Alliance for Audited Media
TRANSACT WITH TRUST

CONSOLIDATED MEDIA REPORT

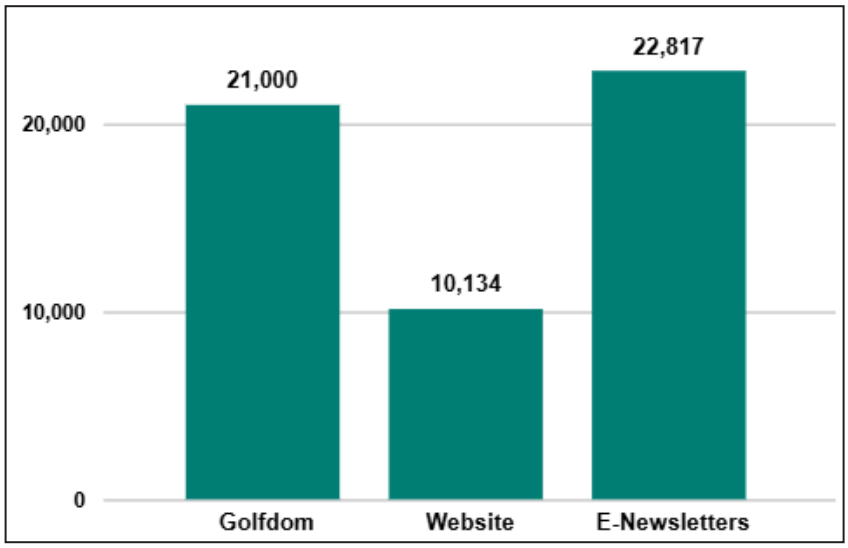
B2B Media

6 months ended June 30, 2026

Learn more about this media property at auditedmedia.com

Golfdom

TOTAL AVERAGE GROSS CONTACTS 53,951



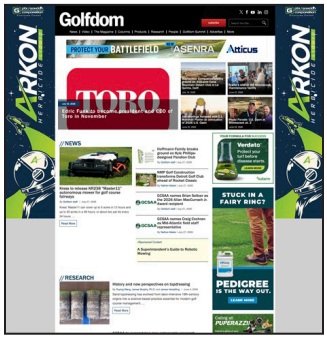
EXECUTIVE SUMMARY

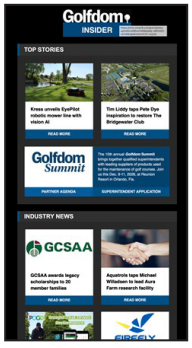
Channels	Contacts	Period
Golfdom		6 months ended June 30, 2026
Total Qualified Circulation	21,000	
Website Activity		6 months ended June 30, 2026
Page Views	13,792	
Sessions/Visits	11,584	
Users/Visitors	10,134	
E-Newsletters		6 months ended June 30, 2026
Total Average Net Distribution Per Issue	22,817	
Social Media		As of June 30, 2026
Facebook Followers	1,300	
Instagram Followers	1,019	
LinkedIn Followers	1,769	
X Followers	11,307	
YouTube Subscribers	493	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.







Golfdom



6 months ended June 30, 2026
Subject to Audit

Field Served:

GOLFDOM serves golf courses including daily fee and public, semi-private, private, resort, city, state, municipal golf courses and other golf courses. Also served are architects, developers and builders of golf courses, university and college golf courses, distributors, manufacturer representatives, consultants and others allied to the field.

All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	21,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	19,110
Qualified Nonpaid Individual - Digital	3,235
Total Qualified Nonpaid Individual	**21,000**
Total Average Qualified Nonpaid Circulation	**21,000**

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	75
Total Nonqualified Allocated for Shows & Conventions	**75**
Nonqualified Miscellaneous, Including Staff Copies - Print	209
Nonqualified Miscellaneous, Including Staff Copies - Digital	228
Total Nonqualified Miscellaneous, Including Staff Copies	**427**
Total Average Nonqualified Circulation	**502**

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Winter	19,079	3,272	21,000
Mar	19,110	3,233	21,000
Apr	19,118	3,216	21,000
May	19,134	3,219	21,000

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BUSINESS ANALYSIS

	Classification by Business & Industry	Total	%	Qualfied Nonpaid - Print	Qualfied Nonpaid - Digital	Golf Course Superintendent	Assistant Superintendent	General Manager	Owner, Management, Company Executive, Marketing	Director of Golf	Other
1.	Daily Fee and Public Golf Courses	10,121	48.2	9,391	1,301	6,619	96	1,709	1,125	475	97
2.	City, State, Municipal Golf Courses	3,249	15.5	3,041	388	2,246	46	738	59	142	18
3.	Private Golf Course	6,944	33.1	6,234	1,231	4,125	132	1,799	308	483	97
4.	Hotel/Resort Golf Courses	382	1.8	326	103	125	20	122	77	30	8
	Total Copies to Golf Courses	**20,696**	**98.6**	**18,992**	**3,023**	**13,115**	**294**	**4,368**	**1,569**	**1,130**	**220**
5.	Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field	304	1.4	142	196	31	5	79	117	12	60
	Total Qualified Circulation	**21,000**	**100.0**	**19,134**	**3,219**	**13,146**	**299**	**4,447**	**1,686**	**1,142**	**280**

