

CLUB Management

OFFICIAL PUBLICATION OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA

2027 MEDIA PLANNER



Be Part of CMAA's
Centennial Celebration!



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 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.



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-Tested Idea Spotlights
- CMAA Member, Association, Chapter, and Club Industry News
- CMAA Member Profiles

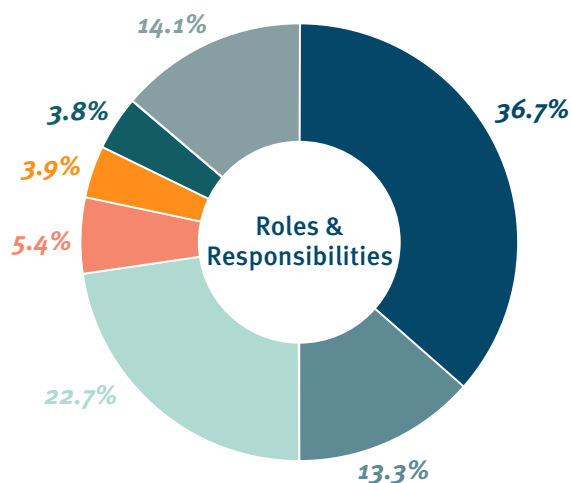
2027 ISSUE	THEME	FEATURES	
Jan/Feb	Conference/ Executive of the Year/Executive Leadership	• Club Executive of the Year • Club Business Expo Guide (Double Feature)	• 2027 Trends • Being a Better Presenter
Mar/Apr	Club Employees & Human Resources	• How to Build Your Culture and Keep Great Employees • Unexpected Staff Recruitment Sources	• Managing Member Behavior at Events (Value of New Member Orientations) • Using AI for Member Personalization, Recruitment
May/June	Sports, Health, & Wellness	• Sport Management Challenges — Balancing Demand Among Multiple Sports • Mental Health & Well-being for Professionals	• Leading Your Board / Navigating Toxic Boards • Using AI for Governance: Minutes, etc.
July/Aug	Planning & Design	• Clubhouse Renovation Trends • Best Practices: Capital Planning and Reinvestment	• When the Worst Happens: Handling a Death at Your Club • Career Planning: Evaluating Your Next Role or Club
Sept/Oct	Food & Beverage	• F&B Trends: How Clubs Implement Mainstream Food Concepts • AI/Data Analytics for Purchasing and Menu Pricing	• Reinvigorating Your Beverage Programs • Being a Good Mentor/Mentee
Nov/Dec	Member Programming & Events	• Creating One-of-a-Kind Hospitality Experiences • Navigating Dues Increases with Changing Member Expectations	• Marketing Your Club's Events and Activities • Wearing Multiple Hats Well/Chaos Management

Who We Reach

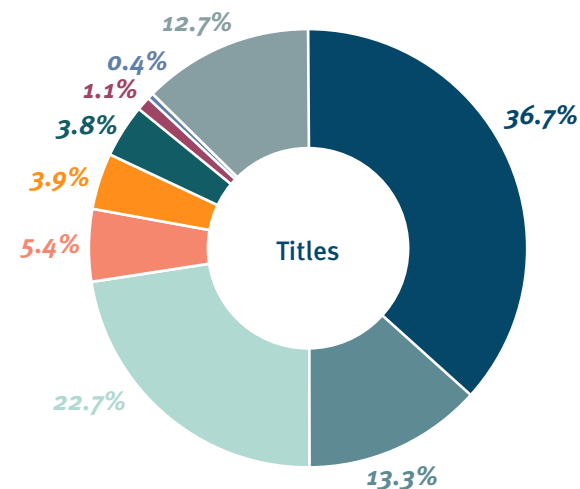
Club management professionals are a diverse group of leaders who make clubs hum. CMAA members make up the bulk of our readership, ranging from general managers, to Food & Beverage directors, to assistant managers. They manage more than 3,000 clubs.



