

# CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2022 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 professional leadership development, ethical standards, and responsive services.

Clubs are facing challenging times right now, and 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.***

**5,645**  
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:

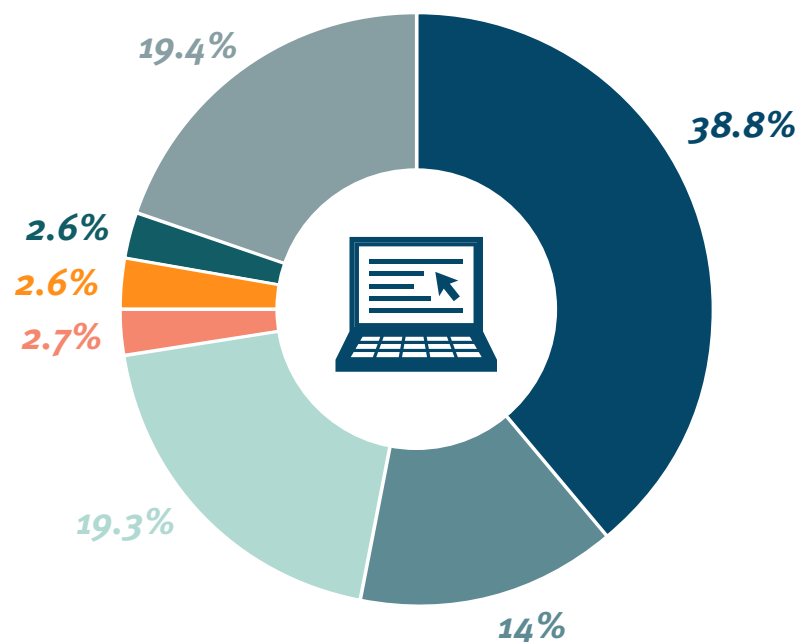
- Association and chapters news
- Club industry news & trends
- Membership updates
- Technology updates
- Member perspectives

2022 ISSUE	THEME	FEATURES	BONUS TOPICS
Jan/Feb	Servant Leadership	Club Executive of the Year The Role of the Servant Leader of the Club CMAA World Conference Preview	Youth Programs Event Planning
Mar/Apr	Attracting the Next Generation of Members	What Does Gen Z Want? Bringing Diversity into the Club CMAA World Conference Wrap-Up	Membership/ Training Programs HR/Staffing & Insurance
May/June	Managing Stress	Work-Life Balance Self-care for the Club Executive Interview with Mental Health Professional	The Golf Issue – Equipment/ Maintenance Pro Shop/Apparel
July/Aug	Club Design Trends	Club Makeovers The Role of Technology in Design Trends from the COVID-19 Pandemic	Design & Construction The Business of Running your Club
Sept/Oct	Food & Beverage Trends	A La Carte Dining Self Serve Options in the Era of COVID Hot New Cocktails/Drinks/Food for 2023	Food/Beverage Services/Equipment Furniture & Décor
Nov/Dec	Philanthropy & Giving	Extended Membership Spotlight How to Motivate Employees to Give Back Highlight of Philanthropic Efforts in Industry	Fitness/Spa/ Other Sports Technology



# 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        | ■ Accounting              |
| ■ AGM/Clubhouse Managers | ■ Golf, Sport, Recreation |
| ■ Food and Beverage      | ■ Other                   |
| ■ Membership             |                           |

# Advertising Rates 2022 Print & Digital Magazine (7,500 subscribers)

		SPECS	BLEED	1x	3x	6x
1	Two-Page Spread	17" x 11"	17.25" x 11.25"	\$5,765	\$4,895	\$4,325
2	Full page*	8.5" x 11"	8.75" x 11.25"	\$3,850	\$3,275	\$2,885
2	Cover 4 (Back Cover)	8.5" x 11"	8.75" x 11.25"	\$4,995	\$4,245	\$3,745
2	Cover 2 (Inside Front Cover)	8.5" x 11"	8.75" x 11.25"	\$4,425	\$3,765	\$3,315
2	Cover 3 (Inside Back Cover)	8.5" x 11"	8.75" x 11.25"	\$4,040	\$3,435	\$3,035
3	2/3 Page Vertical	4.875" x 10"		\$3,080	\$2,615	\$2,315
4	Half Page Horizontal	7.5" x 4.875"		\$2,885	\$2,455	\$2,165
5	Half Page Vertical	3.625" x 10"		\$2,885	\$2,455	\$2,165
6	1/3 Page Square	4.875" x 4.875"		\$2,310	\$1,965	\$1,735
7	1/3 Page Horizontal	7.5" x 3.1875"		\$2,310	\$1,965	\$1,735
8	1/3 Page Vertical	2.3125" x 10"		\$2,310	\$1,965	\$1,735
9	1/4 Page	3.625" x 4.875"		\$1,925	\$1,635	\$1,145
10	1/6 Page Horizontal	4.875" x 2.375"		\$1,350	\$1,145	\$1,015
11	1/6 Page Vertical	2.375" x 4.875"		\$1,350	\$1,145	\$1,015
11	1/6 Page (Vertical Marketplace Ad)	2.375" x 4.875"		–	\$1,035	\$915

