NICKLAUS DIGITAL NETWORK

Nicklaus.com

The editorial home of golf's most iconic name.

2026 MEDIA KIT

Advertising & Partnerships

Effective Q2 2026

Reach the *affluent golf decision-maker* across three endemic properties built on one of the sport's most enduring brands.

The Nicklaus Digital Network connects advertisers with high-intent readers, researchers, and buyers — from course architecture enthusiasts to serious equipment consumers. Our audience isn't chasing scale. They're chasing excellence.

848K	27.4K	55%	67%
SESSIONS · 31 MONTHS	MONTHLY SESSIONS	ENGAGEMENT RATE	ORGANIC SEARCH SHARE

THE NETWORK · THREE PROPERTIES, ONE AUDIENCE

PREMIUM

NicklausDesign.com

COURSE ARCHITECTURE · B2B

11.1K SESS / MO	62.8% ENGAGEMENT
45.5s AVG TIME	83.5% ORGANIC

Highest-intent audience on the network: developers, operators, and architects researching course design, real estate, and destinations.

Nicklaus.com

EDITORIAL · FLAGSHIP

10.7K SESS / MO	52.4% ENGAGEMENT
32.8s AVG TIME	38.3% DIRECT

The brand's editorial home. Balanced mix of organic discovery and loyal return readers — ideal for heritage sponsorships and branded content.

Shop.Nicklaus.com

COMMERCE · TRANSACTIONAL

5.6K SESS / MO	$80K+ REVENUE
32.5% PAID MIX	Buyers INTENT

Purchase-intent audience. Best monetized through affiliate partnerships, co-branded products, and cart-page sponsorships.

WHO YOU REACH

- **Affluent enthusiasts** — golf index skews to high HHI, private club & travel buyers.
- **Decision-makers** — course developers, club operators, architecture professionals.
- **Intent-driven visitors** — 67% arrive via organic search, not paid or incentivized.
- **Loyal readers** — Nicklaus.com shows 38% direct traffic, a strong repeat-visitor signal.
- **Buyers** — Shop has moved $80K+ in attributed revenue at mid-market price points.

RATE CARD HIGHLIGHTS

PLACEMENT	CPM	FLAT / MO
Homepage Takeover — NicklausDesign	$55–65	$4,500–6,500
Editorial Sponsor — Nicklaus.com	$35–45	$2,500–4,000
Run-of-Site Display — Design	$30–40	—
Run-of-Site Display — Nicklaus.com	$22–32	—
Branded Content / Sponsored Post	—	$3,500–7,500 ea.
Run-of-Network (all 3 sites)	$18–24	—
Shop Affiliate / Rev Share	CPA	8–15% share

CONTACT *advertising@nicklaus.com · nicklaus.com/advertise*