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 2027 Print & Digital Magazine (9,450 subscribers)

		SPECS	BLEED	1x	3x	6x
1	Two-Page Spread	16.75" x 10.875"	17" x 11.125"	\$7,350	\$6,250	\$5,525
2	Full page*	8.375" x 10.875"	8.625" x 11.125"	\$4,925	\$4,200	\$3,700
2	Cover 4 (Back Cover)	8.375" x 10.875"	8.625" x 11.125"	\$6,375	\$5,425	\$4,775
2	Cover 2 (Inside Front Cover)	8.375" x 10.875"	8.625" x 11.125"	\$5,650	\$4,800	\$4,250
2	Cover 3 (Inside Back Cover)	8.375" x 10.875"	8.625" x 11.125"	\$5,175	\$4,400	\$3,875
3	2/3 Page Vertical	4.875" x 10"		\$3,950	\$3,350	\$2,950
4	Half Page Horizontal	7.5" x 4.875"		\$3,700	\$3,150	\$2,775
5	Half Page Vertical	3.625" x 10"		\$3,700	\$3,150	\$2,775
6	1/3 Page Square	4.875" x 4.875"		\$2,975	\$2,525	\$2,225
7	1/3 Page Horizontal	7.5" x 3.1875"		\$2,975	\$2,525	\$2,225
8	1/3 Page Vertical	2.3125" x 10"		\$2,975	\$2,525	\$2,225
9	1/4 Page	3.625" x 4.875"		\$2,750	\$2,325	\$2,100
10	1/6 Page Horizontal	4.875" x 2.375"		\$1,775	\$1,500	\$1,325
11	1/6 Page Vertical	2.375" x 4.875"		\$1,775	\$1,500	\$1,325

2027 Show Guide (Jan-Feb Issue):

take 50% off above rates for any Show Guide ad if combined with a 2027 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	12/7/26	12/14/26	1/20/27
Mar/Apr	2/1/27	2/8/27	3/17/27
May/June	4/5/27	4/12/27	5/19/27
July/Aug	6/1/27	6/7/27	7/14/27
Sept/Oct	8/2/27	8/9/27	9/15/27
Nov/Dec	9/27/27	10/4/27	11/10/27

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

File Naming Convention:

AdvertiserName_AdSize_IssueMonth.pdf



Plan your 2027 with Club Management

2027 Expo Show Guide

CMAA 2027 World Conference and Club Business Expo

February 7–11, Chicago, IL

- The best way to spotlight your booth and showcase your products and services
- Spotlighted by category in special section of Jan/Feb Issue
- Includes bonus distribution on-site at the Club Business Expo
- Deadline: December 7, 2026

Take 50% off any size Show Guide ad if combined with a 2027 Club Management plan of 3-times or more!



TO LEARN MORE ABOUT ADVERTISING SALES OPPORTUNITIES WITH CMAA, PLEASE EMAIL adsales@cmaa.org

Be Part of CMAA's Centennial Special Edition



One Hundred Years. One Opportunity.

In 2027, the Club Management Association of America (CMAA) proudly celebrates 100 years of advancing the club management profession. To mark this historic milestone, CMAA will publish a special Centennial edition of *Club Management*, honoring the people, milestones, and innovations that have shaped the profession—and looking ahead to its next century.

A dedicated Centennial advertising section gives companies that serve and support the club industry a once-in-a-century opportunity to congratulate CMAA, celebrate their connection to the profession, and be represented in this historic edition.



Centennial Advertising Opportunities

Special Edition Print Magazine

Centennial Legacy Spread	Centennial Commemorative Ad	Centennial Salute
Two-Page Spread	Full Page	Quarter Page
Make the ultimate Centennial statement with a premium two-page presence. Congratulate CMAA on 100 years while celebrating your company's history, connection to the club industry, and vision for the future.	Join companies throughout the club industry in congratulating CMAA on its 100th anniversary with a full-page presence in the dedicated Centennial advertising section.	Ensure your company is represented in this once-in-a-century edition with a special quarter-page message congratulating CMAA and demonstrating your support of the club management profession.
Specs: 16.75" x 10.875" With Bleed: 17" x 11.125"	Specs: 8.375" x 10.875" With Bleed: 8.625" x 11.125"	Specs: 3.625" x 4.875" No Bleed
Investment: \$8,500	Investment: \$5,750	Investment: \$2,500

Space is limited. Premium positions and Centennial Legacy Spreads are available on a first-come, first-served basis.

Space Reservation

Deadline: July 7, 2027

Materials Due:

July 14, 2027

Mails: August 25, 2027

Print Special Edition 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

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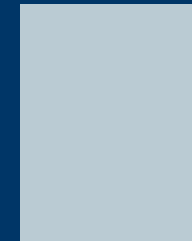
AdvertiserName_AdSize_

SpecialEdition.pdf

Two-Page Spread



Full Page



Quarter Page



Reserve Your Place in CMAA History

Your Company. Your Congratulatory Message.

