

# 2016 MEDIA GUIDE

# 2016 MEDIA GUIDE



THE  
**BOARDROOM**

OFFICIAL PUBLICATION FOR THE ASSOCIATION OF PRIVATE CLUB DIRECTORS

Private clubs across the United States and Canada are currently facing challenges relating to every aspect of their operation—from rising food costs to employee compensation, changing demographics to decreased club usage, outdated technology to outdated pro shops and poor management to costs of liability insurance. For the majority of problems facing private clubs today, vendors have the solutions.

*“So, how can I reach the private club industry with my solution?”*

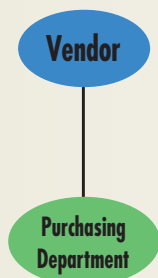
The lucrative private club industry is complicated and difficult to penetrate. Unlike other industries whereby a single agent often makes the final decision regarding any purchases for his or her respective business, vendors in the private club industry are hampered by a host of seemingly insurmountable issues.

These include:

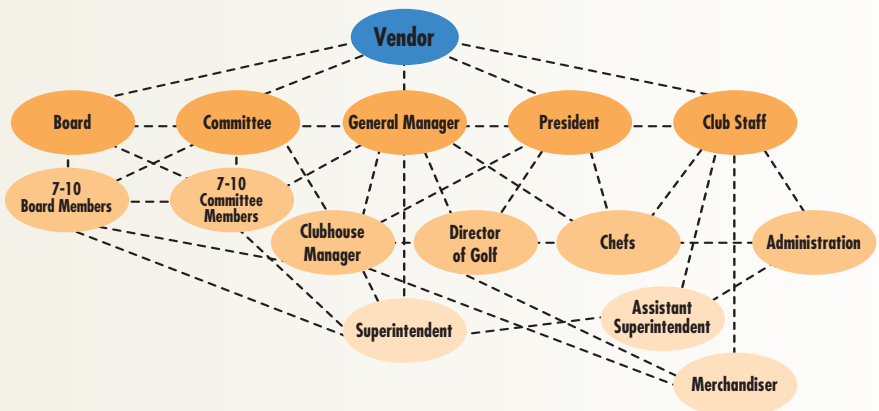
- The issue of scalability: How to reach 6,000 private clubs with limited resources.
- Managing the decision-making process: How to dramatically reduce decision time.
- Establishing credibility: Creating a positive image among industry influencers. The most important aspect of effective marketing is to get people to talk often and favorably about your product or service to individuals who will affect the purchasing process.
- Gaining access to the key decision makers and influencers.
- Cost to market: How to make the most of your marketing dollars. With so many trade shows, publications and sponsorship opportunities, vendors are faced with the challenge of deciding where their marketing dollars would be most effective.

Targeting and building credibility with every individual involved in the decision-making process is crucial for success in private clubs. If any link in this “chain” becomes disconnected (i.e. by a board member not having heard of your firm), then your chance for a sale in that club significantly decreases. How can you reach each member of the “chain?” *We’ll help!*

A “Standard” Decision-Making Process



The Private Club Decision-Making Process



# ENDORSEMENTS, PARTNERS AND ASSOCIATIONS



The Association of Private Club Directors (APCD) is the parent organization of *Distinguished Clubs* and *The BoardRoom magazine*, the official trade publication of the APCD. *The BoardRoom magazine* remains the only publication of its kind to directly target the board of directors and management of private and semi-private golf and country clubs in the United States and Canada. It is much larger than a magazine. Industry insiders and decision-makers look to us to provide them with the information they need to survive and thrive. We establish relationships with our readers and advertisers. In fact, many report keeping a library of past issues to use as reference material when purchasing opportunities arise.

As a diversified leader in the private club industry, the Association of Private Club Directors continues to broaden its horizons to meet the needs of our readers, partners and advertisers.

