

Club+Resort  
BUSINESS

Club+Resort  
*Chef*

# 2025 MEDIA GUIDE

Empowering clubs and resorts with forward-thinking content designed to help industry leaders elevate member and guest experiences, optimize operations, and inspire long-term success in a constantly evolving landscape.

[clubandresortbusiness.com](https://clubandresortbusiness.com)  
[clubandresortchef.com](https://clubandresortchef.com)  
[cheftochefconference.com](https://cheftochefconference.com)  
[association.clubandresortchef.com](https://association.clubandresortchef.com)  
[recipes.clubandresortchef.com](https://recipes.clubandresortchef.com)  
[events.wtwhmedia.com/platecraft](https://events.wtwhmedia.com/platecraft)

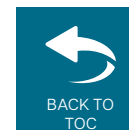
**WTWH**  
Media LLC



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**The Club + Resort Network** is designed to provide useful ideas and creative solutions for the challenges and needs of the operations and management staffs of country clubs, semi-private/daily-fee golf courses, city clubs, yacht clubs and resorts that operate club-like facilities.

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## Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.





# CLUB + RESORT MARKET AND AUDIENCE

The Club + Resort Network encompasses two sister brands:

**Club + Resort Business** addresses the operational and management challenges of clubs and resorts, providing insights on clubhouse operations, golf, racquet sports, aquatics, and more. We deliver practical solutions through digital and print platforms to help leaders improve efficiency, boost member and guest satisfaction, and stay ahead of trends. The U.S. golf and country club industry generated \$27.2 billion in 2023, with steady growth ahead. Advertising with C+RB connects advertisers to influential decision-makers responsible for substantial purchasing decisions, offering a direct line to a market eager to invest in innovative products and services.

**Club + Resort Chef** provides incisive content, ideas, and strategies crafted for club and resort chefs by their peers. Through digital, print, and in-person channels, we connect chefs with the tools they need to succeed in creating programming and menus that span the culinary spectrum—from upscale dining to casual, family-friendly offerings. Our platform offers unique opportunities for foodservice suppliers to engage with culinary decision-makers who manage \$23 billion in annual F&B sales. Club + Resort Chef celebrates the craft of cooking while promoting the exchange of knowledge and elevating the culinary segment within the club and resort industry.

## WEBSITE

# 137,360+

## AVG MONTHLY IMPRESSIONS

## NEWSLETTER

# 14,167

## SOCIAL

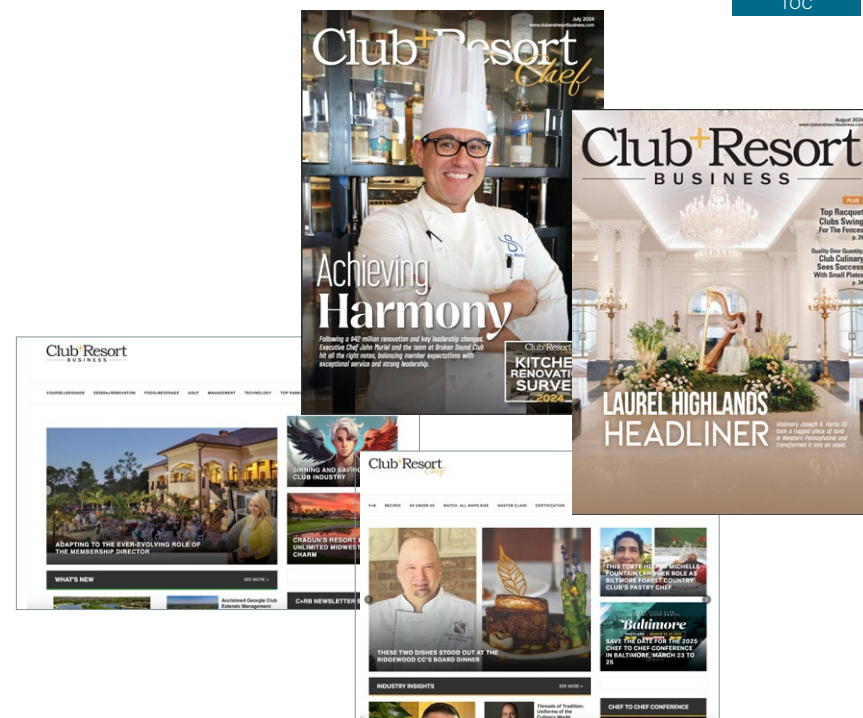
# 34,175+

## FOLLOWERS



## PUBLICATION

# 9,850



# 2025 C+RB SNAPSHOT

C+RB provides a comprehensive range of media opportunities tailored to fit the budgets and objectives of marketers targeting the club and resort industry. With various digital and print options, we help brands effectively connect with influential decision-makers in this dynamic market.

	Report	Webinar	Newsletter	Podcast	Magazine	Segment Marketing
<b>January</b>	Hiring/Retaining Employees				Design and Renovation: Lobbies; GCSAA and CMAA Previews	
<b>February</b>		Model Clubs: The Class of 2025	Clubhouse Renovations		Model Clubs Class of '25; Chef to Chef Preview	Architecture and Design
<b>March</b>				Leadership and Management Styles	Design and Renovation: Event Spaces	
<b>April</b>	Attracting/Retaining Members				Model Clubs: Pro Shops; F&B	
<b>May</b>		Pro Shops	Golf Course Renovations		Design and Renovation: Practice Facilities	Technology
<b>June</b>	The Ideas Exchange			Golf Outings and Events	Model Clubs: Patios; F&B	
<b>July</b>	Attracting Conventions	Patios			Design and Renovation: Patios	
<b>August</b>			Risk Management		Model Clubs: Racquets; F&B	Furniture
<b>September</b>		Racquets		Member Services	Design and Renovation: Cart Barns	
<b>October</b>	Design + Renovation Wrap-up	Membership Marketing Series			Model Clubs: Membership/Marketing; F&B	
<b>November</b>			Social Media Marketing		Design and Renovation: Locker Rooms	Executive Search and Consulting
<b>December</b>			Winter F&B Roundup; AI	Data Analytics	Model Clubs: Clubhouses; F&B	

The following pages outline opportunities to help advertisers maximize their marketing investment across digital and print platforms. For detailed insights into our magazine content, please refer to the expanded editorial calendar on pages 15 and 16.

