



US Masters



ESIMEDIA

The US Masters is the first major of the year and takes place at the historic and picturesque Augusta in Georgia. The field is restricted to just 64 players and the tournament produces some of the best golf seen anywhere during the course of the year, where very often a surprise player will emerge from the field and win.

US Masters Preview Guide – 6th April

Evening Standard tees off the tournament with an extensive preview guide, looking at the major players in this year's competition. After Danny Willett's triumph in 2016, can a Brit win again this time round? With expert analysis and a course overview, our US Masters preview will be an essential guide for anyone hoping to follow the action and see who takes the coveted green jacket.


Daily tournament coverage

ESI Media will start its build-up to the tournament from Monday, April 3 with daily coverage right through to reporting the result on April 10, when the Evening Standard will be the first newspaper with all the reaction to the late Sunday night finish in America.

Targeting The Masters with ESI

- Target consumers with contextual adverts in print
- Sport channel takeovers of key dates
- Target relevant users across platforms through premium audience segments
- Create content marketing using our in-house content team

(see next slide for advertising suggestions)



Advertising Options



ESIMEDIA

Target consumers with contextual adverts within relevant editorial environment

- Evening Standard US Masters Preview Guide – 6th April
- Daily sport coverage April 3 – 10

Cost – Agency CPT

Sport channel takeover *independent.co.uk&standard.co.uk*

Takeover (roadblock + skin) Sport channel
Approx. 500k page views over 3 day campaign period

Cost - £20,000

Target relevant users across our platforms

1st Party Data Targeting will drive campaign performance

- Golf Enthusiasts, 1.6M
- Experience Motivated, 2.5M
- Flutterers, 1.1M (Betterers)

Cost – Agency CPM + 20%

Create content marketing using our in-house content team

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|-----------------|---------|-----------|
| • One article | £5,000 | £1.25 CPV |
| • Three article | £12,000 | £1.0 CPV |
| • five article | £18,000 | £0.9 CPV |

*4,000 minimum view per article guarantee

Print+Digital Package Offer

X3 key date 25x4 print
500k Sport Channel
250k Audience targeted
Three article content series

£ 33,500

Digital Package offer

500k Sport Channel
250k Audience targeted
Three article content series

£ 18,500

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