data Services (CDS)** is solving these challenges through real-time, customized dashboards that bring together data from all of your club's systems for efficient insight. CDS is backed by industry veterans, among them our CEO, **Shoukatul CDD**, who spent 20+ years in various roles at major hotels and resorts, helping them make more informed decisions that enhance member satisfaction and boost revenue.

These dashboards include key metrics like:

- Operational Costs, Sales, and Labor
- Financial Performance Metrics
- Club and Member Satisfaction
- Balance Sheet & Income Statements
- Member Profile & Spending
- Customer Support & More

Are you ready to unlock your club's full potential with **Club Data** in real-time? Get the full story and see how CDS is revolutionizing how private clubs manage their operations.

[Unlock your club's full potential with data](#)



If you are interested please contact Dee Kaplan (310) 422-1163 or dee.kaplan@gmail.com

DIGITAL OPPORTUNITIES

BOARDROOM NETWORK BOARDROOMMAGAZINE.COM OPPORTUNITIES

Launching January 2025!

BoardRoom Network - Your Central Source for Private Club Insights

Welcome to *BoardRoom Network*, your premier destination for everything private club-related. Whether you're a board member, general manager, or industry leader, *BoardRoom Network* delivers the insights and tools you need to lead with confidence and navigate the unique challenges facing the private club world.

BoardRoom Network is the ultimate hub for private club board members and leaders, delivering key insights and resources to help clubs thrive. We offer a curated mix of expert articles, digital issues, videos, podcasts, and white papers, all designed to solve the challenges facing private clubs today. Whether you're a vendor looking to reach decision-makers, a board member looking for guidance on governance, strategic planning, and enhancing club culture, or a club leader seeking innovative solutions, *BoardRoom Network* connects you to the information and partnerships you need for success.

How BoardRoom Network Works for Vendors, Services, and Businesses Supporting the Private Club Industry

BoardRoom Network is your direct link to the heart of the private club industry, offering a unique platform to showcase your products and services to the decision-makers who matter most. As the ultimate hub for private club insights, *BoardRoom Network* goes beyond traditional advertising, creating opportunities for vendors to connect directly with board presidents, boards of directors, committee members, general managers, and industry leaders through a comprehensive array of marketing options.

BoardRoom Network places your brand in front of those actively seeking solutions for their clubs. We also provide digital opportunities through videos, podcasts, and white papers, allowing you to share your expertise and position your business as a trusted partner in the private club industry.

We don't just provide visibility—we create meaningful connections. By partnering with *BoardRoom Network*, you're aligning your brand with a trusted source of knowledge and innovation, ensuring that your solutions reach the key influencers shaping the future of private clubs.

For more information on how your brand can partner with BoardRoom Network, please contact Heather Arias de Cordoba (949) 365-6966 heather@studiodelmar.net

DIGITAL OPPORTUNITIES

BOARDROOM MAGAZINE WEBSITE

BoardRoom magazine is now offering and promoting advancement in the club industry via its Movers and Shakers section on the website. This section pays tribute to new placements and advancement for club executives, and in addition to announcements on social media and on the website, these posts will be shared via *BoardRoom Briefs* each month.

BOARDROOM MAGAZINE MOVERS AND SHAKERS - ANNUAL COST \$5000

Where are Movers and Shakers announcements promoted?

Online: Movers and Shakers announcements are posted on the *BoardRoom magazine* website on a page specifically for this section. Once posted on the website, each new announcement will be shared via LinkedIn, Facebook, Twitter and Instagram.

Email: A link to the web page will appear in our monthly *BoardRoom Briefs* email.

Print: There is no print version at this time.

What will my sponsorship get me?

Sponsorship of the Movers and Shakers section gets you a special banner on the web page, your logo on each social media post and your logo with the Movers and Shakers portion in the *BoardRoom Briefs* email.

How can Movers and Shakers increase employee engagement?

To some employees, money isn't everything. Employees thrive on acts of recognition, accolades and awards and recognition of a job well done! Clubs with a rich culture retain their talent at a higher rate as highly engaged employees are less likely to leave. Movers and Shakers is a free opportunity for clubs to publicize hiring announcements, employee job changes, board appointments and professional recognition – all to a targeted audience of professionals in the private club industry.

How long will do Movers and Shakers announcements appear?

The announcements don't expire. Most recent announcements are placed at the top.

How long does it take before an announcement is posted to the Movers and Shakers section?

To maintain the professional integrity of our site, each listing must go through an approval process prior to being posted to the Movers and Shakers section. In most cases, this occurs within a few hours, with the maximum being 3 business days.

How is an announcement submitted to BoardRoom magazine?

A link to a form will be included in every email that *BoardRoom magazine* sends out. Interested parties can input and upload their information quickly and easily. With Movers and Shakers clubs can share employee announcements and employees have the ability to share the news with their colleagues and friends via social media.

Personnel announcement types include:

- New hires
- Recent promotion
- Professional recognition
- Board of directors

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THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING



SUBMIT AN ANNOUNCEMENT



Miramont Country Club Welcomes Ryan Spence, CCM as New General Manager

October 11, 2022 Congratulation...



Inverness Club Welcomes Matthew Spangenberg as New General Manager

October 11, 2022 Congratulation...



The Landings Club Welcomes Lisa Kyte as New Director of Wellness

October 11, 2022 Congratulation...



Edgewood Valley Country Club Welcomes Mindy Saban as New Director of Communications & Membership



Racine Country Club Welcomes Kathy Baran as New Assistant General Manager

October 11, 2022 Congratulation...



Grey Oaks Country Club Welcomes Deano Catalano, CPA as New Controller

October 11, 2022 Congratulation...



Vattanac Golf Resort Welcomes Rory Tinker as New Head PGA Teaching Professional

October 11, 2022 Congratulation...



Vattanac Golf Resort Welcomes Chris Geraghty as New General Manager

October 11, 2022 Congratulation...



Carmel Country Club Welcomes Craig Meyer as New Executive Chef

October 11, 2022 Craig Meyer,...

<< < 1 2 3 4 5 > >>