# 2025 C+RC SNAPSHOT

C+RC delivers targeted content to empower culinary leaders in the club and resort industry. Through innovative strategies, resources, certifications, and events, we help chefs elevate dining experiences and drive operational success. Our mission is to foster a connected community where chefs share knowledge, inspire each other, and advance their craft.

	Report	Events	Newsletter	Magazine	Video
January	Club + Resort Chef Cookbook		Banquet	Showcase of Chef-written Recipes	<b>Master Class</b> takes viewers into the kitchens of some of the club industry's most talented chefs as they demonstrate a wide variety of dishes and techniques. (Quarterly)  <b>Chef to Chef Highlight Video</b> Club + Resort Talks is a one-to-one video interview series where C+RC's Editors sit down with leading club and resort chefs to discuss career paths, culinary strategies, challenges and innovations. (May through August)  <b>Behind the Burners</b> lets viewers eavesdrop on lively chats between club chefs as they share their culinary journeys, tackle challenges, and reveal the influences that shaped their careers. (Quarterly)
February			Pasta	What to Look For when Hiring an Executive Chef	
March	C+RC's 40 Under 40 - Class of 2025	Chef to Chef Conference	Seafood	40 under 40	
April			Breakfast and Brunch	Refining Kitchen Design	
May	C+R Chef of the Year Profile		Chicken	Club Profile	
June			Sides	Understanding Food Costs	
July	Labor Landscape: Survey Insights		Vegan and Vegetarian	Club Profile	
August			Cocktails	Syncing FOH/BOH	
September	The ROI of F&B: How Investing in Culinary Pays Off		Sous Vide	Club Profile	
October			Pastry	Balancing Creativity and Consistency	
November	Next Course: The Future of Fine Dining	Platecraft	Comfort Food	Club Profile	
December			Holiday	Building Strong Supplier Relationships	

The following pages detail the opportunities available to maximize your marketing investment in digital, print and event marketing. See the full editorial calendar on pages 15 and 16 for expanded magazine/content details.

## Sponsored Editorial Reports

Club + Resort Business provides unique, high-value reports for the industry. You have the opportunity to pair your message with one of these report downloads, including:

- Hiring/Retaining Employees
- Attracting/Retaining Members
- The Ideas Exchange
- Attracting Conventions
- Design + Renovation Wrap-up



Sponsors receive full lead generation with access to all download contact information, branding on the report cover, download page, and marketing emails, along with 8 pages of your own branded content.



# e-Newsletter Sponsorship

Club + Resort Business uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

## C+RB SPECIAL FOCUS AM TARGETED NEWSLETTERS

Specifications and placements available:

- Image: 300x250 (72DPI) STATIC .jpg or .gif (No animated GIFs)
  - 4 placements available
- Image: 728x90 (72DPI) STATIC .jpg or .gif (No animated GIFs)
  - 1 placement available
- URL

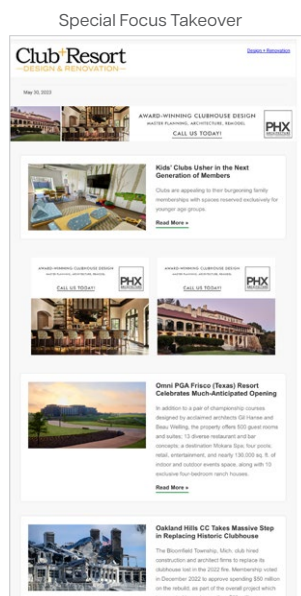
Newsletters targeted to specific operational and management departments:

- Club + Resort Course & Grounds – Reach: 7,500 / Frequency: 4x month; Monday
- Club + Resort Design & Renovation – Reach: 20,500 / Frequency: 4x month; Tuesday
- Club + Resort Chef – Reach: 9,500 / Frequency: 8x month (Tuesday, Thursday),
- Video newsletter 4x month (Saturday)
- Club + Resort Pro Shop – Reach: 8,500 / Frequency: 2x month; Wednesday
- Club + Resort Health & Fitness – Reach: 6,000 / Frequency: 2x month; Thursday
- Club + Resort Technology – Reach: 6,000 / Frequency: 4x month; Friday

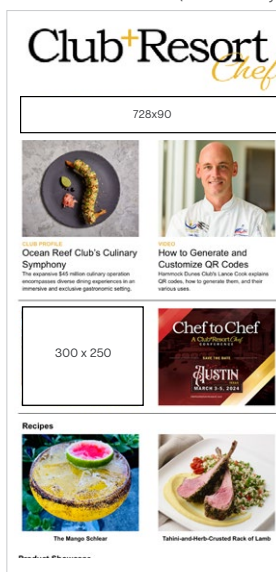
## SPECIAL FOCUS TAKEOVER

Sponsor receives:

