

# CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2023 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.

Clubs are embracing change and innovation as they manage unprecedented member demand for usage and facilities. 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 as they strive to perform at the highest level.

Club Management will place your message in front of 7,500 decision makers at more than 3,000 private clubs at the time they are making decisions about F&B, décor, golf course operations, events, amenities, or membership recruitment.

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

**8,599**  
AVERAGE  
DIGITAL READS



**6,800**

CMAA  
MEMBERS



**700**

OTHER CLUB MANAGEMENT  
PROFESSIONALS



**3,000**

CLUBS



**7,500**

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.

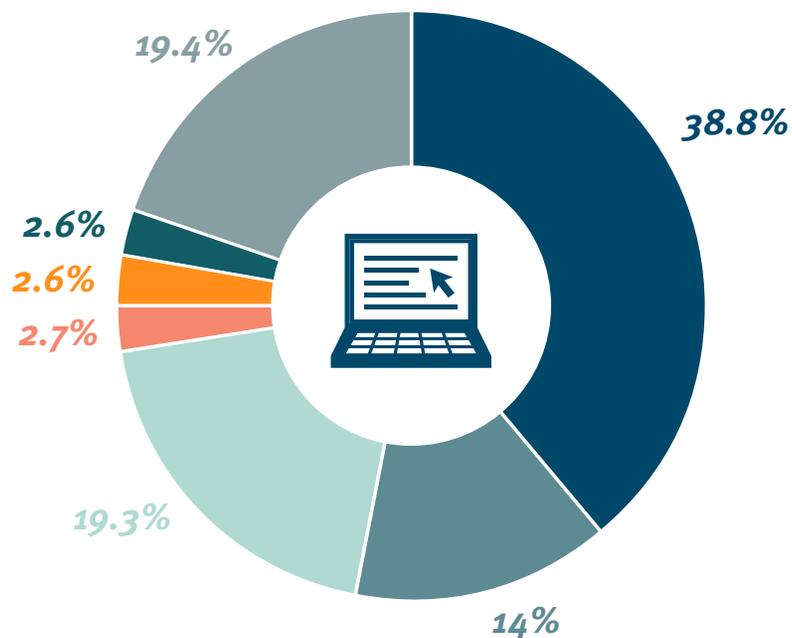
## **REGULAR FEATURES INCLUDE:**

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

2023 ISSUE	THEME	FEATURES
Jan/Feb	Conference Issue	Club Executive of the Year Club Business Expo Guide (Double Feature) Technology and Automation Top Trends for the Year
Mar/Apr	People Issue	HR/Staffing Staff/Training Pool, Spa, & Fitness Membership & Marketing
May/June	Sports & Health Issue	Sports - Golf, Bowling, Swimming, Squash, Handball, Croquet, Bocce Ball Tennis - Pickleball, Small Court Tennis for Younger Players Pro Shop/Apparel/Gear/ Club Branded Merchandising Wellness
July/Aug	Design Issue	Design, Furniture & Décor Trends Construction/ Makeovers Sustainability in Design
Sept/Oct	F&B Issue	Food Trends Beverage (Alcoholic & Non) Food Sustainability - Recycling, Composting, Packaging, etc. Club Signature Recipes
Nov/Dec	Events Issue	Member Programming Year Round Event Ideas Philanthropy Purchasing New Equipment

# 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 2023 Print & Digital Magazine (7,500 subscribers)

	SPECS	BLEED	1x	3x	6x	
1	Spread	17" x 11"	17.25" x 11.25"	\$6,050	\$5,145	\$4,540
2	Full Page*	8.5" x 11"	8.75" x 11.25"	\$4,050	\$3,445	\$3,040
3	Cover 4 (Back Cover)	8.5" x 11"	8.75" x 11.25"	\$5,250	\$4,465	\$3,940
4	Cover 2 (Inside Front Cover)	8.5" x 11"	8.75" x 11.25"	\$4,650	\$3,955	\$3,490
5	Cover 3 (Inside Back Cover)	8.5" x 11"	8.75" x 11.25"	\$4,250	\$3,615	\$3,190
6	2/3 Page Vertical	4.875" x 10"		\$3,250	\$2,765	\$2,440
7	1/2 Page (Vertical or Horizontal)	7.5" x 4.875"		\$3,050	\$2,595	\$2,290
8	1/3 Page (Square, Vertical or Horizontal)	3.625" x 10"		\$2,450	\$2,085	\$1,840
9	1/4 Page Square	4.875" x 4.875"		\$2,250	\$1,915	\$1,690
10	1/6 Page (Vertical or Horizontal)	7.5" x 3.1875"		\$1,450	\$1,235	\$1,090
11	1/6 Page (Vertical Marketplace Ad)	2.375" x 4.875"		-	\$1,035	\$915

