

CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2025 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 and best practice resources.

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 will place your message in front of 8,550 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.

13,432
AVERAGE
DIGITAL VIEWS



7,800

CMAA
MEMBERS



750

OTHER CLUB MANAGEMENT
PROFESSIONALS



3,000

CLUBS



8,550

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.

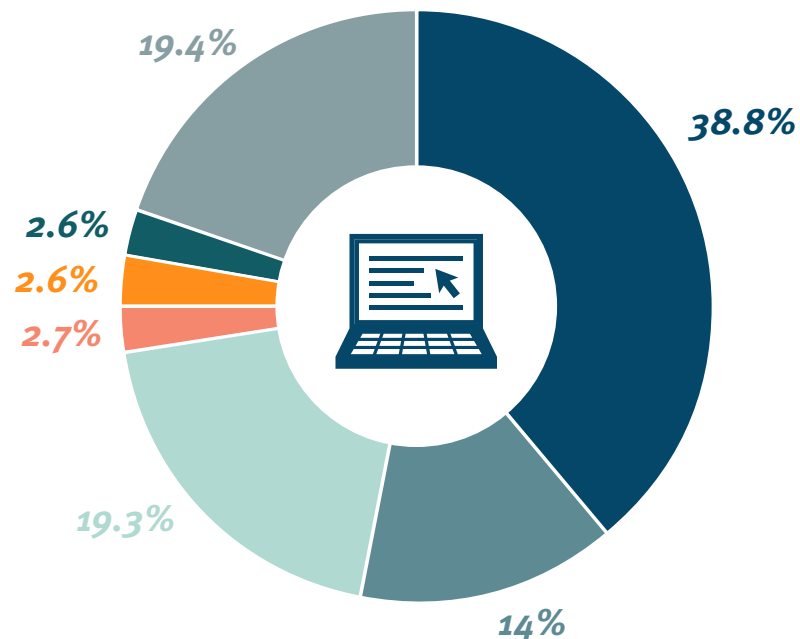
REGULAR FEATURES INCLUDE:

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

2025 ISSUE	THEME	FEATURES	
Jan/Feb	Conference/ Executive Leadership	<ul style="list-style-type: none"> • Club Executive of the Year • Club Business Expo Guide (Double Feature) • Training & Development for Club Executives 	<ul style="list-style-type: none"> • Performance Management Systems • Senior Staff Retreats
Mar/Apr	Members	<ul style="list-style-type: none"> • Innovative Member Engagement Strategies • Member Feedback Loops 	<ul style="list-style-type: none"> • The Personalized Membership Experience • The Future (Generation) of Members
May/June	Health & Wellness	<ul style="list-style-type: none"> • Health & Wellness of the Entire Club Family • Warning Signs for Mental Health Issues • Integrating Wellness into Club Culture 	<ul style="list-style-type: none"> • Wellness Technology • Seasonal Wellness Activities
July/Aug	Design	<ul style="list-style-type: none"> • Club Makeovers: Employee Spaces • Strategic Planning for a Renovation • How to Select the Right Team for the Design 	<ul style="list-style-type: none"> • Remaining Operational During a Renovation • Communicating with Members About a Renovation
Sept/Oct	Food & Beverage	<ul style="list-style-type: none"> • Glassware Trends • Future & Past Trends • The Three B's: Beer, Bourbon & Bites 	<ul style="list-style-type: none"> • Managing Food Costs • Food & Beverage Group Purchasing Organizations
Nov/Dec	Planning	<ul style="list-style-type: none"> • Team Assistance Funds: How to Set Up a 501c3 • Purchasing vs. Leasing 	<ul style="list-style-type: none"> • Profitability of Events • Determining Member Capacity

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

Roles & Responsibilities

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

Advertising Rates 2025 Print & Digital Magazine [8,550 subscribers]

		SPECS	BLEED	1x	3x	6x
1	Two-Page Spread	17" x 11"	17.25" x 11.25"	\$6,670	\$5,670	\$5,000
2	Full page*	8.5" x 11"	8.75" x 11.25"	\$4,465	\$3,795	\$3,350
2	Cover 4 (Back Cover)	8.5" x 11"	8.75" x 11.25"	\$5,785	\$4,920	\$4,340
2	Cover 2 (Inside Front Cover)	8.5" x 11"	8.75" x 11.25"	\$5,125	\$4,355	\$3,845
2	Cover 3 (Inside Back Cover)	8.5" x 11"	8.75" x 11.25"	\$4,685	\$3,980	\$3,515
3	2/3 Page Vertical	4.875" x 10"		\$3,580	\$3,045	\$2,685
4	Half Page Horizontal	7.5" x 4.875"		\$3,360	\$2,860	\$2,520
5	Half Page Vertical	3.625" x 10"		\$3,360	\$2,860	\$2,520
6	1/3 Page Square	4.875" x 4.875"		\$2,700	\$2,295	\$2,025
7	1/3 Page Horizontal	7.5" x 3.1875"		\$2,700	\$2,295	\$2,025
8	1/3 Page Vertical	2.3125" x 10"		\$2,700	\$2,295	\$2,025
9	1/4 Page	3.625" x 4.875"		\$2,480	\$2,110	\$1,860
10	1/6 Page Horizontal	4.875" x 2.375"		\$1,600	\$1,360	\$1,200
11	1/6 Page Vertical	2.375" x 4.875"		\$1,600	\$1,360	\$1,200