- 728 x 90 Top Leaderboard Ad (1)
- 300x250 Rectangle Banners (up to 4)
- Rate: \$1,500



## C+R Chef 1X/Week (Wednesday)



## C+RB DAILY PM FULL RUN NEWSLETTER

Specifications and placements available:

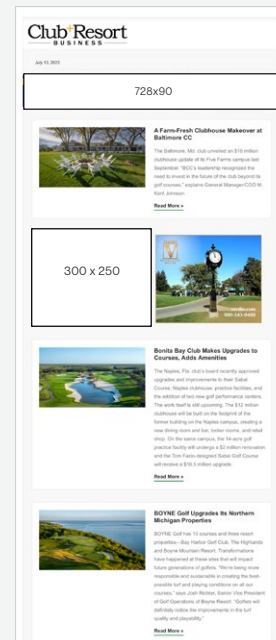
- Image: 300x250 (72DPI) STATIC .jpg or .gif (No animated GIFs)
  - 6 placements available
- Image: 728x90 (72DPI) STATIC .jpg or .gif (No animated GIFs)
  - 1 placement available
- URL

Club + Resort Business Daily:  
Covering a mix of all editorial

Frequency: Weekly (M-F)

Reach: 14,500

Rate: \$700/per week (5 newsletters)



## SPONSORED HEADLINES

Drive traffic to your content—a web page, blog post, video, case study, or more—on your site. A sponsored headline gets clicks and generates leads. Your headline and subhead appear in the flow of our e-newsletter stories and fits right in with our content. Up to 10 word headline; 20 word subhead.

Rate: \$900 NET per insertion.

## Next Generation Club Management

At Cobalt, you are more than a client. You are a partner. In business since 1991, Cobalt Software is next-generation technology built on a legacy of excellence. Cobalt's experience delivering complex projects for Fortune 500 companies and large platinum clubs positions us to successfully meet the needs of your unique club as you evolve into the future.

[Read More »](#)

# Partner Promotion

Your HTML, our audience.

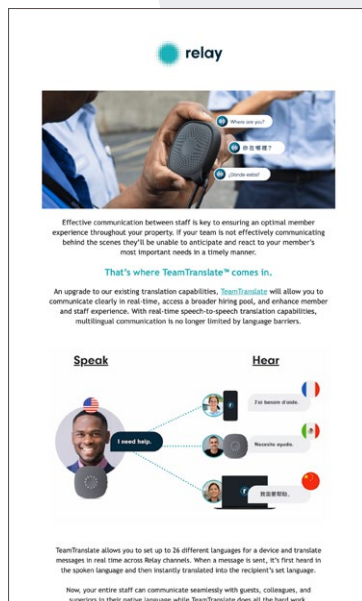
## SPONSOR HTML

C+RB offers customer marketing to reach targeted segments of our opt in newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

**IMPORTANT!** C+RB uses custom software and third-party services to check the content of the HTML creative for red flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems, and preference settings unique to each user, C+RB acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



# Partner Promotion

Our template, your message.

## SINGLE OFFER TEMPLATE

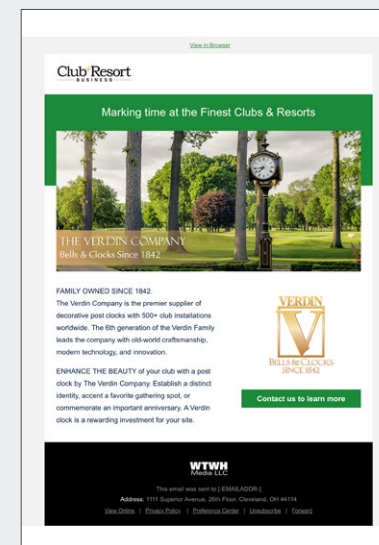
Provide WTW with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- Rate: \$200/CPM

## SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB





# Website Advertising

As media has shifted into a post-search world, publishers are placing an emphasis on driving more engaged traffic to their websites from first-party sources. This makes for a more focused audience for your message.