	Classification by Business & Industry	Total	%	Qualfied Nonpaid - Print	Qualfied Nonpaid - Digital	Classification by Number of Holes					
						9	18	27	36+	Other	Info not Available
1.	Daily Fee and Public Golf Courses	10,121	48.2	9,391	1,301	2,225	6,820	533	397	45	101
2.	City, State, Municipal Golf Courses	3,249	15.5	3,041	388	697	2,172	183	142	30	25
3.	Private Golf Course	6,944	33.1	6,234	1,231	609	5,392	404	417	32	90
4.	Hotel/Resort Golf Courses	382	1.8	326	103	34	178	26	77	59	8
	Total Copies to Golf Courses	**20,696**	**98.6**	**18,992**	**3,023**	**3,565**	**14,562**	**1,146**	**1,033**	**166**	**224**
5.	Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field	304	1.4	142	196						
	Total Qualified Circulation	**21,000**	**100.0**	**19,134**	**3,219**						

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MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	19,110	3,218	20,975	99.9
Individual by Name Only	24	1	25	0.1
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	**19,134**	**3,219**	**21,000**	**100.0**
Total Qualified Circulation	**19,134**	**3,219**	**21,000**	**100.0**

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GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	253	39	275
Arizona	472	67	514
Arkansas	181	22	195
California	1,235	185	1,346
Colorado	365	67	404
Connecticut	261	50	292
Delaware	69	8	71
District of Columbia	6	4	8
Florida	1,509	247	1,663
Georgia	521	97	583
Idaho	151	24	161
Illinois	839	135	911
Indiana	479	58	511
Iowa	429	66	472
Kansas	239	37	262
Kentucky	284	42	309
Louisiana	176	24	190
Maine	143	17	156
Maryland	245	69	294
Massachusetts	513	98	576
Michigan	907	143	984
Minnesota	547	108	611
Mississippi	150	15	159
Missouri	372	60	413
Montana	143	27	156
Nebraska	247	48	278
Nevada	143	20	152
New Hampshire	118	20	128
New Jersey	452	104	504
New Mexico	94	9	101
New York	958	151	1,037
North Carolina	683	123	749
North Dakota	108	15	118
Ohio	791	134	855
Oklahoma	219	36	238
Oregon	213	50	245
Pennsylvania	822	142	894
Rhode Island	80	16	84
South Carolina	413	71	464
South Dakota	126	20	136
Tennessee	352	46	372
Texas	937	140	1,017
Utah	179	30	197
Vermont	92	15	98
Virginia	433	79	488
Washington	317	62	353
West Virginia	120	11	129
Wisconsin	539	105	596
Wyoming	85	14	93
TOTAL 48 CONTERMINOUS STATES	**19,010**	**3,170**	**20,842**
Alaska	19	4	22
Hawaii	93	11	98
TOTAL ALASKA & HAWAII	**112**	**15**	**120**
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	**19,122**	**3,185**	**20,962**
Poss. & Other Areas			
U.S. & POSS., etc.	**19,122**	**3,185**	**20,962**
Canada	12	17	21
International		17	17
Military or Civilian Personnel Overseas			
Total International	**12**	**34**	**38**
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	**19,134**	**3,219**	**21,000**

