



LATEST NEWS

Advertising success across leading golf websites

Telford, 24th March 2010 - Gemini Network Media, the leading supplier of online golf solutions, is pleased to announce another year of excellent advertising results. With over 150 golf club and 20 golf pro websites, Gemini Network Media attracts advertising from many premium brands including: Mercedes, Callaway, Motocaddy, Ping and BMW.

On top of advertising through Gemini Network Media websites companies also receive an advertising presence in email newsletters that can be sent in bulk as part of either a Golf Club Network or a Golf Pro Network website giving advertisers the unique opportunity of targeting golf club members at their most receptive.

Kate Davies, Marketing Manager at Gemini Network Media said "As we grow our network of golf specific websites – for golf clubs and golf pros, our ability to offer advertisers a unique opportunity to target large numbers of golf club members increases, allowing them to target and drive results from an extremely lucrative audience. However it is not only our advertisers that benefit - all of our clubs and pros receive annual revenue share payments from their featured campaigns."

Simon Bale, Director at MediaDrive said "Golf Club Network has given MediaDrive an unrivalled marketing proposition to offer our advertisers. The club members we target have a high trust and affiliation towards their golf clubs, they tend to be the more affluent golfers, and, most importantly, these unique users aren't often consumers of mainstream digital media, making them hard to get to through other online golf advertising propositions."

----Ends----

Golf Club Network is a product of Gemini Network Media, the leading golf marketing company formed in 2006.

The team combines over 75 years of experience in golf, software and web development, the media and marketing. The team blends this experience with their passion for golf to deliver the best possible products to the market.

Gemini Network Media work in partnership with many of the golf industry's professional bodies including the English Golf Union and the Golf Union of Wales and the Professional Golfers' Association to deliver superior solutions to promote golf in today's marketplace.

Gemini Network Media's other products include: One Golf Network, Golf Pro Network, Golf Unlimited, Total Golf Club and Women & Golf.

For further information contact:

Kate Davies, Marketing Manager at Golf Club Network. Email kate.davies@golfclubnetwork.co.uk or call 01952 456459.

Simon Bale, Director, MediaDrive. Email simon.bale@mediadrive.co.uk or call 07725 039432