**Run-of-site advertising.** A great way to build brand awareness for your products and services.

## DISPLAY ADS

- 300x600
- 728x90
- 300x250

*\$70/CPM – Min 10K impressions per month.*

970x250 – *\$90/CPM*

## Blockbuster Slideshow Banner Takeover

300x250, 300x600 banners run with high-traffic slide shows

*\$5,500*

## PRESTITIAL ADS

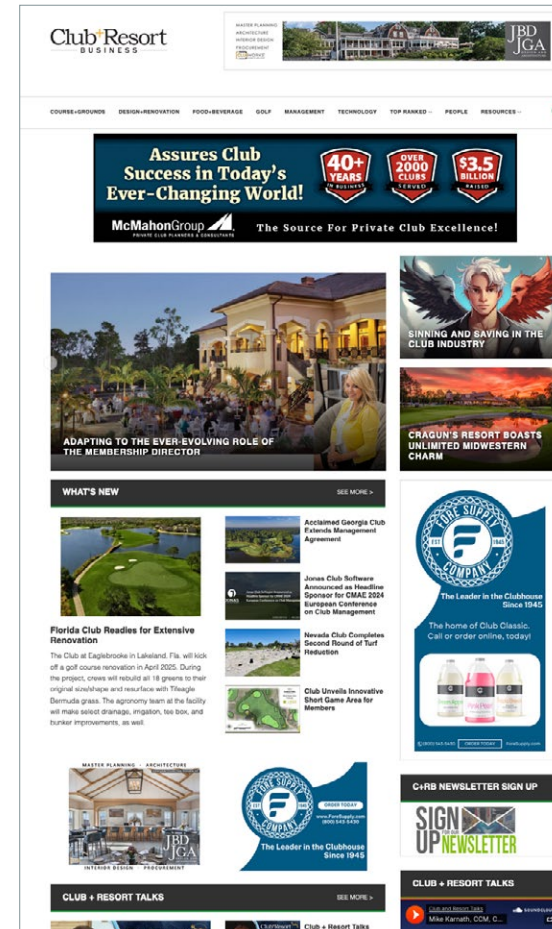
640x480 and 300x225 @ 72 DPI

*\$115/CPM*

## WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

*\$150/CPM*



## TARGETING

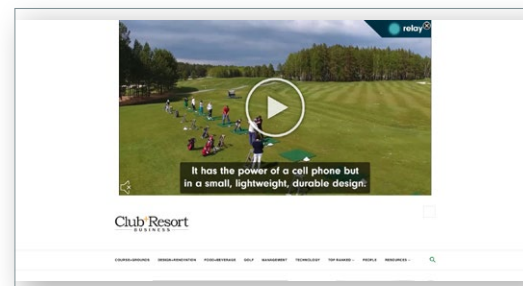
Programs can be specifically targeted against relevant categories, geo, timing, and exclusion across the CSD Network.

# High-Impact Display Advertising

## FLEX

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

**\$150/CPM**



### Desktop & Mobile examples

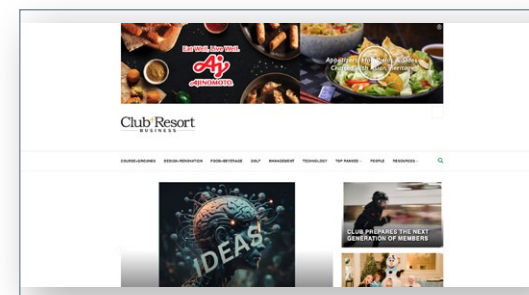
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

*\*Once the video ends, it is possible to display an image in its place*

## PRELUDE

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

**\$150/CPM**



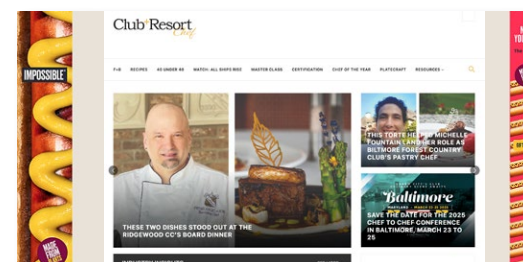
### Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

## ICS

The Allstream® Immersive Cross Screen Skin provides a fully immersive and expandable branding experience with adaptive desktop and first-of-kind mobile wrappers to engage viewers surrounding content with imagery, multimedia, and video messaging capable of driving expansion and call-to-action throughout a page visit.

**\$150/CPM**



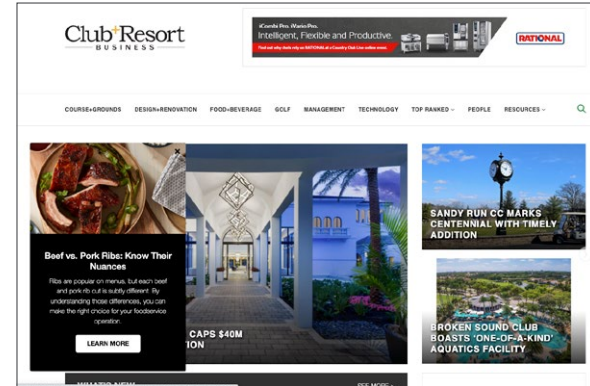
# First-Party Audience Targeting

## Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

- Target by content affinities across the C+RB network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for rates and details



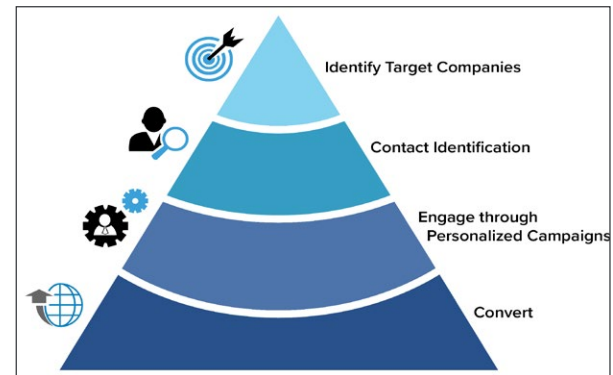
# Audience Extension

## Account-Based Marketing

Using your target account list, our data management platform identifies users available for ad targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites. This opportunity is outside of our network of sites. Ads do not display on our network.

- Align marketing and sales with an account-based approach to marketing
- We take your target account list, upload the domains of those targets to our data tool and create an audience for targeting across an extended network of sites

\$85/CPM



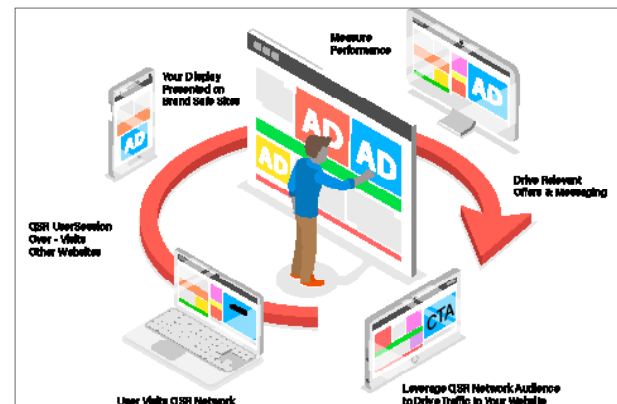
# Remarketing / Retargeting Campaigns

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited your website with banner ads on display networks across the web. It can help keep your brand and message in front of users after they have left your website or engaged with your brand on another digital platform.

