

CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2024 MEDIA PLANNER



The Definitive Source for Club Management Professionals

Club management professionals are educated, engaged, and connected. CMAA members get the expertise they need to deliver exceptional club experiences through curated professional development, leadership, and educational opportunities.

The club industry landscape is evolving with the next generation of club members and differing expectations. It has never been more important for club managers to stay on top of trends, learn innovative tactics, and apply best practices. As the official magazine of the Club Management Association of America, our mission is to educate and inspire club management professionals to strive to perform at the highest level.

Club Management will place your message in front of 7,750 decision makers at more than 3,000 private clubs at the time they are making decisions about F&B, décor, sports operations (golf, tennis, pool), events, amenities, or membership recruitment.

No other magazine provides such deep reach with an engaged and educated readership.

9,111
AVERAGE
DIGITAL READS



7,000

CMAA
MEMBERS



750

OTHER CLUB MANAGEMENT
PROFESSIONALS



3,000

CLUBS



7,750

DECISION MAKERS



\$3.9 Billion

IN BUYING POWER

Quality Editorial

Club Management provides readers with news, insights, and best practices that help them better manage their club. This includes updates on new products and services, so that readers turn to the magazine before making a purchase decision.

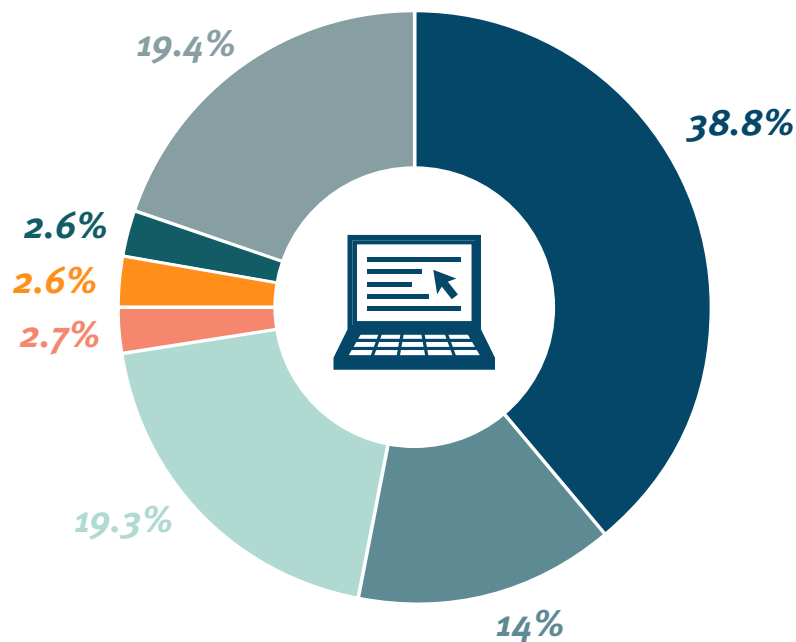
REGULAR FEATURES INCLUDE:

- Club ideas & innovations
- Club industry news & trends
- Book Club
- Member profiles

2024 ISSUE	THEME	FEATURES
Jan/Feb	Conference	Club Executive of the Year Club Business Expo Guide (Double Feature) Top Trends for the Year Helping Your Team Grow
Mar/Apr	People	Internship Development Workforce Housing (Employee Benefits) Bridging Gap Between Students, Professors, Clubs Being Prepared for the Boardroom
May/June	Sports & Health	Golf and Technology Pools Youth Programs Navigating Club Politics
July/Aug	Design	Club Makeovers Capitol Improvements White Paper Holiday Decorating Guide (Budget, Dos & Don'ts) Governance Topic
Sept/Oct	F&B	Reimagining Your Club's Food and Beverage Operation Club Signature Recipe Feature Food Trends Governance Topic
Nov/Dec	Events	Engaging Member Programming Membership Appreciation & Recognition Events Governance Topic Philanthropy

Who We Reach

Club management professionals are a diverse group of leaders who make clubs hum. CMAA members make up the bulk of our readership, ranging from general managers, to F&B directors, to assistant managers. They manage 3,000 clubs.



CMAA Member Demographics

Roles & Responsibilities

- Club Executives
- AGM/Clubhouse Managers
- Food and Beverage
- Membership
- Accounting
- Golf, Sport, Recreation
- Other

Advertising Rates 2024 Print & Digital Magazine (7,750 subscribers)

	SPECS	BLEED	1x	3x	6x	
1	Two-Page Spread	17" x 11"	17.25" x 11.25"	\$6,350	\$5,400	\$4,770
2	Full page*	8.5" x 11"	8.75" x 11.25"	\$4,250	\$3,620	\$3,200
2	Cover 4 (Back Cover)	8.5" x 11"	8.75" x 11.25"	\$5,510	\$4,690	\$4,140
2	Cover 2 (Inside Front Cover)	8.5" x 11"	8.75" x 11.25"	\$4,880	\$4,150	\$3,670
2	Cover 3 (Inside Back Cover)	8.5" x 11"	8.75" x 11.25"	\$4,460	\$3,800	\$3,350
3	2/3 Page Vertical	4.875" x 10"		\$3,410	\$2,900	\$2,560
4	Half Page Horizontal	7.5" x 4.875"		\$3,200	\$2,730	\$2,400
5	Half Page Vertical	3.625" x 10"		\$3,200	\$2,730	\$2,400
6	1/3 Page Square	4.875" x 4.875"		\$2,570	\$2,190	\$1,930
7	1/3 Page Horizontal	7.5" x 3.1875"		\$2,570	\$2,190	\$1,930
8	1/3 Page Vertical	2.3125" x 10"		\$2,570	\$2,190	\$1,930
9	1/4 Page	3.625" x 4.875"		\$2,360	\$2,010	\$1,780
10	1/6 Page Horizontal	4.875" x 2.375"		\$1,520	\$1,300	\$1,150
11	1/6 Page Vertical	2.375" x 4.875"		\$1,520	\$1,300	\$1,150

2024 Show Guide (Jan-Feb Issue): :

take 50% off above rates for any Show Guide ad if combined with a 2024 plan of 3-times or more!

