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October 16th, 2017

The Canadian Golf Superintendents Association (CGSA) and the National Golf Course Owners Association Canada (NGCOA Canada) are pleased to announce a new and powerful partnership that will add great value to all golf industry stakeholders.

Golf Business Canada and GreenMaster Magazine will be combined to deliver enhanced benefits to both Associations' readerships. The two magazines will maintain their independence but will be presented together as an attached publication, reading as one magazine from the front and the other from the reverse side. Both magazines will continue to provide the most timely and dynamic educational content to their traditional readerships, while adding the others' content and extra distribution.

Jeff Calderwood, CEO of the NGCOA Canada and Executive Director of the CGSA, notes that, "This shared magazine format positions Golf Business Canada and GreenMaster to deliver additional editorial content to all readers. The ROI for advertisers will also be greatly enhanced through the combined distribution of both Associations. Not only are we delivering better value, but the efficiencies through shared production and ad sales are a great demonstration of better leveraging the synergies between these two leading golf associations. Superintendents and course owners will benefit from the delivery of this innovative solution, as will both the NGCOA Canada and CGSA."

The new magazine strategy will launch in February 2018, coinciding with the annual conference timing of the CGSA. Editorial content will continue to be driven by the two respective editorial committees. Distribution of both magazines will now exceed 3000 per issue, expanding the benefit to suppliers who advertise. All CGSA and NGCOA Canada members will now be receiving both magazines instead of just one or the other.

This is the third recent partnership announcement between the NGCOA Canada and CGSA, following up on the shared Golfmax Purchasing Program and agreement that Jeff Calderwood would serve as CEO of both Associations. About the Canadian Golf Superintendents Association (CGSA) The Canadian Golf Superintendents Association is a society committed to excellence in golf course management and environmental responsibility through the continuing professional development of its 1000 plus members.

www.golfsupers.com.

About the National Golf Course Owners Association Canada (NGCOA)

The National Golf Course Owners Association Canada is a not-for-profit trade association that provides business support to Canadian golf course operators and related stakeholders, representing a membership of over 1300. www.ngcoa.ca.

About Golf Business Canada Magazine

Golf Business Canada Magazine is a quarterly publication dedicated to provide informative articles related to the Canadian golf business. The editorial includes articles for all departments including Food and Beverage, Turf and Maintenance, Proshop, Technology, Social Media, Health & Safety, Human Resources, Revenue Generation, Legal, Environmental, Golf Research and more.

About GreenMaster Magazine

GreenMaster magazine is the official voice of the CGSA and golf superintendents industry in Canada. The quarterly publication is the most reliable source of information and insights for the Canadian golf course management profession, while promoting and supporting the industry.

Advertising

For advertising inquiries in Golf Business Canada and GreenMaster Magazine,

please contact Cedar Nisbet, Director, Golfmax & Business Development, NGCOA Canada at 866-626-4262, ext 14 or cnisbet@ngcoa.ca.

The CGSA represents golf course superintendents from across Canada. Its mission is to promote and support superintendents and their profession. The association is also committed to environmentally sustainable practices with respect to the management of golf course properties.

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