C+RB offers the ability to manage remarketing or retargeting campaigns for our customers across a variety of platforms including:

- Any C+RB network website
- Customer's website
- Google Ad Network remarketing campaign

\$45/CPM



## Events

The **Chef to Chef** Conference brings together the brightest culinary minds in the club and resort industry to share ideas, network, and find inspiration. It's how culinary leaders stay ahead of the curve—by learning new techniques, exploring the latest trends, collaborating with colleagues and friends, and discovering innovative solutions to help elevate their food and beverage operations. Chef to Chef is more than an event—it's a community of chefs and F&B professionals committed to continuous improvement.

Aligning your brand with **Chef to Chef** means positioning yourself at the heart of industry conversations as the community grows and evolves. You'll place your brand alongside culinary leaders who influence purchasing decisions and set trends that shape the industry. Sponsoring **Chef to Chef** goes beyond providing visibility—although ample opportunities for exposure are available. It's about building trust with the chefs and decision-makers who are shaping the future of club and resort dining. By sponsoring, you gain meaningful connections with industry leaders and establish your brand as a trusted partner in their success.

## Chef to Chef

A Club+Resort Chef  
CONFERENCE



For more information about the conference and to download the Chef to Chef Prospectus, go to:

[www.cheftochefconference.com](http://www.cheftochefconference.com)



**PlateCraft**, an innovative two-day workshop proudly presented by Club + Resort Chef, aims to enhance the educational landscape for executive club chefs and club pastry chefs by offering an immersive experience featuring five of the industry's most accomplished culinarians. PlateCraft provides sponsors with the chance to connect directly with these chefs, positioning your brand as a valuable partner in their culinary growth and success.

[www.events.wtwhmedia.com/platecraft](http://www.events.wtwhmedia.com/platecraft)

### THE ENGAGEMENT SUMMIT: The Ultimate Membership and Marketing Event | October 2025 | Florida

The first-ever C+RB Engagement Summit is tailored for membership and marketing professionals, general managers, and communications leaders in the club industry. Taking place in early October in Florida, this event will bring together industry leaders to exchange ideas, navigate emerging trends, and shape the future of member engagement.

As a sponsor, you'll gain targeted exposure, valuable networking opportunities, and direct engagement with decision-makers shaping the future of member experience. Only a limited number of sponsorships are available. Secure your spot now to maximize visibility and ensure your brand is front and center at this exclusive industry event. Contact your sales rep for details.





BACK TO TOC

# Webinars

Our lead gen/ROI-focused webinar program allows you to engage a captive audience and generate leads either in a live and interactive format, on demand.

## EDITORIAL WEBINARS

Engage with our 2025 webinar series, led by our editorial team and featuring participation and education from industry leaders.

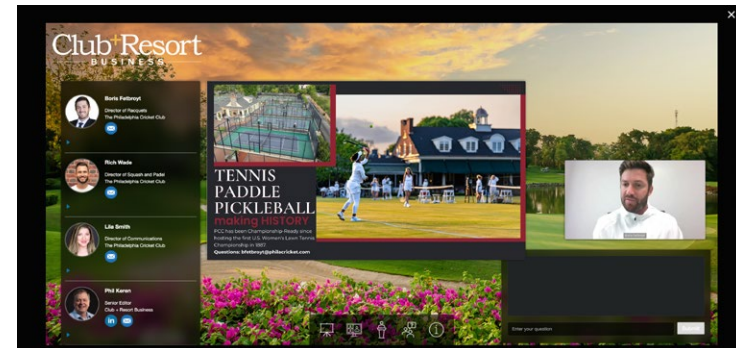
*\$5,500 per webinar sponsorship*

## CUSTOM WEBINARS

Work with our webinar team to develop your own content plan, while we develop the audience.

*\$12,000 per live webinar*

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics, and survey results, if applicable.



**Club+Resort BUSINESS**

### How to Up Your Club's Racquet Sports Game

Available On Demand | 58 minutes

[Access Sponsor](#)

First Name \*

Last Name \*

Email \*

Work Phone \*

State \*

Company \*

Job Title \*

By clicking register, I acknowledge and agree to 9776991 use of my contact information to communicate with me about products by 9776991, its brands, affiliates and/or third-party partners, consistent with 9776991 Privacy Policy.

**REGISTER**

Sponsored by:

**Club+Resort BUSINESS**

**Speakers:**

**Boris Feltz**  
Director of Racquets, The Philadelphia Cricket Club

Boris Feltz is the Director of Racquets at The Philadelphia Cricket Club. He earned a Bachelor's degree in kinesiology from the University of Maryland. A master's degree in sports management from Georgetown University's McDonough School of Business. Boris holds certifications from USPTA, Tennis, PPTA, PPTA, USPTA, PPTA and PPTA Level 1.

Prior to becoming the Director of Racquets at The Philadelphia Cricket Club, Boris was Director of Racquets at the Country Club of Fairfax in Fairfax, Va.

**Rick Wade**  
Director of Squash and Padel, The Philadelphia Cricket Club

Rick Wade is the Director of Squash and Padel at The Philadelphia Cricket Club. He earned a bachelor's degree in sport and recreational management from Leeds Beckett University in England. He earned the following certifications: USCC Level 3 Certified Coach in 2008, USCC Level 3 Racquetball Coach, also in 2009, U.S. Squash Level 3 Tutor in 2013, and PadelUSA Level 2 in 2020.