*The BoardRoom magazine* is endorsed by, is a strategic partner or allied association of the Club Managers Association of America (CMAA), the Golf Course Superintendents Association of America (GCSAA), the Professional Golf Association of America (PGA), Club Managers Association of Europe (CMAE), the United States Professional Tennis Association (USPTA), the American Culinary foundation (ACF), the American Society of Golf Course Architects (ASGCA), Hospitality, Financial and Technology Professionals (HFTP) and Professional Club Marketing Association (PCMA).

## We offer solutions through the following unique resources

The BoardRoom magazine's "Excellence in Achievement Awards" . . .	4
APCD Integrated Marketing Solutions . . . . .	5
Pulse on the Industry . . . . .	6
BoardRoom Magazine Readership/Ad Design Rates . . . . .	7
The BoardRoom Magazine Editorial Calendar . . . . .	8
The BoardRoom Magazine Ad Rates . . . . .	9
The BoardRoom Magazine Ad Space & Design . . . . .	10

### Endorsements Strategic Partners Allied Associations



# EXCELLENCE IN ACHIEVEMENT AWARDS



What better way to recognize vendors and educators for their accomplishments and contributions to the private club industry than the peer-recognized *The BoardRoom magazine's Excellence in Achievement Awards!*

It's a highlight of the *APCD's* year and the only industry event where suppliers are publically-recognized for their achievements. This outstanding get-together of vendors, educators and colleagues generally is staged in conjunction with the *CMAA World Conference* in February.

An independent panel of industry peers and experts representing various disciplines and aspects of club and course operations reviews all entries. Winners are selected for their overall excellence in their respective fields, their achievements, innovation, visions for the future and their continued impact on private club operations and the club industry.

Entry details for *The BoardRoom magazine's Excellence in Achievement Awards* is available by contacting John Fornaro at (949) 376-8889, ext. 2 or by email: johnf@apcd.com. Deadline for entries is October 31 each year.

