

# CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2026 MEDIA PLANNER



# The Definitive Source for Club Management Professionals

The club industry landscape continues to evolve 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 professionals are educated, engaged, and connected. CMAA members get the expertise they need to deliver exceptional club experiences through curated professional development and best practice resources.

*Club Management* positions your message in front of 8,850 decision makers at more than 3,000 private clubs at the time they are making decisions about Food & Beverage, décor and design, sports operations (golf, tennis, pool), events, amenities, or technology solutions.

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



8,100

CMAA  
MEMBERS



750

OTHER CLUB MANAGEMENT  
PROFESSIONALS



3,000

CLUBS



8,850

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
- Member profiles

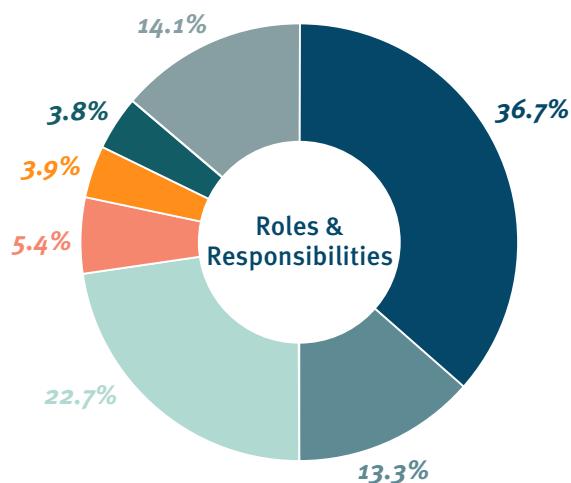
| 2026<br>ISSUE | THEME   | FEATURES  |  |
|---------------|---|---|--|
| Jan/Feb       | Conference/<br>Executive of the<br>Year/Executive<br>Leadership | <ul style="list-style-type: none"><li>• Club Executive of the Year</li><li>• Club Business Expo Guide (Double Feature)</li></ul>  | <ul style="list-style-type: none"><li>• Crisis Planning: Leadership Lessons in Tough Times</li><li>• Leadership Development Strategies and Pipelines</li></ul>                               |
| Mar/Apr       | Club Employees &<br>Human Resources                             | <ul style="list-style-type: none"><li>• Strategic Recruiting: How to Find the Right Employees</li><li>• Hiring for Culture and Retention</li></ul>                          | <ul style="list-style-type: none"><li>• Developing Internal Talent into Future Leaders</li><li>• Employee Safety</li></ul>   |
| May/June      | Sports, Health,<br>& Wellness                                   | <ul style="list-style-type: none"><li>• More Than a Game: How Recreational Sports Fuel Lifelong Wellness at Clubs</li><li>• Mahjong and Other New “Games” in 2026</li></ul> | <ul style="list-style-type: none"><li>• Mid-Management</li><li>• Designing Wellness Spaces: From Meditation Gardens to Nap Pods</li></ul>  |
| July/Aug      | Design  | <ul style="list-style-type: none"><li>• An Inside Look at Designing a Golf Course</li><li>• Renovating Outdoor Spaces (Beyond the Clubhouse)</li></ul>                      | <ul style="list-style-type: none"><li>• New Design Trends for Sports Facilities</li><li>• Landscaping Makeovers</li></ul>  |
| Sept/Oct      | Food & Beverage   | <ul style="list-style-type: none"><li>• Different Venues within the Club (Grab &amp; Go)</li><li>• Beverage Convenience (Canned Cocktails/Mocktails)</li></ul>              | <ul style="list-style-type: none"><li>• Cool Bites/Food Pairings for Events (Moving Beyond Traditional Offerings)</li><li>• Calculating the Value of Food &amp; Beverage Offerings</li></ul> |
| Nov/Dec       | Planning & Events   | <ul style="list-style-type: none"><li>• Holiday Planning Timelines</li><li>• From Calendar to Campaign: Strategically Syncing Marketing with Club Events</li></ul>          | <ul style="list-style-type: none"><li>• Milestone Events</li><li>• Governance</li></ul>  |

# Who We Reach

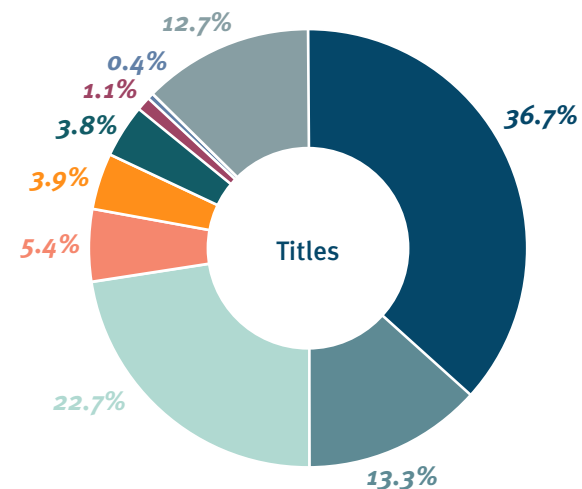
Club management professionals are a diverse group of leaders who make clubs hum. CMAA members make up the bulk of our readership, ranging from general managers, to Food & Beverage directors, to assistant managers. They manage more than 3,000 clubs.