Prior to becoming the Director of Squash & Padel at The Philadelphia Cricket Club, Rick was Senior Director of National Teams & Coach/Officiating Certification for U.S. Squash.

**Lisa Smith**  
Director of Communications, The Philadelphia Cricket Club

Lisa Smith is Director of Communications at The Philadelphia Cricket Club. Lisa became a full-time employee at the club in 2012 after getting to know the organization as an employer branding consultant. Coming from a uniquely diverse background as a professional actress and marketing leader, Lisa is an expert in storytelling and connection. Using the tools she learned in theater, Lisa created the Saplings Better Market of Personal Communication. Her work is featured by more than 40,000 people on LinkedIn and around the world. She has traveled

"I was just on your Club & Resort Membership webinar. I must say, having been in this business for 19 years and sitting through hundreds of hours of training, including a week in Dallas at ClubCorp HQ for Bell Note certification, your ½ hour was the most informative I have ever attended. Congratulations of a spectacular job with examples, and many great tips and advice."

**- Membership & Marketing Director,  
Heritage Harbour Golf Club, Bradenton, FL**

# Magazine

Whether in print or digital format, Club + Resort Business and Club + Resort Chef magazines continue to deliver our brand standard—and a platform that leaders in the industry want to connect with and be featured in. Options for advertising include:

**SPONSOR-DIRECTED EDITORIAL.** Position yourself as a thought leader, with column or Q&A format.

**TWO-PAGE FEATURETTE.** Branded content paired with a facing display ad.

**FOUR-PAGE FOLDOUT.** More in-depth reporting and creative layout, resulting in a high-impact visual piece.

**RUN OF BOOK.** Traditional display ads ranging from 1/12th page up to full pages and 2-page spreads.

**ENHANCED.** Attention-grabbing opportunities that include cover tip-ons, inserts, fold-outs, and supplements.

**DIGITAL EDITION SPONSORSHIP.** Branding and call to action on digital edition email delivery notice, plus lead-in ad before cover on digital edition.



Issue Date (Ad Close)	Featured Coverage	Design & Renovation	Club + Report Chef/ Food & Beverage	Rob Report	Leadership Lessons	Manager to Chef
<b>January</b> (Dec 6)	<b>GCSAA and CMAA Preview</b> <b>LEADERS IN CLUBS + RESORTS</b>	Lobbies		✓	✓	
<b>February</b> (Jan 14)	<b>Model Clubs: 2025 Honorees</b> <i>Three clubs in each category—Pro Shop, Patio, Racquets, Membership/Marketing and Clubhouses</i>		What to Look For when Hiring an Executive Chef	✓	✓	✓
<b>March</b> (Feb 11)		Event Spaces		✓	✓	
<b>April</b> (March 11)	<b>Model Clubs: Pro Shops</b>		Refining Kitchen Design	✓	✓	✓
<b>May</b> (April 15)		Practice Facilities		✓	✓	
<b>June</b> (May 13)	<b>Model Clubs: Patios</b>		Understanding Food Costs	✓	✓	✓
<b>July</b> (June 9)		Patios		✓	✓	
<b>August</b> (July 15)	<b>Model Clubs: Raquets</b>		Syncing FOH/BOH for Seamless Service	✓	✓	✓
<b>September</b> (Aug 11)		Cart Barns		✓	✓	
<b>October</b> (Sept 16)	<b>Model Clubs: Membership/Marketing</b>		Balancing Creativity and Consistency	✓	✓	✓
<b>November</b> (Oct 14)	<b>Club Feature</b>	Locker Rooms		✓	✓	
<b>December</b> (Nov 10)	<b>Model Clubs: Clubhouse</b>		Building Strong Supplier Relationships	✓	✓	✓
<b>C+RB Podcast</b>	Club + Resort Talks weekly podcast discusses everything that happens within the club and resort industry. These topics can range from running a golf course and managing the property to growing the game and even eating/drinking at the club. If it happens at a club, on a golf course or in a resort, we'll talk about it.					

C+RB's monthly cover features provide in-depth profiles of leading-edge club and resort properties. Over the course of the year, C+RB's cover stories include a representative cross-section of the industry geographically and by type of property.

Ad materials are due a week after the ad close date.

#### Advertising Rates:

Full page.....	\$4,200	1/3 page.....	\$2,200
2/3 page.....	\$3,400	1/4 page.....	\$1,800
1/2 island.....	\$3,000	1/2 Page Spread.....	\$5,000
1/2 page.....	\$2,700	Two-Page Spread.....	\$7,500