Advertisers provide their own completed, press-ready PDF creative. All advertisements must include a congratulatory message recognizing CMAA's 100th anniversary.

TO LEARN MORE ABOUT ADVERTISING SALES OPPORTUNITIES WITH CMAA, PLEASE EMAIL adsales@cmaa.org

Plan your 2027 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 8,700 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





The Event Equation

Building Value Beyond the Balance Sheet

BY JENNIFER MCNALLY

Events are more than line items on a club's calendar—they're drivers of culture, connection, and, when managed strategically, profitability. From golf tournaments and themed dinners to high-profile lectures and live music, events can transform the member experience while supporting a club's financial goals.

Understanding the Economics of Events

The foundation of profitable events lies in understanding how costs and revenues work together. Strong planning, disciplined costing, and accurate forecasting are what separate memorable events from merely expensive ones.

Cost Structure Basics

Every event has three main cost categories:

1. **Fixed costs:** staffing, setup, and facilities.
2. **Variable costs:** F&B, rentals, prizes, and entertainment that scale with attendance.
3. **Hidden costs:** marketing, AV, décor, and overtime that are easy to overlook.

For club managers, the events that deliver emotional value are the ones that stand out.

Pricing and Revenue
Diversifying revenue streams is key. The University Club of Chicago's work, featuring Justice Amy C. Sotomayor, and Giada De Laurentiis' revenue last year and partnerships.

"We offer programming like Rina Ranalli, Director of Chicago, "A dinner service: a cocktail reception. Each is priced responsibly to ensure an exceptional experience."

1

Survey and Listen First

Before planning, understand your members' interests and pain points. Use short online polls, post-event comment cards, or informal focus groups to gather feedback.

"You can't build engagement in a vacuum," notes one club manager. "Ask what's missing from the member experience before deciding what to add."

Identify overlapping interests such as fitness, food, family, or the arts and design around those themes.



2

Partner Locally to Build Momentum

Establish relationships with nearby cultural institutions, theaters, bookshops, or universities. These partnerships can bring new content, reduce speaker fees, and broaden exposure.

At The University Club of Chicago, relationships with PBS and local bookstores created access to marquee talent, such as Ken Burns and Walter Isaacson, without breaking the budget.

4

Vary Formats and Price Points

Offer a mix of high-end experiences and low-barrier options—pair entertainment or education with dining to boost per-capita spend while keeping the event accessible.

"Not every program has to be a gala," says Ranalli from the University Club. "Cocktail-hour panels and lunchtime author talks can be just as profitable."

Key Takeaways for Clubs Starting from Scratch

Even for clubs without an established programming department, small, intentional steps can lead to significant results. The most successful event programs start with curiosity, creativity, and data—not with a massive budget.

The goal: create events that are profitable because they're *irresistible*.

3

Start Small, Execute Well

Launch one or two signature events that can grow into traditions. A small win builds credibility with members and confidence with your team.

Events like The Residency at Army Navy Country Club—live music on summer Wednesday evenings—proved that even modest, recurring events can dramatically increase traffic and F&B revenue.



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5

Leverage Existing Infrastructure

Look at underutilized spaces or slower times on your calendar. A trivia night in the lounge or a Sunday jazz brunch can fill gaps in usage and drive incremental revenue.

Events like the Gameshow Extravaganza at the Governors Club show that a creative twist on familiar entertainment can re-energize weeknight attendance.

6

Build in Measurement from the Start

Track registration, attendance, and revenue per person for each event. Compare projected vs. actual costs to refine future pricing and forecasting.



Communicate and Celebrate

Publishize your events before, during, and after. Post photos, testimonials, and highlights on social media and in newsletters. This not only promotes the event but also reinforces the club's culture of vibrancy and connection.

A well-documented success story can be your best marketing tool for both current and prospective members.

Be Patient, Reputation Takes Time

Truly successful programs evolve. Give new ideas a year or more to mature and build attendance. Each well-executed event strengthens your credibility and draws members and speakers back for more.

"Once you've built a few successful programs, your reputation grows," Ranalli says. "Then opportunities start coming to you instead of you chasing them."

Focus on Quality and Fun

Members return to experiences that feel authentic, polished, and enjoyable. Whether it's an intimate author dinner or a playful game night, prioritize atmosphere and engagement over extravagance.

The goal: create events that are profitable because they're *irresistible*.

rm-arch.com

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