## 2014 BoardRoom magazine Excellence in Achievement Award Winners

**Amenities Provider**  
Sports Solutions, Inc.

**Apparel Provider**  
High End Uniforms

**Association Program**  
Association of Club Catering Professionals

**Association Program**  
PGA of America

**Banquet Equipment**  
Spring USA

**Banquet Table and Chair**  
MityLite

**BoardRoom magazine  
Dedication Award**  
Jay DiPietro

**Camping Program**  
KE Camps

**China Product**  
Wedgewood China

**Club Management Firm**  
KemperSports

**Club Management Software**  
Northstar Club Management Software

**Club Service Firm**  
ResortSuite

**Clubhouse Architect**  
James G. Rogers Architects

**Clubhouse Architect**  
Peacock + Lewis Architects and Planners

**Clubhouse Dining Room Design**  
Chambers

**Clubhouse Signage**  
Signera

**Construction Company**  
Suffolk Construction

**Consultant Company**  
Denehy Club Thinking Partners

**Event Equipment Firm**  
Event Equipment Sales

**Executive Search Firm**  
Kopplin & Kuebler

**Fertilizer Firm of the Year**  
Grigg Brothers

**Fitness Equipment Firm**  
TechnoGym

**Food and Beverage  
Management Software**  
FOOD-TRAK/System Concepts, Inc.

**Packaging Solutions Firm**  
Planglow USA

**Furniture Manufacturer**  
Gasser Chair Company Inc.

**Gary Player Educator**  
Kopplin & Kuebler

**Golf Cart**  
E-Z-GO, a Textron Inc. company

**Golf Course Design**  
George Golf Design, Inc.

**Golf Course Maintenance Firm**  
ValleyCrest

**Golf Course Product**  
Toro Greensmaster eFlex

**Insurance Provider**  
Venture Insurance Programs

**Interior Design Firm**  
C2 Limited Design Associates

**Irrigation Company**  
The Toro Company

**Kitchen & Foodservice  
Equipment Design**  
D.E.I. Food Service Equipment & Design

**Kitchen Equipment Firm**  
Montague Company

**Law Firm**  
Addison Law

**Lifetime Achievement 2014**  
Henry DeLozier

**Lifetime Achievement 2014**  
George Carroll

**Lifetime Achievement 2014**  
Linda Carroll

**Linen Provider**  
Something Different Linen

**Locker Firm**  
Salsbury Industries

**Locker Room Design**  
Ferry, Hayes & Allen Designers, Inc.

**Logo Apparel and Design  
Product**  
Stratton Crooke Enterprises Inc.

**Master Planning**  
Chambers

**Membership Marketing Firm**  
Pipeline Marketing Group

**Membership Survey**  
McMahon Group

**Menu Covers**  
Polar

**Mid-Management Search Firm**  
Kopplin & Kuebler

**Mobile Member  
Communications**  
Clubster

**Outdoor Cooking Equipment**  
Big John Grills & Rotisseries

**Outdoor Furniture**  
Oxford Garden

**Payroll Company**  
ClubPay

**Photography Firm**  
EA Photography

**Product of the Year**  
Golf Genius Software

**Purchasing Program**  
Xhibtz Contract Furnishings

**Real Estate Services**  
Hilda W. Allen Real Estate

**Research and Data Firm**  
Club Benchmarking

**Tax Consultant**  
Kevin Reilly, PBMares, LLP

**Tennis Court Builders**  
Welch Tennis Courts, Inc.

**Turf Maintenance Equipment**  
John Deere

**Website Company**  
Clubessential



The many marketing solutions offered by *APCD* include club and vendor memberships, vendor workshops, specific market consulting and of course, *APCD's* flagship and official publication – *The BoardRoom magazine*, voted the No. 1 publication in the private club industry by club managers.

*The BoardRoom magazine* is a vital component of *Integrated Marketing Solutions (IMS)* because of what it offers clubs and vendors. In the latest survey *The BoardRoom magazine* rates as the best there is in the club industry. Here's why!

- Board members and management read The BoardRoom magazine regularly
- The BoardRoom magazine ranked No. 1 among general managers
- The BoardRoom magazine ranked No. 1 among board members.
- The BoardRoom magazine ranked No. 1 for best content.
- The BoardRoom magazine ranked No. 1 for favorite magazine.
- The BoardRoom magazine ranked as the No. 1 magazine managers pass to others to read and
- The BoardRoom magazine ranked as the No. 1 magazine managers recommend companies to advertise in.

*The BoardRoom magazine*, targeting directly the boards of directors and general managers at private and semi-private clubs in the United States and throughout the world, is designed to education and inform club directors, general managers and golf course superintendents about issues affecting all aspects of their club's operation.

## *Integrated Marketing Solutions (IMS) open the door to change!*

It's another of the *Integrated Marketing Solutions (IMS)* offered vendors wanting to penetrate the peculiar characteristics of the private club market.

Vendors must emphasize a multi-pronged approach. *APCD* can help you modify your relationship from that of a traditional seller and buyer to empowering your customers around your product creating brand loyalists and advocates. For vendors, this information, strategy, tools and support help migrate the private club market down the path from prospect to long-term customer. For vendors, *The BoardRoom magazine* swings open an exclusive door to the private clubs.

Facts replace emotion! That's what we do and that's how you'll benefit.

---

## *Industry Facts*

- Private club board turnover averages 33 percent per year.
- The average private club has seven board members with an additional 14 committee members.
- On average every three years a 100 percent turnover of key decision makers.



*The BoardRoom magazine* has surfaced with flying colors in a recent ‘Taking the Pulse’ survey focusing on organizations and publications serving the private club industry.

*The BoardRoom magazine remains the No. 1 private club magazine the industry,* with the highest mean ratings in a number of the categories including:

- Being important to the general manager and the club
- Satisfaction with the publication
- Subscription value
- Effectiveness
- Communications
- Subscriber benefit and industry benefit, and
- Reading times (shelf life)

*Eighty percent of those surveyed read at least three out of each four issues and 69.9 percent of respondents spend at least 21-30 minutes reading the magazine* while another 24.1 percent spend at least 11-20 minutes reading *BoardRoom magazine*.

This clearly indicates the shelf life of *The BoardRoom magazine* for both its readers and advertisers. Many clubs also maintain a *BoardRoom magazine* library for reference on different topics in the private club industry.