*Premium Full Page (Guaranteed Adjacent to TOC, Masthead, Ed Letter): 15% increase over full page rate

ISSUE	AD SPACE	AD COPY DUE	MAILS
Jan/Feb	12/11/23	12/18/23	1/31/24
Mar/Apr	2/5/24	2/12/24	4/3/24
May/June	4/1/24	4/8/24	5/29/24
July/Aug	6/3/24	6/10/24	7/24/24
Sept/Oct	8/5/24	8/12/24	9/4/24
Nov/Dec	9/30/24	10/7/24	11/6/24

Print & Digital Magazine Specifications

Format: PDF / CMYK / 300 dpi

Trim size: 8.5" x 11"

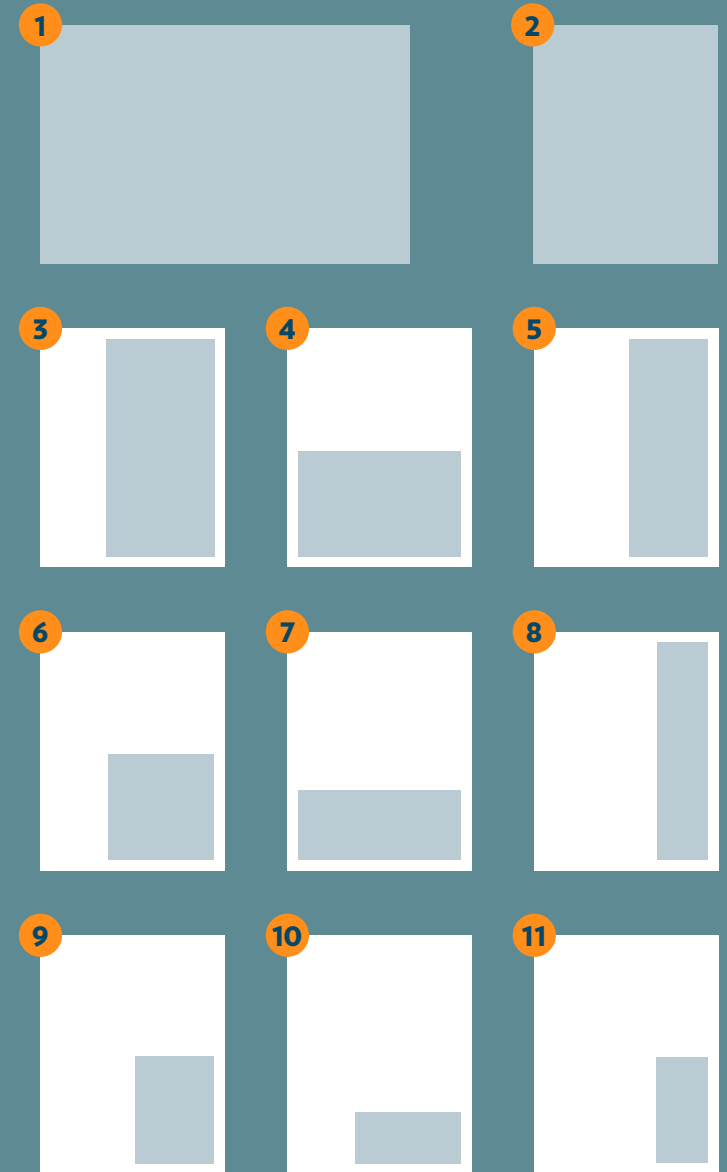
Bleed: 1/8" from each side

Live Area: 1/4" within the trim edges

Upload ads to: tinyurl.com/CLUBMGMT

File Naming Convention:

AdvertiserName_AdSize_IssueMonth.pdf



Plan your 2024 with Club Management

2024 Expo Show Guide

CMAA 2024 World Conference and Club Business Expo

March 4-8, 2024, Mandalay Bay Resort, Las Vegas, NV

- The best way to spotlight your booth and showcase your products and services
- Spotlighted by category in special section of Jan/Feb Issue.
- Deadline: December 11, 2023

Take 50% off any size Show Guide ad if combined with a 2024 Club Management plan of 3-times or more!



Plan your 2024 with Club Management

Special Opportunities

Sponsored Content and Advertorial Programs –

Educate, Share your Expertise, Tell your Story!
Inquire for Rates, Guidelines, and Planning assistance to feature your content.

High-Impact Ads/Special Units –

Inquire for Specs/Rates for the following:

- **Special Inserts** (Pre-printed version of your Brochure, Catalog, or Menu)
- **Belly-Band, Cover-Wrap, or False Cover** (Be seen first – outside the magazine!)
- **Special Visual impact ads** such as “Gate-folds” and “Barn-door” covers

Digital Advertising –

Inquire for Rates/Details/Specs for the following:

- **Newsletters:** Club Management Weekly
 - Delivered each Monday to 7,000+ Club Management Professionals
 - Banner Ad: 600x150
 - Only 1 available per newsletter
 - Cost: \$650 per ad
 - Square Ad: 250x250
 - Only 2 available per newsletter
 - Cost: \$550 per ad
- **Podcast Series:** Let’s Talk Club Management



BANNER 600X150



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