2025 Show Guide (Jan-Feb Issue):

take 50% off above rates for any Show Guide ad if combined with a 2025 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	12/2/24	12/9/24	1/20/25
Mar/Apr	2/10/25	2/17/25	3/27/25
May/June	4/7/25	4/14/25	5/30/25
July/Aug	6/2/25	6/9/25	7/25/25
Sept/Oct	7/21/25	7/28/25	9/5/25
Nov/Dec	9/22/25	9/29/25	11/7/25

Print & Digital Magazine Specifications

Format: PDF / CMYK / 300 dpi

Trim size: 8.5" x 11"

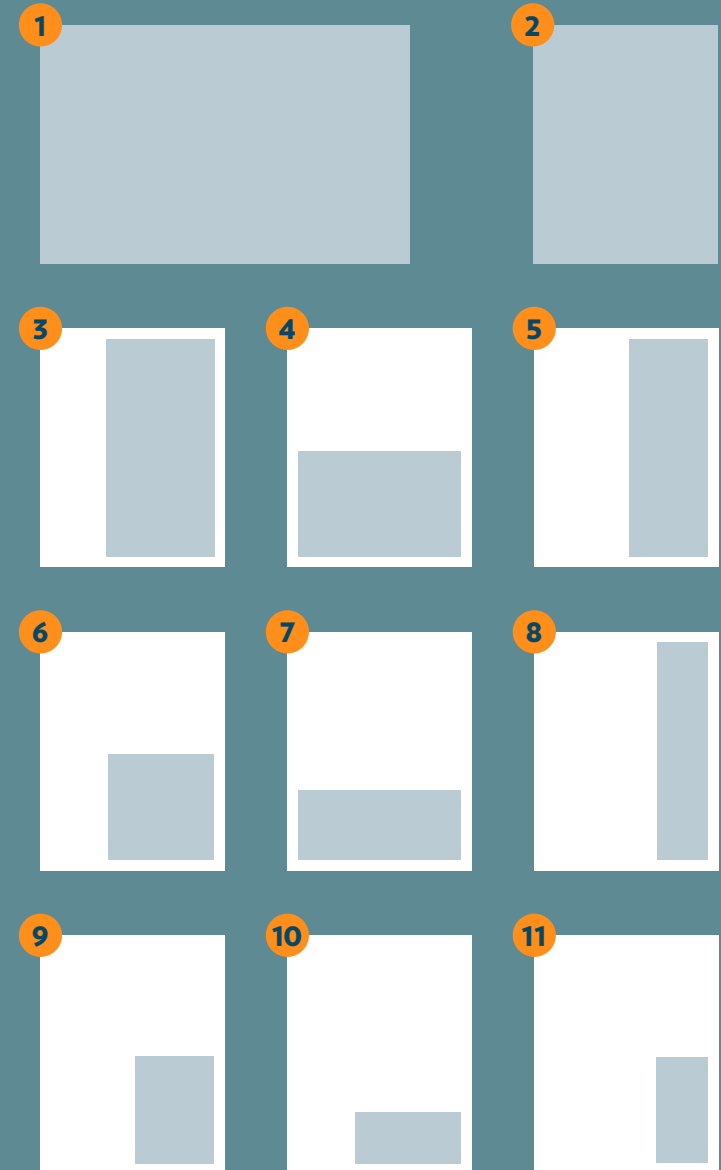
Bleed: 1/8" from each side

Live Area: 1/4" within the trim edges

Upload ads to: tinyurl.com/CLUBMGMT

File Naming Convention:

AdvertiserName_AdSize_IssueMonth.pdf



Plan your 2025 with Club Management

2025 Expo Show Guide

CMAA 2025 World Conference and Club Business Expo

February 5-9, 2025, Tampa Convention Center, Tampa, FL

- 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 2, 2024

Take 50% off any size Show Guide ad if combined with a 2025 Club Management plan of 3-times or more!



Plan your 2025 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 8,000+ 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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