The *survey completed by The McMahon Group* of St. Louis, MI asked the questions of over 225 general managers, and other staff of private clubs throughout the U.S. and Canada. *More than 93 percent of those who responded are general managers.*

It included representatives from country clubs, golf clubs, city, athletic, yacht, swimming, tennis and other private clubs, with memberships from less than 500 to more than 1,000, and with initiation fees ranging from less than \$5,000 to more than \$50,000.

In this particular survey, all respondents reported being members of the Club Managers Association of America (CMAA), with some also members of NCA, CSCM, NGF, HFTP, NCGOA, PGA, USGA, GCSAA and IHRSA.

Other publications included in the survey were:  
Club & Resort Business, Club Director, and Club Management.



*The BoardRoom magazine* is designed to educate the board of directors, general managers and owners of private clubs about issues concerning all aspects of the club and golf course operations. Each editorial department

directly relates to the positions held by the board:

- Clubhouse Committee
- Green Committee
- Membership Committee
- House Committee
- Finance Committee
- Executive Committee
- Pro Shop Committee
- Food and Beverage Committee
- Marketing Committee
- Bylaws Committee
- Law and Legislation/Insurance
- Finance/Tax Issues
- Strategic Planning
- Technology Committee
- Course/Clubhouse Redesign
- Membership Marketing Issues
- Wellness and Fitness
- Wine

The demographic of this bi-monthly publication includes a group of conservative professionals who have been elected to the board for a term of no less than one year. These are the decision makers that head the committees created to address issues and purchases concerning all aspects of private club operations.

## *When the advertising that used to work, doesn't work in the private club industry, what do you do?*

**Answer: Change your thinking.** Marketing to the private club industry has changed. You either take advantage of that change, or let it take advantage of you. *APCD* offers *Integrated Marketing Solutions*, for businesses marketing to the private club industry. We help our clients build strong business communications to find and retain profitable customers.

Conventional B2B wisdom says that salespeople seek out prospects, convince them of the products excellence and persuade them to sign on the dotted line. Fact is...that seldom happens anymore. We understand how important it is for you to connect with your audience, and we will work with you to integrate your communications allowing you to move your prospects through each stage of the purchase process to create sales, customers and more profitable relationships... leading to customers that become brand advocates, loyalists, innovators and opinion leaders for your products. You get the response you want from your target market.

**Award Winning Design:** 2014, 54th Annual American Graphic Design Awards - Publication Design  
**Award Winning Design:** 2014, Marcom Awards - Publication Design

<i>Ad Design Rates</i>	<b>1/4 Page</b>	<b>1/3 Page</b>	<b>1/2 Page</b>	<b>Full Page</b>
<b>Ad Design</b>	<b>\$300</b>	<b>\$350</b>	<b>\$400</b>	<b>\$450</b>

# BOARDROOM 2016 EDITORIAL CALENDAR



## **January/February 2016 (CMAA Show Issue)**

**Cover: Top Private Club President of the Year**  
**Features: CMAA Show issue, Private Club Presidents of the Year, Distinguished Club Feature, Vendor Case Studies (various club industries)**

**Editorial deadline: November 11<sup>th</sup>**  
**Space reservation: January 4<sup>nd</sup>**  
**Materials due: January 15<sup>th</sup>**



## **March/April 2016**

**Cover: CMAA President**  
**Features: Excellence in Achievement Award Winners, PGA, GCSAA Vendor Case Studies (various club industries)**

**Editorial deadline: January 27<sup>th</sup>**  
**Space reservation: March 1<sup>st</sup>**  
**Materials due: March 8<sup>th</sup>**



## **May/June 2016**

**Cover: Club Ideas, Club Employees, and Sustainability**  
**Features: Sharing Ideas, Green Building, Sustainability Organic Wine and Garden, Vendor Case Studies (various club industries)**

**Editorial deadline: March 3<sup>rd</sup>**  
**Space reservation: April 29<sup>th</sup>**  
**Materials due: May 6<sup>th</sup>**