Issue Date (Ad Close)	Club + Resort Feature	Special Feature	C+RC Profile	Food	Beverage	Pastry	Banquet	Management	Manager to Chef	BTP	BIB
<b>January</b> (Dec 6)		The January issue of C+RC will be a showcase of chef-written recipes from notable leaders within this unique segment of the culinary world.									
<b>February</b> (Jan 14)	What to Look For when Hiring an Executive Chef							✓	✓		
<b>March</b> (Feb 11)		40/40 - Class of 2025		Fermentation	Cocktails	Buffets	Event Planning			✓	✓
<b>April</b> (March 11)	Refining Kitchen Design							✓	✓		
<b>May</b> (April 15)		C+R Chef of the Year Profile	Resort Feature k	Burger and Sand- wiches	Beer	Donuts + Break- fast Pastries + Breads	Member Guest + Tourna- ments			✓	✓
<b>June</b> (May 13)	Understanding Food Costs							✓	✓		
<b>July</b> (June 9)		Labor Land- scape: Survey Insights	The Country Club	Garnishes and Sauces	Wine	Cookies and Cakes	Weddings, Bat Mitz- vahs, and Beyond			✓	✓
<b>August</b> (July 15)	Syncing FOH/ BOH for Seamless Service							✓	✓		
<b>September</b> (Aug 11)		The ROI of F&B: How Investing in Culinary Pays Off	TBD	Butchery and Open-Flame Cook- ings	Mocktails	Chocolate, Candy and Petit Fours	Catering Programs			✓	✓
<b>October</b> (Sept 16)	Balancing Creativity and Consistency							✓	✓		
<b>November</b> (Oct 14)		Next Course: The Future of Fine Dining	The Riviera CC	Pizza, Pasta + Bread	Coffee Drinks and Smoothies	Pastry Kitchen Design	Member Events			✓	✓
<b>December</b> (Nov 10)	Building Strong Sup- plier Relationships							✓	✓		
<b>C+RC In Person</b>	<b>CHEF TO CHEF CONFERENCE PLATECRAFT</b>										

#### Advertising Rates:

Full page.....\$3,500	1/2 island.....\$2,500	1/3 page.....\$2,000	1/2 page spread.....\$5,200
2/3 page.....\$2,800	1/2 page.....\$2,500	Full + 1/3.....\$5,200	2 page spread.....\$7,200



# Content Studio

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders. The studio offers a range of established content products, including:



## DIGITAL

**Web exclusive.** Our flagship digital product is posted on our website and promoted via specialty newsletter to generate leads.

**The Big Story.** All the benefits of the web exclusive but with more in-depth content.

**Slideshow.** Like the web exclusive, but presented in an engaging slideshow format.

**Sponsored premium report.** Work with us to commission an in-depth editorial report that is combined with your branded content.

**Video production.** End-to-end HD video production services, including script development, filming, editing, post-production, and delivery, brings your brand to life.

## PRINT

**Segment marketing.** Themed sections of branded content that begin life in print and extend to digital and email.

**Sponsor-directed editorial.** Position yourself as a thought leader, with column or Q&A format.

**Two-page featurette.** Branded content paired with a facing display ad.

**Four-page foldout.** More in-depth reporting and creative layout, resulting in a high-impact visual piece.

*See samples on the following pages. Contact your rep for details and pricing.*

# Segment Marketing

## BE PART OF THE STORY

In 2025, C+RC introduces Trending on the Menu to include a number of Featured Sections that align with events and magazine features. The options all include digital distribution with measurable results.

**3 full ad pages with exclusive editorial inclusion**

**Rate: \$12,000**

### Key Features

- Included editorial
- Inclusion in C+RC magazine
- Table of Contents mention
- PDF download promoted and available on clubandresortchef.com
- Download promoted e-newsletters

Club+Resort  
*Chef*



# CONTENT DEVELOPMENT | Short Form Content

## Vendor-Directed Column

- 500-word custom content in story format
- \$6,950



## Vendor-Directed Q&A

- 500-word custom content Q&A
- \$6,950



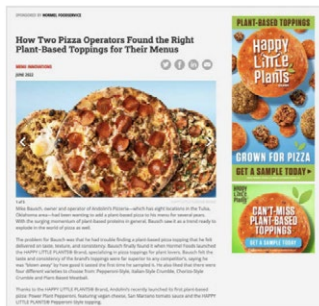
## Two-Page Featurette

- Two-page spread featuring 500-word branded story and full-page ad
- \$9,400



## Slideshow

- 5–10 slides of branded content
- Banners, brand images, and total share of voice
- \$7,000



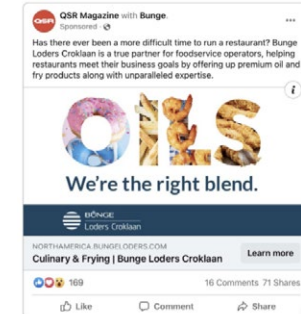
## Web Exclusive

- 500 words of digital branded content
- Banners and total share of voice
- \$7,200



## Social Media

- Two Facebook ad variants featuring branded copy and supplied art
- \$3,500 campaign plus \$11/M impressions



Contact your sales representative for more information and package pricing.

# CONTENT DEVELOPMENT

Long Form Content | End-to-end project management content creation, design & layout.

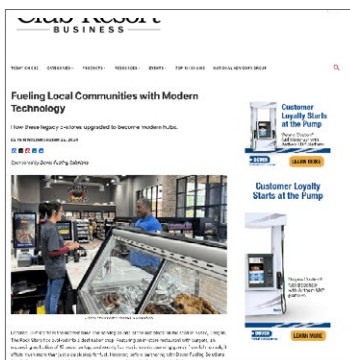
## Four-Page Vendor Feature

- 1,000-1,200 words of in-house branded content plus full-page ad
- Magazine fold out
- \$13,500



## The Big Story

- 1,200 words of digital branded content
- Banners and total share of voice
- \$8,200



## Sponsored Premium Report

- 25-page PDF report blending editorial and branded content
- Exclusive sponsorship and branding
- \$19,000



## Segment Marketing

- 500-word supplied profiles tied to theme
- Full-page ad
- \$7,900



## Targeted Supplements

- 8- or 12-page publications stitched into magazines
- Branded content and full-page ads
- \$19,000–\$28,000

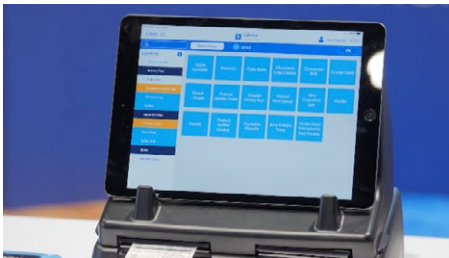


Contact your sales representative for more information and package pricing.