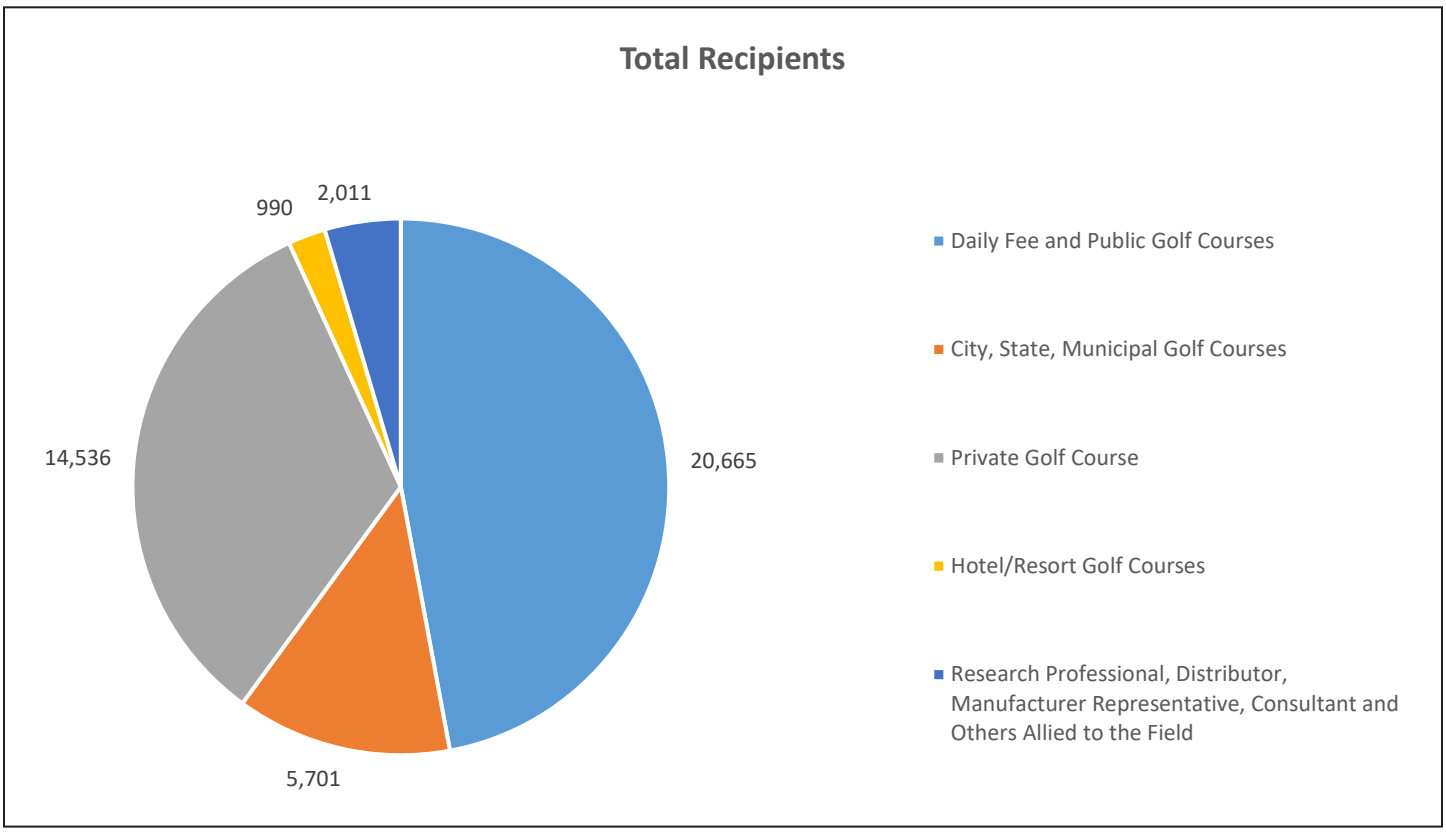
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INTEGRATED AUDIENCE ENGAGEMENT

	Classification by Business & Industry	Total Unduplicated*	Golfdom Magazine	Golfdom Insider E-Newsletter	Golfdom Product Spotlight E-Newsletter	Total Recipients
1.	Daily Fee and Public Golf Courses	12,722	10,118	5,514	5,033	20,665
2.	City, State, Municipal Golf Courses	3,917	3,243	1,299	1,159	5,701
3.	Private Golf Course	9,061	6,945	4,532	3,059	14,536
4.	Hotel/Resort Golf Courses	672	391	364	235	990
5.	Research Professional, Distributor, Manufacturer Representative, Consultant and Others Allied to the Field	1,431	303	949	759	2,011
	Total Qualified Circulation	**27,803**	**21,000**	**12,658**	**10,245**	**43,903**
	Percent		**47.8**	**28.8**	**23.3**	**100.0**

*This is an analysis of the 27,803 unique recipients of the Golfdom Network brand of products as of June 30, 2026. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the Golfdom Network brand. The Total Unduplicated is the number of unique recipients of Golfdom Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



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CHANNEL PROFILES

WEBSITE ACTIVITY - www.golfdom.com

2026	Page Views	Sessions/Visits	Users/Visitors
January	12,780	10,508	9,134
February	13,119	10,569	9,218
March	12,797	10,612	9,068
April	11,678	9,803	8,477
May	18,560	16,879	15,321
June	13,819	11,131	9,584

E-NEWSLETTERS - Golfdom Insider

2026	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	2	12,851	25,702
February	2	12,995	25,990
March	4	12,806	51,225
April	2	12,561	25,122
May	2	12,408	24,816
June	4	12,398	49,591

E-NEWSLETTERS - Golfdom Product Spotlight

2026	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
February	1	10,463	10,463
April	1	10,071	10,071
May	1	9,989	9,989
June	1	10,133	10,133

SOCIAL MEDIA

Channel	As of June 30, 2026
Facebook Followers	1,300
Instagram Followers	1,019
LinkedIn Followers	1,769
X Followers	11,307
YouTube Subscribers	493

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NOTES

Definition of Recipient Qualification:
Qualified recipients are: Golf Course Superintendents, Assistant Superintendents, General Managers, Owners, Management, Company Executives, Marketing, Directors of Golf, and Others allied to the Field Served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

Allocated for Shows and Conventions:
Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
GCSAA Conference and Tradeshow	Orlando, FL	1/31/2026-2/5/2026	Winter	300

Total Average Gross Contacts Include: Qualified Nonpaid Circulation, Users/Visitors, and Average Newsletter Net Distribution per Issue.

Website Data Source: Google Analytics.

Data Center Traffic: Filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.golfdom.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all E-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: North Coast Media LLC

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Editor-in-Chief

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