## **July/August 2016**

**Cover: TBA**  
**Features: Architects, Designers, Builders, Interior Designers, Furniture, Wellness, Lockers, Vendor Case Studies (various club industries)**

**Editorial deadline: May 15<sup>th</sup>**  
**Space reservation: July 1<sup>st</sup>**  
**Materials due: July 8<sup>th</sup>**



## **September/October 2016**

**Cover: Technology and Celebrity Exclusive Interview**  
**Features: New Products, Technology Case Studies, Social Media, E-Newsletters and Marketing, Vendor Case Studies (various club industries)**

**Editorial deadline: July 14<sup>th</sup>**  
**Space reservation - Tech stories and ads due: September 2<sup>nd</sup>**  
**Materials due: September 9<sup>th</sup>**



## **November/December 2016**

**Cover: Trends/State of the Industry**  
**Features: Wellness, Clubhouse Interior, Architects, Builders, Excellence in Achievement Award Winners, Vendor Case Studies (various club industries)**

**Editorial deadline: September 15<sup>th</sup>**  
**Space reservation: October 28<sup>th</sup>**  
**Materials due: November 4<sup>th</sup>**



## **January/February 2017 (CMAA Show Issue)**

**Cover: Top Private Club President of the Year**  
**Features: CMAA Show issue, Private Club Presidents of the Year, Distinguished Club Feature, Vendor Case Studies (various club industries)**

**Editorial deadline: November 11<sup>th</sup>**  
**Space reservation: January 4<sup>nd</sup>**  
**Materials due: January 15<sup>th</sup>**



# BOARDROOM BRIEFS 2016 EDITORIAL CALENDAR

*The BoardRoom Briefs* is a four-page digital newsletter designed to highlight club trends, governance and board committee topics, while touching on all aspects of club management and collaborative leadership. Each issue will focus on sharing ideas, board issues, membership and membership marketing issues, case studies and collaborative governance.

The demographic of this monthly publication includes a group of conservative professionals who have been elected to the board for a term of no less than one year. These are the decision makers that head the committees created to address issues and purchases concerning all aspects of private club operations.

