

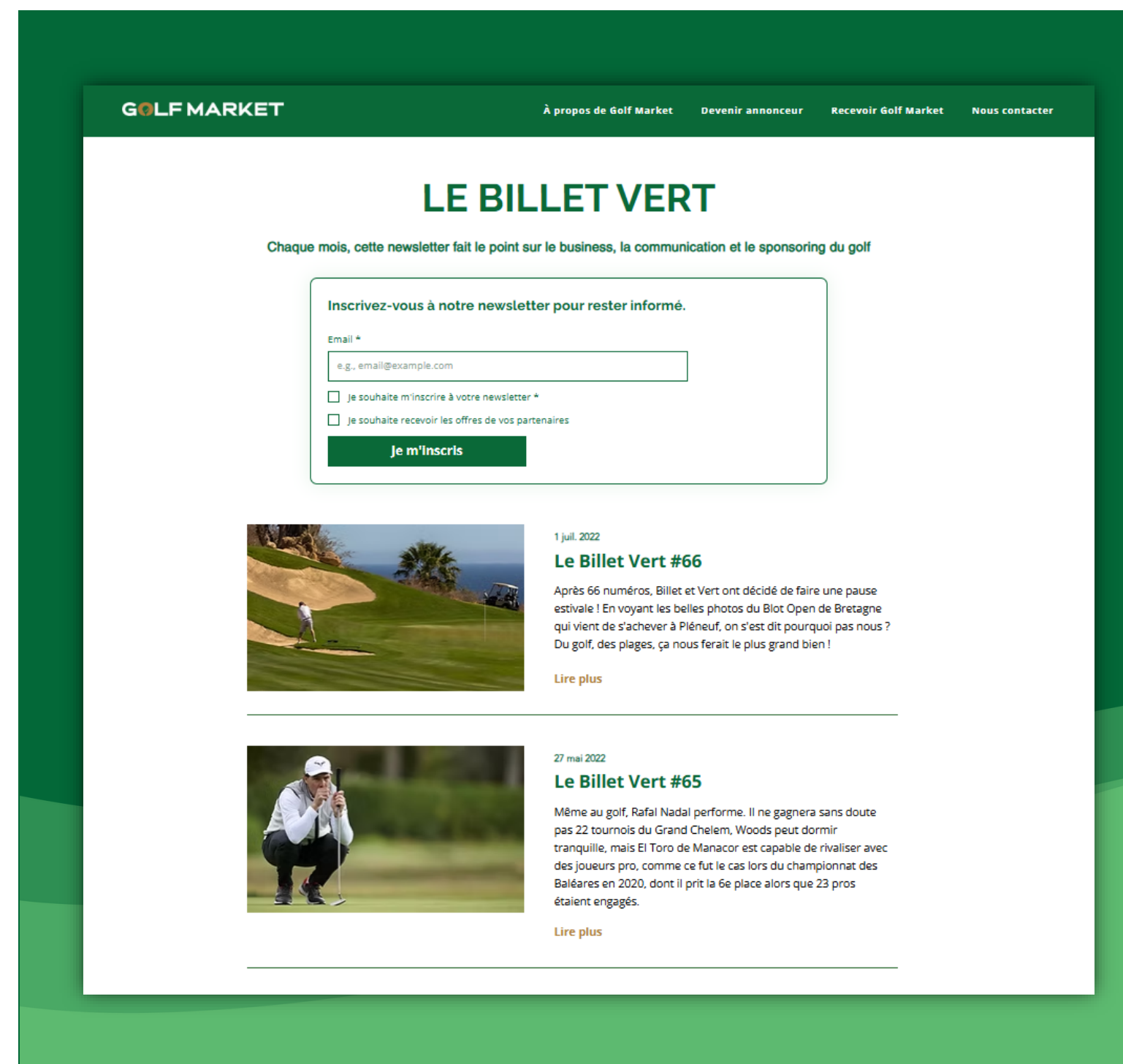
“Le Billet Vert” NEWSLETTER

LE BILLET VERT

The historic B2B newsletter “*Le Billet Vert*”, launched by Antoine Robin, is set to be relaunched to provide golf industry professionals with a dedicated market monitoring and information tool.

Discover an example of the “*Le Billet Vert*” newsletter directly on our website.

Le Billet Vert



“Le Billet Vert” Newsletter Overview

Key Information about the Newsletter

- **Type of publication :**
B2B
- **Pricing :**
Newsletter distributed free of charge
- **Publication frequency:**
One issue per month (from March 2026)
- **Edit format :**
HTML newsletter sent with the content of each issue
Accessible via the website : <https://www.golf-market.fr>
- **Sponsored content / advertorials:**
Offer companies the opportunity to create relevant content for readers, highlighting their products or services in an informative and practical way
- **Distribution :**
 - Sent to the subscriber database (6,000+ golf industry professionals: golf course managers, PGA France members, greenkeepers)

Editorial Content of the “Le Billet Vert” Newsletter

Recurring Newsletter Content

- **Editorial :**
Introduces the newsletter of the month, highlighting a specific issue
- **Key takeaways :**
5 news items (Marketing, Products, Events, Innovation, Regulation, Environment, Management, Agenda, etc.)
- **Figure of the month :**
Infographic format to explain a key figure
- **Interview of the month :**
Interview with an industry professional on the issue of the month
5 questions and answers
- **Analysis of the month :**
In-depth article analysing the issue of the month
- **Reader's question :**
In each newsletter, we answer a subscriber's question

Promotion of the “Le Billet Vert” Newsletter

■ Strong Support from “Sports Stratégies”

- **News on Sports Stratégies:**

Announcement news about the launch of *Le Billet Vert*
(50,000 unique visitors per month)

- **News on the Sports Stratégies newsletter:**

Announcement news about the publication of *Le Billet Vert*
(60,000 subscribers)

- **Posts on the Sports Stratégies LinkedIn account:**

- Announcement post about the publication of *Le Billet Vert*
- Highlighting one of *Le Billet Vert*'s key content pieces
- Encouraging subscription to *Le Billet Vert*
(50,000 subscribers)

Newsletter Advertising Rates

Advertising placements

We offer you the opportunity to become an advertiser in the monthly “*Le Billet Vert*” newsletter, in its new format, with packages ranging from €300 (excl. VAT) to €2,500 (excl. VAT).

- **Full newsletter sponsorship** (header banner in the newsletter/website + one in-newsletter/website banner + one advertorial in the newsletter/website + one banner and one display ad in the newsletter/website)
One complimentary post on the Sports Stratégies LinkedIn account (50,000 followers) to promote the advertiser
→ Rate: €2,500 (excl. VAT)
- **Advertorial topic*** (1 article published on the website, including a link redirecting to the advertiser’s site + 1 banner in the newsletter/website)
→ Rate: €800 (excl. VAT)

→ -10% discount for a commitment of 2 to 6 newsletters per year

→ -15% discount for a commitment of 7 to 12 newsletters per year

* Maximum of 3 advertorials per newsletter

Newsletter Advertising Rates

Advertising placements

- NL/Website Header Banner (includes advertiser redirect link)
→ Rate: €400 (excl. VAT)
- Option 1 banner/1 ad block on NL articles on the website
→ Rate: : €200 (excl. VAT)
- NL/site inter-news banner (includes advertiser redirect link)
→ Rate: €300 (excl. VAT)
- Format: JPEG 660 x 100 (max. file size 500 KB)

→ -10% discount for a commitment of 2 to 6 newsletters per year
→ -15% discount for a commitment of 7 to 12 newsletters per year

Find out more...

CONTACT US !

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