GOLFERS UNITE

MAGAZINE



MEDIA KIT 2026-27

ADVERTISE WITH GU MAGAZINE

The national golf magazine about playing golf together.
Built for small and start-up golf brands, priced like it.

First issue: Nov. 15, 2026 **10 issues a year** **Cash or product trade**

GOLF, PLAYED TOGETHER.

GU Magazine is the digital magazine from Golfers Unite. It is about the way most people actually play: the Saturday group, the member-guest, the charity scramble, the buddies trip. Our readers are the golfers who organize the round, buy for the group and try new brands first.

NATIONAL

Written for golfers across the country, not one city.

EVERY AD CLICKS

It's digital, so your ad links straight to your site, in the PDF and on the web.

BUILT FOR SMALL BRANDS

Small rates, or trade for product. No agency, no minimums.

WHERE YOUR BRAND SHOWS UP

The magazine	Each issue has its own hub on golfersunite.com plus a designed PDF edition, free to download with a GU membership.
Monday Mulligan	The weekly Golfers Unite email newsletter.
Let's Go Low	The Golfers Unite radio show, Saturdays 8-9 AM on AM 820 Sports Talk Florida, hosted by Jeff Stanislow.
@whengolfersunite	Golfers Unite on TikTok, Instagram, YouTube, Facebook and X.

THE GOLFERS UNITE REACH

3M
Let's Go Low radio market reach, Tampa Bay

5,100
TikTok followers

4,900
Instagram followers

1,000
combined on YouTube, Facebook and X

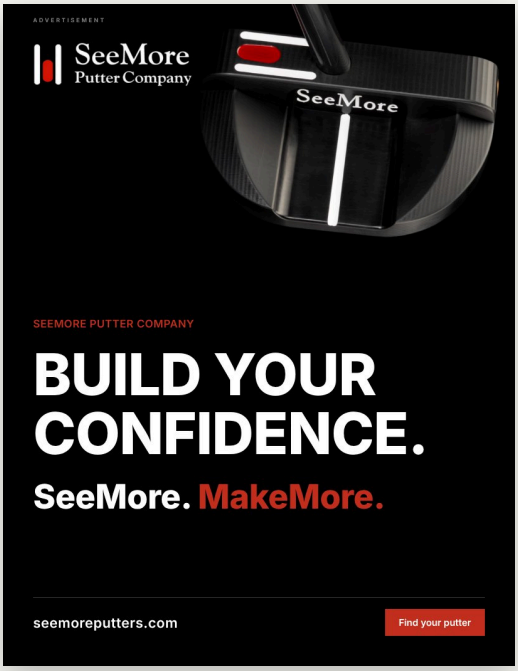
Every issue gets pushed across all of it. Magazine readership numbers start with the first issue, Nov. 15, 2026.

INSIDE THE ISSUE

Pages from the Holiday issue. Your ad runs full color and links straight to your site.



COVER HOLIDAY ISSUE



YOUR AD FULL PAGE (sample)



GU MAGAZINE · HOLIDAY ISSUE 05

COVER STORY

Where to go, how to split it, what to play, and who rooms with the guy who snores. Everything your group needs to lock the 2027 trip before the good tee times are gone.

BY JEFF STANISLOW AND EMILY NOWACK

Every great golf trip starts the same way. Somebody says "we should do a trip," everybody agrees, and then nothing happens until March, when the good tee times are gone and half the group has made other plans.

This is the fix. One person drives, the group decides fast, and the money talk happens before anyone books a flight.

Here's how the groups that go every year actually pull it off, from picking the place to the last putt of the last match.

THE TRIP GETS PLANNED BY WHOEVER CARES MOST. MAKE THAT PERSON'S JOB EASY.

THE PLAYBOOK, RULE 1

INSIDE THE PLAYBOOK

- Picking the destination
- Splitting the money
- Formats for 8, 12 and 16
- Rooming without drama
- The planning checklist, p. 06

FEATURE COVER STORY SPREAD

AD SIZES AND SPECS



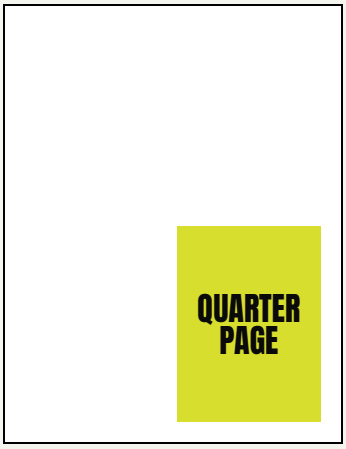
1700 x 2200 PX

Runs edge to edge. Keep text and logos at least 100 px in from every edge.



1500 x 975 PX

Runs across the bottom of an editorial page. Keep text and logos 40 px in from the edges.



725 x 975 PX

Sits in the bottom corner of an editorial page. Keep text and logos 40 px in from the edges.

File type	JPG or PNG. RGB color.
File size	Under 5 MB per ad.
Your link	Send the web address your ad should open. Every ad is clickable.
Type size	It's read on phones as well as screens, so keep words few and big.
Need a hand?	Send your logo, one product photo and one line. We'll build a clean ad for you at no charge.

FULL PAGE EXTRAS

Issue hub banner	On the issue's web page at golfersunite.com/magazine. Send 2 files: desktop 1456 x 180 px (shows at 728 x 90) and mobile 640 x 100 px (shows at 320 x 50). JPG or PNG, under 300 KB each, plus your link.
Monday Mulligan	A mention in the weekly email: your logo (PNG, at least 600 px wide), up to 25 words and your link.
Let's Go Low radio read	About 30 seconds, read on air by Jeff. Send three talking points; we write the read and you approve it.

FOUNDING ADVERTISER RATES

We're new, so we price like it. Sign on now and your rate is locked for 12 months. Each issue has 7 ad spots: 1 full page, 2 half pages and 4 quarter pages.

QUARTER PAGE

$100

cash per issue

or $200 in product

HALF PAGE

$200

cash per issue

or $400 in product

FULL PAGE

$300

cash per issue

or $600 in product

Includes a hub banner, a Monday Mulligan mention and a Let's Go Low read

RATHER TRADE?

Pay in product at retail value: $200 for a quarter, $400 for a half, $600 for a full page. Half of what you send, we give away to golfers in Golfers Unite giveaways that promote your brand. That's extra exposure beyond the ad, at no added cost.

ISSUE CALENDAR

ISSUE	AD FILES DUE	OUT
Holiday (Nov/Dec)	Nov. 10, 2026	Nov. 15, 2026
Jan/Feb	Jan. 8, 2027	About Jan. 15, 2027
March through October, monthly	The 8th of each month	Around the 15th

GRAB A SPOT

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Launches 11/15/26 · golfersunite.com/magazine

LET'S GO LOW.