## **January 2016**

**Features: Club Industry Trends, Sharing Ideas, Case Studies**

*Editorial deadline: December 1<sup>st</sup>*

*Sponsor reservation: December 8<sup>th</sup>*

*Digital magazine sent to subscribers: January 4<sup>th</sup>*

## **March 2016**

**Features: Governance and Committee Topics, Membership Marketing**

*Editorial deadline: February 2<sup>nd</sup>*

*Sponsor reservation: February 9<sup>th</sup>*

*Digital magazine sent to subscribers: March 1<sup>st</sup>*

## **May 2016**

**Features: Club Trends, Sharing Ideas, Case Studies**

*Editorial deadline: April 1<sup>st</sup>*

*Sponsor reservation: April 8<sup>th</sup>*

*Digital magazine sent to subscribers: May 2<sup>nd</sup>*

## **July 2016**

**Features: Governance and Committee Topics, Membership Marketing**

*Editorial deadline: June 1<sup>st</sup>*

*Sponsor reservation: June 8<sup>th</sup>*

*Digital magazine sent to subscribers: July 1<sup>st</sup>*

## **September 2016**

**Features: Club Trends, Sharing Ideas, Case Studies**

*Editorial deadline: July 14<sup>th</sup>*

*Sponsor reservation - Tech stories and ads due: September 2<sup>nd</sup>*

*Digital magazine sent to subscribers: September 1<sup>st</sup>*

## **November 2017**

**Features: Governance and Committee Topics, Membership Marketing**

*Editorial deadline: October 3<sup>rd</sup>*

*Sponsor reservation: October 10<sup>th</sup>*

*Digital magazine sent to subscribers: November 1<sup>st</sup>*

## **January 2017**

**Features: Club Industry Trends, Sharing Ideas, Case Studies**

*Editorial deadline: December 1<sup>st</sup>*

*Sponsor reservation: December 8<sup>th</sup>*

*Digital magazine sent to subscribers: January 2<sup>nd</sup>*

# 2016 AD RATES

*Rates - Associate Members & Sponsors (AMS) receive a minimum of 35% off*

Ad Rates	Open	3x Rate	6x Rate
Full Page	\$2992/issue	\$2779/issue	\$2671/issue
AMS Full Page	<b>\$2233/issue</b>	<b>\$2011/issue*</b>	<b>\$1890/issue*</b>
1/2 Page	\$2190/issue	\$1997/issue	\$1767/issue
AMS 1/2 Page	<b>\$1490/issue</b>	<b>\$1287/issue*</b>	<b>\$1170/issue*</b>
1/3 Page	\$1790/issue	\$1671/issue	\$1589/issue
AMS 1/3 Page	<b>\$1290/issue</b>	<b>\$990/issue</b>	<b>\$870/issue*</b>
1/4 Page (marketplace only)	\$1397/issue	\$1289/issue	\$1187/issue
AMS 1/4 Page (marketplace only)	<b>\$894/issue</b>	<b>\$797/issue</b>	<b>\$694/issue*</b>

## One Time Insertion

2 Page Advertorial	\$3310/issue*	AMS 2 Page Advertorial	\$2450/issue*
Full Page Advertorial	\$2160/issue*	AMS Full Page Advertorial	\$1600/issue*

## Premium Insertions

Back Cover	\$4750/issue	\$4180/issue*	\$3800/issue*
Inside Front Cover	\$4750/issue	\$4180/issue*	\$3800/issue*
Inside Back Cover	\$4750/issue	\$4180/issue*	\$3800/issue*
Page 3	\$4250/issue	\$3740/issue*	\$3400/issue*
Opposite Publisher	\$2750/issue	\$2420/issue*	\$2200/issue*

**Directory Listing** One time fee of \$395 for a one year contract - includes online

**Logo Listing** One time fee of \$395 for a one year contract.

## BoardRoom Briefs

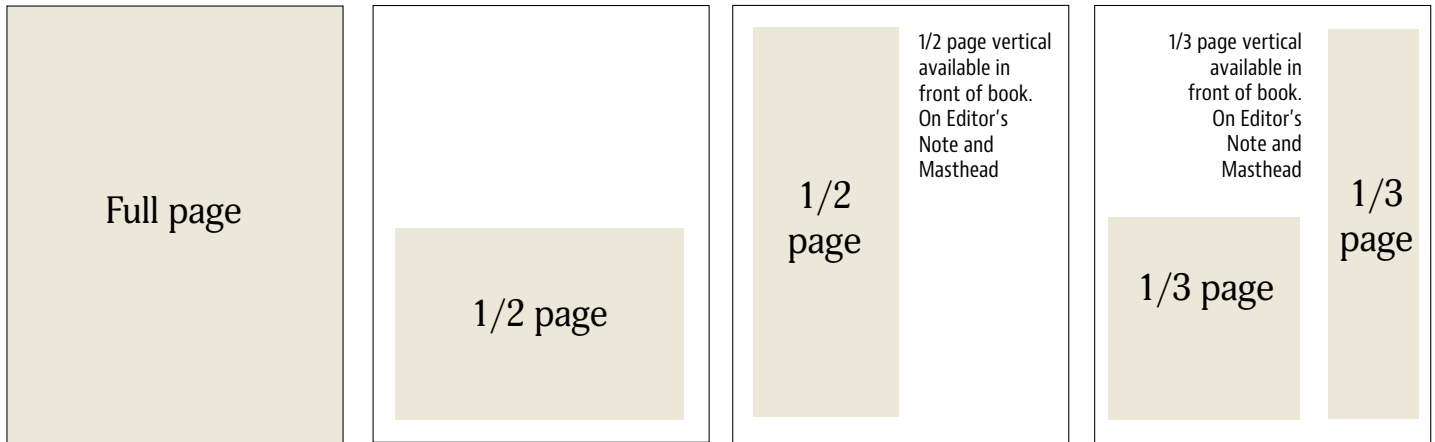
Monthly Single Sponsor	\$3500/issue	\$3000/issue*	\$2500/issue*
Monthly Shared Sponsor	\$2500/issue	\$2000/issue*	\$1500/issue*

\* Editorial opportunities available.