*CMAA Member Demographics*



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



- Club Executives
- AGM/Clubhouse Managers
- Food & Beverage
- Membership, Marketing
- Golf, Sport, Recreation
- Accounting
- HR, People & Culture
- Facilities, Maintenance
- Other



# Advertising Rates 2026 Print & Digital Magazine [8,850 subscribers]

|    |                              | SPECS            | BLEED            | 1x      | 3x      | 6x      |
|----|------------------------------|------------------|------------------|---------|---------|---------|
| 1  | Two-Page Spread              | 16.75" x 10.875" | 17" x 11.125"    | \$7,005 | \$5,955 | \$5,255 |
| 2  | Full page*                   | 8.375" x 10.875" | 8.625" x 11.125" | \$4,690 | \$3,990 | \$3,520 |
| 2  | Cover 4 (Back Cover)         | 8.375" x 10.875" | 8.625" x 11.125" | \$6,075 | \$5,165 | \$4,555 |
| 2  | Cover 2 (Inside Front Cover) | 8.375" x 10.875" | 8.625" x 11.125" | \$5,380 | \$4,575 | \$4,035 |
| 2  | Cover 3 (Inside Back Cover)  | 8.375" x 10.875" | 8.625" x 11.125" | \$4,920 | \$4,185 | \$3,690 |
| 3  | 2/3 Page Vertical            | 4.875" x 10"     |                  | \$3,760 | \$3,195 | \$2,820 |
| 4  | Half Page Horizontal         | 7.5" x 4.875"    |                  | \$3,530 | \$3,000 | \$2,650 |
| 5  | Half Page Vertical           | 3.625" x 10"     |                  | \$3,530 | \$3,000 | \$2,650 |
| 6  | 1/3 Page Square              | 4.875" x 4.875"  |                  | \$2,835 | \$2,410 | \$2,125 |
| 7  | 1/3 Page Horizontal          | 7.5" x 3.1875"   |                  | \$2,835 | \$2,410 | \$2,125 |
| 8  | 1/3 Page Vertical            | 2.3125" x 10"    |                  | \$2,835 | \$2,410 | \$2,125 |
| 9  | 1/4 Page                     | 3.625" x 4.875"  |                  | \$2,605 | \$2,215 | \$1,995 |
| 10 | 1/6 Page Horizontal          | 4.875" x 2.375"  |                  | \$1,680 | \$1,430 | \$1,260 |
| 11 | 1/6 Page Vertical            | 2.375" x 4.875"  |                  | \$1,680 | \$1,430 | \$1,260 |

## 2026 Show Guide (Jan-Feb Issue):

take 50% off above rates for any Show Guide ad if combined with a 2026 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  | 12/8/25  | 12/15/25    | 1/27/26  |
| Mar/Apr  | 2/9/26   | 2/16/26     | 3/31/26  |
| May/June | 4/6/26   | 4/13/26     | 5/26/26  |
| July/Aug | 6/1/26   | 6/8/26      | 7/28/26  |
| Sept/Oct | 8/3/26   | 8/10/26     | 9/15/26  |
| Nov/Dec  | 9/28/26  | 10/05/26    | 11/10/26 |

## Print & Digital Magazine Specifications

**Format:** PDF / CMYK / 300 dpi

**Trim size:** 8.375" x 10.875"

**Bleed:** 1/8" from each side

**Live Area:** 1/4" within the trim edges

**Upload ads to:** [tinyurl.com/CLUBMGMT](https://tinyurl.com/CLUBMGMT)

**File Naming Convention:**

AdvertiserName\_AdSize\_IssueMonth.pdf



# Plan your 2026 with Club Management

## 2026 Expo Show Guide

*CMAA 2026 World Conference and Club Business Expo*

February 17-21, Anaheim, CA

- 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 8, 2025

***Take 50% off any size Show Guide ad if combined with a 2026 Club Management plan of 3-times or more!***



# Plan your 2026 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 8,500 club management professionals

|   |               | SPECS       | QUANTITY                   | COST           |
|---|---------------|-------------|----------------------------|----------------|
| 1 | Top Banner Ad | 600 x 150px | 1 available per newsletter | \$1,000 per ad |
| 2 | Banner Ad     | 600 x 150px | 1 available per newsletter | \$800 per ad   |
| 3 | Square Ad     | 250 x 250px | 2 available per newsletter | \$700 per ad   |

- **Podcast Advertiser:** Let’s Talk Club Management



BANNER 600X150





# Contact Our Team

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ASSOCIATION  
OF AMERICA**

*Club Management* is the official publication of the Club Management Association of America.