## 2023 Show Guide (Jan-Feb Issue): :

take 50% off above rates for any Show Guide ad if combined with a 2023 plan of 3-times or more!

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

ISSUE	AD SPACE	AD COPY DUE	MAILS
Jan/Feb	12/12/22	12/19/22	1/24/23
Mar/Apr	2/6/23	2/13/23	3/28/23
May/June	3/27/23	4/3/23	5/9/23
July/Aug	5/30/23	6/5/23	6/30/23
Sept/Oct	7/31/23	8/7/23	8/31/23
Nov/Dec	9/25/23	10/2/23	11/11/23

## Print & Digital Magazine Specifications

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

**Trim size:** 8.5" x 11"

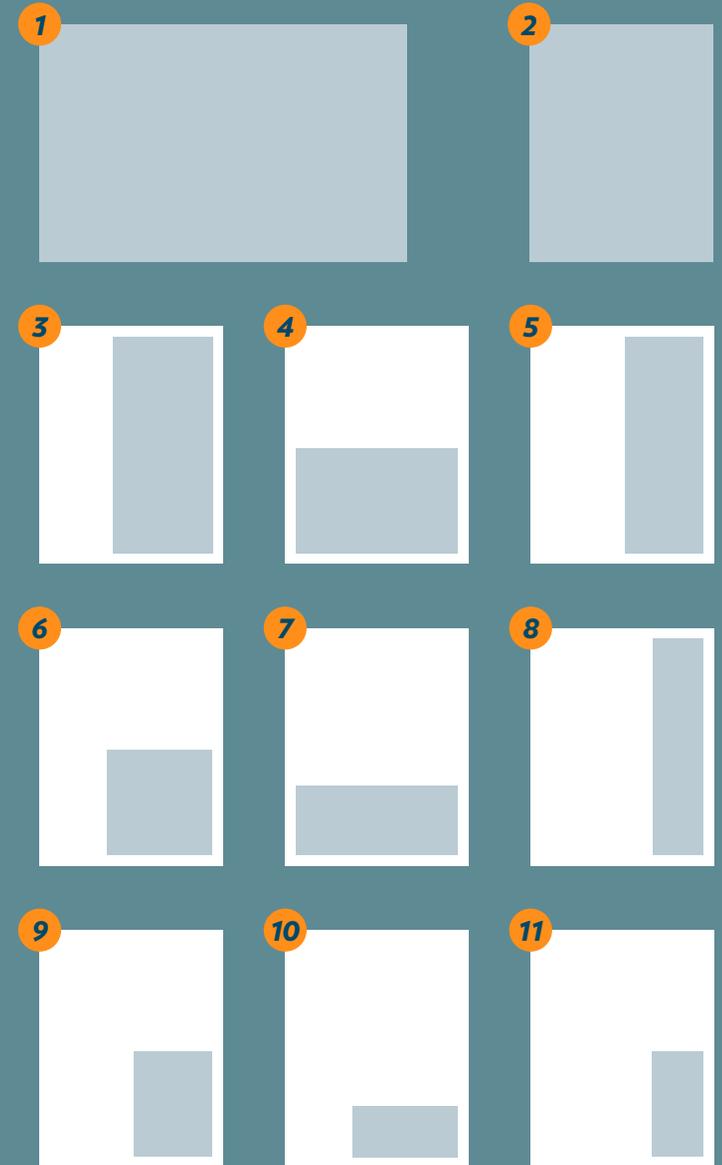
**Bleed:** 1/8" from each side

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

**Upload ads to:** [tinyurl.com/CMAA2023](https://tinyurl.com/CMAA2023)

**File Naming Convention:**

AdvertiserName\_AdSize\_IssueMonth.pdf