# Video Production Services

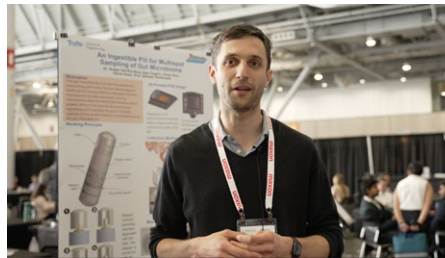
**WTWH media offers end-to-end HD video production services**, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



## PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

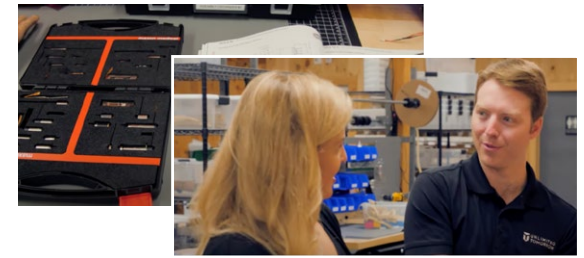
*Contact rep for pricing*



## CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

*Contact rep for pricing*



## CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

*Contact rep for pricing*

<https://www.youtube.com/@clubandresortchef>

<https://www.youtube.com/@clubandresortbusiness>

# Unlock the Power of the Network



Club + Resort is part of the WTW Media Foodservice, Retail & Hospitality group, a leader in delivering industry news and insights to professionals across foodservice, retail, and hospitality. With seasoned journalists and industry editors at the helm, these brands provide critical, need-to-know information to keep their audiences informed on the latest trends and developments. Ask your representative about leveraging the power of this group for your integrated marketing campaign—offering incredible opportunities to reach key decision-makers in these fast-evolving industries.



**CStoreDecisions**

**Club+Resort**  
BUSINESS

**Club+Resort**  
*Chef*

**QSR**

**FSR**

**PMQ Pizza**

# Magazine Specs



CLUB + RESORT AD SPECIFICATIONS			
Ad Size	Ad Shape	Trim	Bleed
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
	2/3 Horizontal	7-1/2" x 6-1/2" (7.5" x 6.5")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
1/6 Page	1/6 Vertical	2-3/8" x 4-7/8" (2.375" x 4.875")	N/A
	1/6 Horizontal	4-7/8" x 2-5/16" (4.875" x 2.312")	N/A
1/12 Page	1/12 Square	2-3/8" x 2-5/16" (2.375" x 2.312")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the C+RB Ad Portal at [ads.wtwhmedia.com](https://ads.wtwhmedia.com).

## LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/2" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting. Two-page spreads must be created as two separate full page PDFs.

## MEDIA

**File format:** Ads must be PDF/X-1a files. **Fonts:** Embed all fonts. All fonts sized 12 points or smaller should be 100% black—NOT built as 4-c black.

**Color space:** CMYK – No RGB, LAB or embedded color profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification.

Otherwise, all PMS colors MUST be converted to CMYK. **Resolution:** 300 dpi. **Maximum file size:** 100 MB.

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

## PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

## QUESTIONS

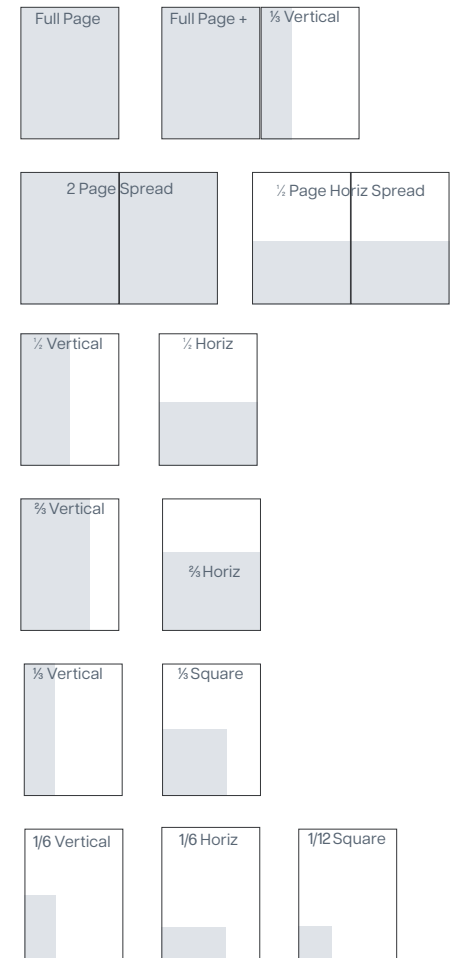
For ad production questions, please contact:

Brandy Pinion, Customer Service Representative

Direct: 662-234-5481 Ext 127 • [bpinion@wtwhmedia.com](mailto:bpinion@wtwhmedia.com)

**Printing Process:** Offset, computer-to-plate (CTP)

**Binding Method:** Perfect bound



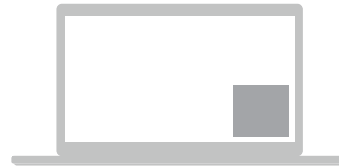
# Digital Specs



300x600



728x90



300x250



300x225  
Prestitial Ad - Mobile



970x250



300x1000  
Wallpaper Ad



640x480  
Prestitial Ad - Desktop

[Click here for full specs and material dates for all digital products](#)



# Contact Us

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