This discount is for Association of Private Clubs & Directors sponsors (AMS). No additional cost for color. All prices net.

*Would you like the opportunity to submit editorials for an **APCD** publication? Our magazines give suppliers a platform in which to voice opinions and share expertise on issues relating to the private club industry. Editorial opportunities are available on a per-case basis. Please contact the publisher for details.*

# 2016 AD SPACE AND DESIGN



## Page size 8.375 x 10.875

Full page (.25" bleed): 8.875 x 11.375 — Live Area: 7.175 x 9.675  
1/2 page (horiz.): 7.175 x 4.75 — 1/2 page (vert.): 3.5 x 9.675  
1/3 page: 4.715 x 4.75 — 1/3 page (strip): 2.25 x 9.675  
1/4 page: 3.5 x 4.75

## BoardRoom Briefs 8.5 x 11 digital online

Sponsorship ad on each page with URL and tracking: 8.5 x 1.5  
Shared Sponsorship ad on each page with URL and tracking: 5.25 x 1.5

## BoardRoom Ad Specs

*The BoardRoom magazine* is produced digitally on the Macintosh platform. DO NOT SEND FILM. Additional charges will apply.

Materials not received by *Materials Deadline* are subject to a "pickup" (previous ad), or if a new contract, no ad will run. Agency/advertiser will be responsible for payment based on contract. Materials received after the closing date, whether on extension or not, that do not go through the pre-press inspection process, are printed at the advertiser's risk. Advertisers may not cancel orders for, or make changes in, advertising after the *Materials Deadline* of the magazine. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising. Also you need to insert a note for the creation of ads that they will need to submit images, logos, etc no later than 10 days before the *Materials Deadline* and all artwork needs to be approved by agency or advertiser on or before the *Materials Deadline*.

*The BoardRoom magazine* prefers high resolution PDF's but also accepts the following:  
**QuarkXPress 9** with all fonts and images;  
**Adobe InDesign CC** with all fonts and images;  
**Adobe Photoshop CC** 300dpi, JPG, EPS or TIF format. All fonts converted. No layers;  
**Adobe Illustrator CC** all files embedded, all fonts converted to outlines.

When exporting your PDF from Quark or InDesign, please use:

- PDF/x-1a:2011
- Composite CMYK ONLY, no spot colors
- Offset registration marks to .416"
- Bleed symmetric .25"
- Include your company name in the title

Dee Kaplan, Editorial & Marketing Director

**Phone:** (310) 821-0746

**E-mail:** dee.kaplan@gmail.com

Heather Arias de Cordoba, Creative Director

**Phone:** (949) 365-6966

**E-mail:** heather@BoardRoomMag.com

## ALL MATERIALS SENT TO

Heather Arias de Cordoba, Creative Director

**Phone:** (949) 365-6966

**E-mail:** heather@BoardRoomMag.com

**FTP INFORMATION CHANGES WITH EACH ISSUE. ONCE THE ADVERTISING CONTRACT HAS BEEN SIGNED YOU WILL BE SENT THE FTP INFORMATION FOR THAT ISSUE.**



# THE BOARDROOM

OFFICIAL PUBLICATION FOR THE ASSOCIATION OF PRIVATE CLUB DIRECTORS



BoardRoom magazine is the official publicaion of The Association of Private Club Directors  
PO Box 9445 | Laguna Beach, CA 92652 | Phone: (949) 376-8889 | Fax: (949) 376-6687

[WWW.APCD.COM](http://WWW.APCD.COM) | [WWW.BOARDROOMMAGAZINE.COM](http://WWW.BOARDROOMMAGAZINE.COM) | [WWW.DISTINGUISHEDCLUBS.COM](http://WWW.DISTINGUISHEDCLUBS.COM)