



## Golf Media Network Announces Line-up Changes, Launches *The Grain* for 2016



**Portland, Ore. (Jan 13, 2016)** – Golf Media Network (GMN) announces the publication of the first 2016 edition of its popular electronic magazine, *The Grain*. Distributed to nearly 2 million golfers by more than 35 state, regional, and provincial golf associations, and by several other partners, the magazine’s first edition of 2016 features a “Future of Golf” theme. Stories by some of the world’s best golf journalists cover new trends in golf architecture, consider which young players have staying power, asks how golf will save itself—and whether it really needs to—and much more. The Future of Golf edition will be available on February 1.

Golf Media Network will publish seven editions of *The Grain* in 2016. Following the Future of Golf edition, subsequent editions will be built around the Majors, golf’s return to the Olympics, and travel. *The Grain* enjoys the highest circulation of any electronic golf publication, and delivers as many as 400,000 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.

The company also announces two new hires: greatly admired long-time industry veteran David Gould will assume the title of Editor-in-Chief of *The Grain*. Dave brings with him three decades of experience as a writer and editor at such prestigious publications and companies as *Bloomberg Business Week*, American Express Publishing, *Links Magazine*, *GOLF Magazine*, *Golf Digest*, *Golf Business*, New York Times Magazine Group, and many others. His insight, story development skills, deep contact list, and slightly irreverent editorial voice should draw even more attention to golf's leading electronic publication.

Agency veteran Dan Hergert will assume the role of CEO of Golf Media Network, overseeing ad sales, operations, custom publishing and content development, and other aspects of the growing company. Dan has a long history in marketing, running ad agencies, and leading internal marketing teams. Most recently, Dan helped build CMD into one of America's top integrated marketing agencies. He's worked with flagship clients like Intel, Jeld-Wen, Microsoft, HP, Panasonic, and Nike throughout his career. His experience managing sales, creative, and media teams is the perfect fit for Golf Media Network's growth goals and long-range vision.

Golf Media Network is a multi-platform custom publishing company created, owned, and operated by actual journalists. The company's creatives (writers, photographers, videographers, and art directors) combine hundreds of years of experience covering golf, travel, and lifestyle, and 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.

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**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