## 2022 Show Guide (Jan-Feb Issue):

take 50% off above rates for any Show Guide ad if combined with a 2022 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	12/13/21	12/20/21	1/24/22
Mar/Apr	2/7/22	2/14/22	3/21/22
May/June	3/28/22	4/4/22	5/7/22
July/Aug	5/30/22	6/6/22	7/2/22
Sept/Oct	8/1/22	8/8/22	9/10/22
Nov/Dec	9/26/22	10/3/22	11/5/22

## Print & Digital Magazine Specifications

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

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

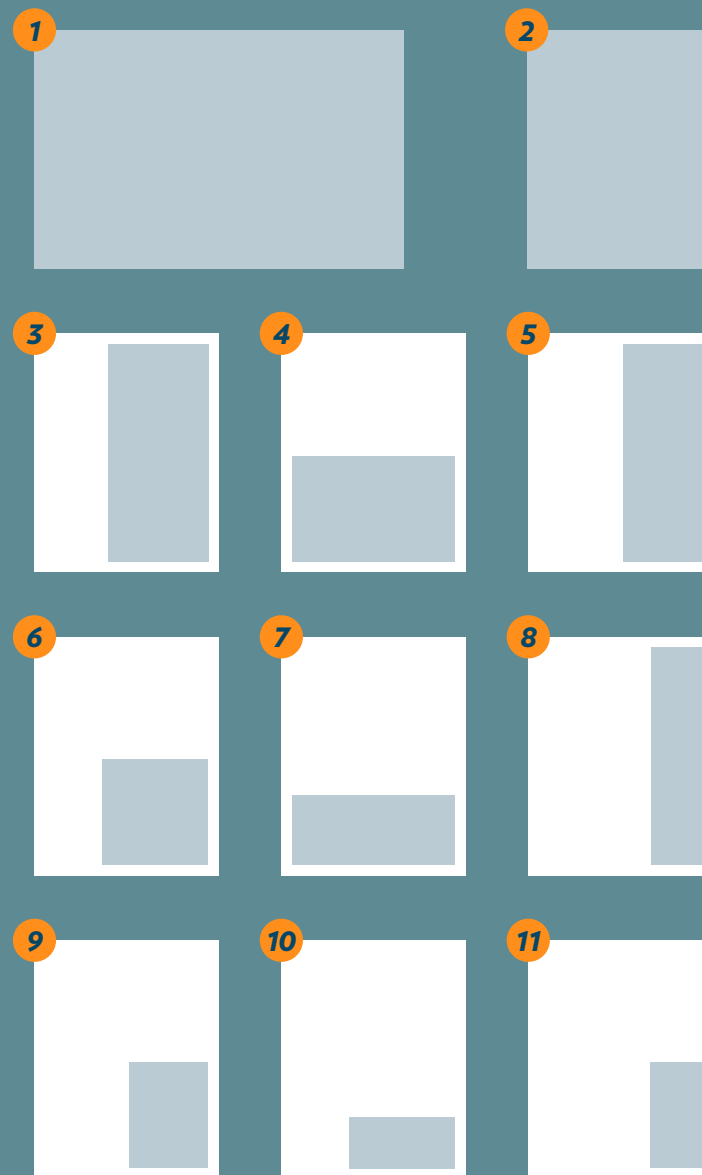
**Bleed:** 1/8" from each side

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

**Upload ads to:** [tinyurl.com/CMAA2022](https://tinyurl.com/CMAA2022)

**File Naming Convention:**

AdvertiserName\_AdSize\_IssueMonth.pdf



## 2022 EXPO Show Guide

**CMAA 2022 World Conference and Club Business Expo**

February 19 – 23, 2022, San Diego Convention Center

- 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 1, 2021

***Take 50% off any size Show Guide ad if combined with a 2022 Club Management plan of 3-times or more!***



## Club Management Marketplace

**Every issue.** Select your featured category to run a 1/6 or 1/3 Ad all year:

1. Club Business, Planning, Accounting, Compliance
2. Design & Construction
3. Youth Programs; Event Planning
4. Club Technology; Apps (Tee times; reservations)
5. Fitness & Sports (non-golf); Spa; Training
6. Food/Beverage Services, Equipment
7. Furniture, Décor, Equipment
8. Golf Course Equipment & Maintenance
9. HR, Staffing, Insurance
10. Membership & Training Programs
11. Pro Shop, Apparel, Awards, and Allied Organizations



## 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!)
- **Center Spread Adjacent/Pull-out 4-page Ad**
- **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 on Mondays
- **Podcast Series:** Let’s Talk Club Management
- **CMAA.org:** Limited display ad and advertorial/sponsored content opportunities



# Contact Our Team

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