# Plan your 2023 with Club Management

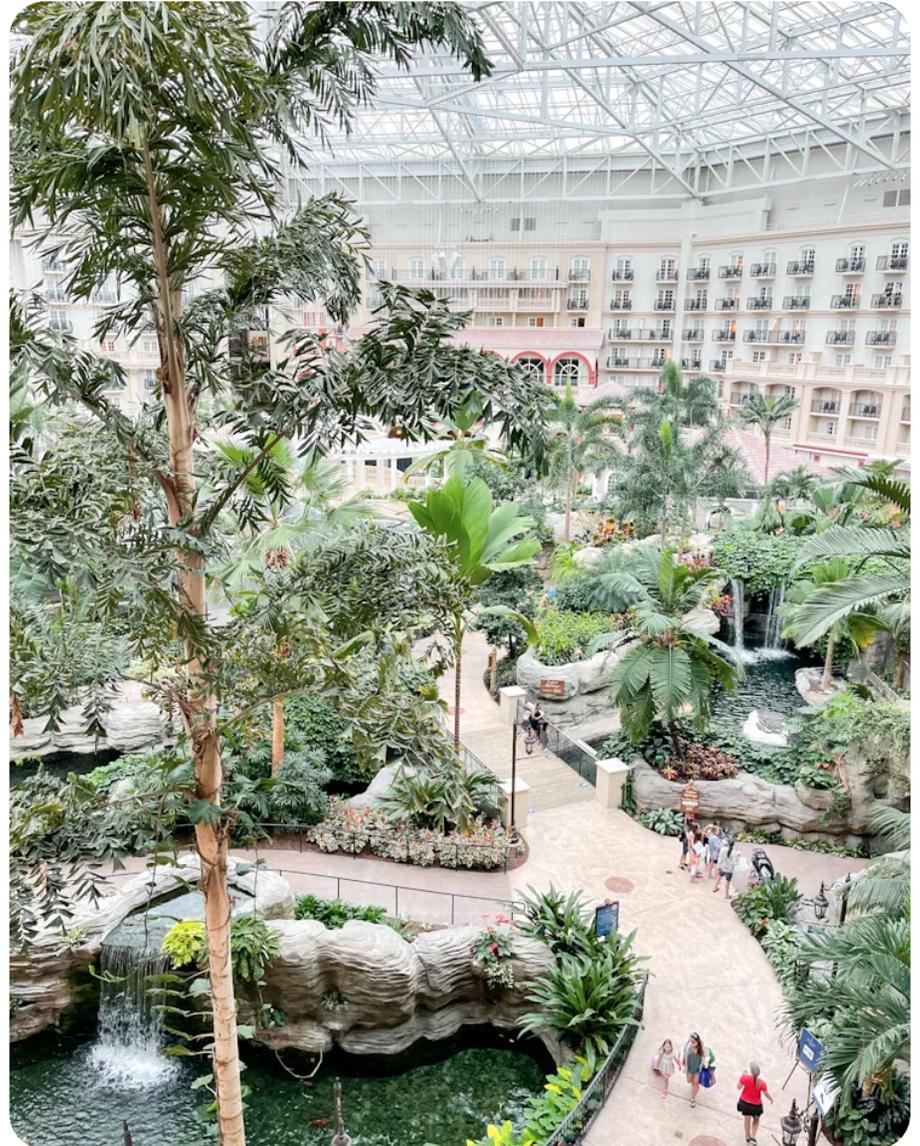
## 2023 Expo Show Guide

### *CMAA 2023 World Conference and Club Business Expo*

February 24 – 28, 2023, Gaylord Palms, Orlando, 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 12, 2022

***Take 50% off any size Show Guide ad if combined with a 2023 Club Management plan of 3-times or more!***



# Plan your 2023 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 6,500+ 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**

**SQUARE  
250X250**

**SQUARE  
250X250**



# Contact Our Team

## *Managing Editor*

Jennifer McNally

[editorial@cmaa.org](mailto:editorial@cmaa.org)

703-863-2991

## *Ad Sales*

Heather McKean

[adsales@cmaa.org](mailto:adsales@cmaa.org)

202-525-6304

Patrick Wilson

202-907-5982

