

GOLF MEDIA NETWORK

Golf Media Network's *The Grain* Delivers Unique, Eclectic Masters Coverage



Portland, Ore. (April 2, 2015) – The azaleas are blooming and Jim Nantz is waxing poetic in an ecstatic whisper: can the Masters be far behind? To help golfers prepare for both the tournament and the upcoming golf season, Golf Media Network (GMN) releases The Masters Edition of its popular electronic magazine, *The Grain*. Distributed to 1.8 million golfers by 35 golf associations and several other partners, *The Grain* covers golf with fresh, irreverent content about the majors, travel, lifestyle, and other subjects important to those who love the game. To see the new edition click [here](#).

“Our goal is to change the way golfers read about our sport,” says Executive Editor Jeff Wallach. “To that end, our Masters edition offers our expert’s picks to win the tournament, looks at the unlikely partnership between Augusta National and Latin America, and provides informed insider info on cigars, travel, private clubs, and much more. Our second goal is to deliver stories that readers will not see anywhere else, and that they will not have read every year for the past three decades in the usual golf publications.”

The Masters edition—presented in the magazine’s signature lively design style— is the first of five 2015 issues focused on the majors and the Presidents Cup. GMN will also publish a fall travel issue to help readers plan next year’s golf trips.

The Grain is produced by The A Position, a network of the best writers, photographers, and videographers in the business, and enjoys the highest circulation of any electronic golf publication—delivering as many as 500,000 ad impressions per issue thanks to high

open and click-through rates. Revenue is shared with participating golf associations, giving back to the game in a very real way. To date, GMN has distributed more than \$80,000 to its golf association partners.

Golf Media Network is a multi-platform custom publishing company created, owned, and operated by actual journalists. The company's writers, photographers, videographers, and art directors have hundreds of years of combined experience covering golf, travel, and lifestyle, conveying this expertise through great storytelling. GMN's stated mission is to provide the finest original and informed golf content to the largest possible segment of the core golf audience.

#

Media Contacts:

Jeff Wallach

Executive Editor/Managing Partner

(O) 503-236-1793

(C) 971-242-9454

jcw@teleport.com

Karen Moraghan

Hunter Public Relations

(C) 908-963-6013

kmoraghan@hunter-pr.com