



MEDIA PACK



Quality video
production and
one of YouTube's
fastest growing
golf channels





YOUTUBE REACH

YOUTUBE SUBSCRIBERS

52,000+

ANNUAL IMPRESSIONS

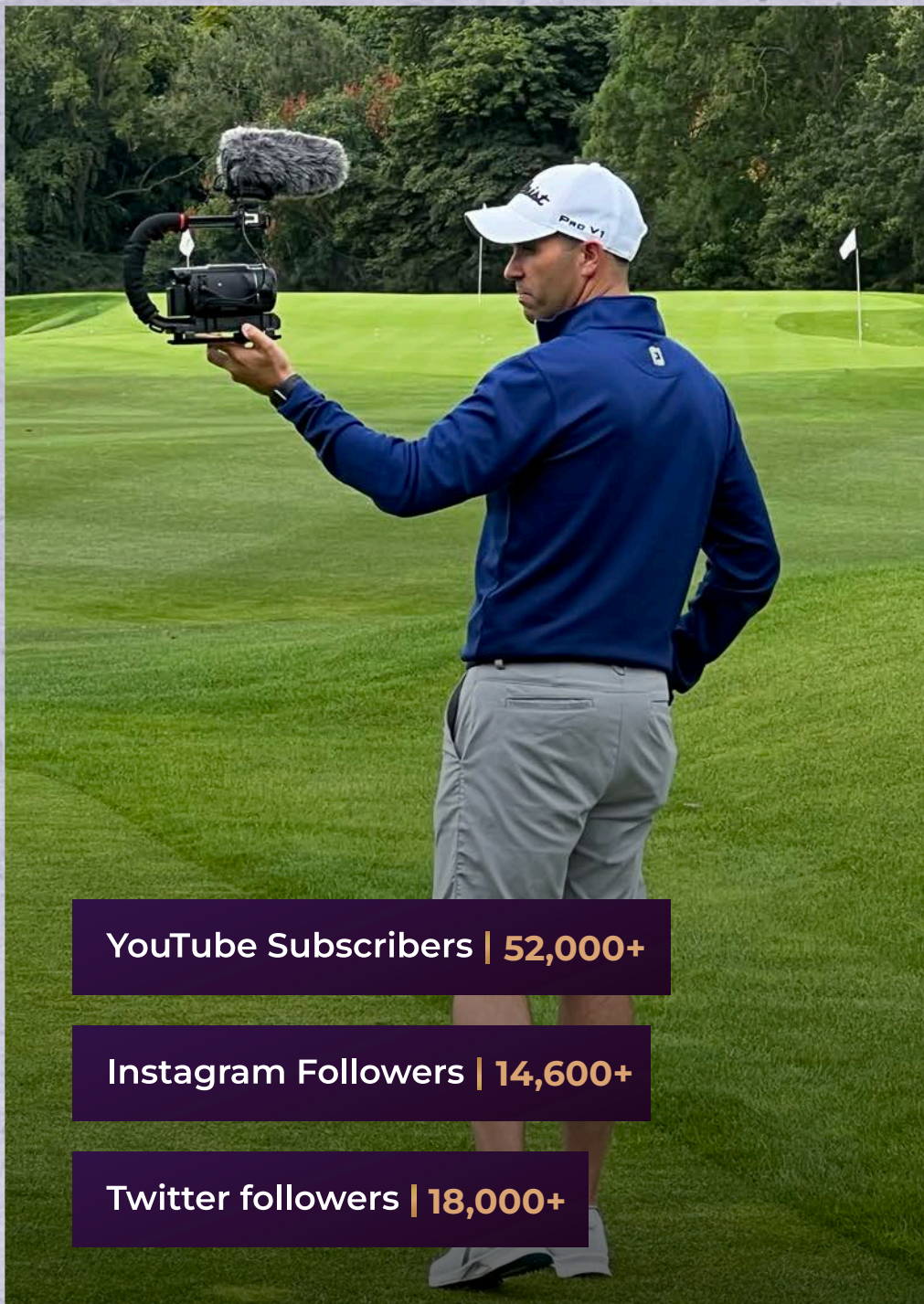
71.4 MILLION

AVERAGE VIEWING TIME (PER VIDEO)

25:22 MINS

MONTHLY YOUTUBE VIEWS

508k/6.1M



YouTube Subscribers | **52,000+**

Instagram Followers | **14,600+**

Twitter followers | **18,000+**

OUR PHILOSOPHY

- *Huge Engagement Figures*
- *Market Leading Ideas*
- *World Class Delivery*

Throughout the last two years, Dan has increased his online presence and is now deemed as one of the most trust worthy influencers for golfing content.

Across his multiple social channels, Dans viewership amounts to over 4.5 million views per year. Dans videos offer engaging on-course golfing content, provide world-wide tutoring and also give insight towards the latest golfing equipment.

His unique style enhances engagement across the travel sector for tourist boards and individual

SOCIAL MEDIA AUDIENCE REACH



97%
MALE



3%
FEMALE

Where Are Dan's Viewers?

Canada

12%

USA

19%

UK

55%

Ireland

3%

Sweden

3%

Germany

1%

Asia

2%

Australia

5%

Average Audience Range

18-24 Yrs

2%

25-34 Yrs

15%

35-44 Yrs

24%

45-54 Yrs

26%

55-64 Yrs

21%

65+

12%



DHG MEDIA



TRAVEL

Dan and his team have a passion for travel and embracing world wide cultures. Golf has given DHG Media an opportunity to showcase some of the leading facilities and resorts not just in the UK but around the world.



TUITION

Dans filming journey started with him wanting to build a bigger platform for his coaching business. This platform has been the foundation to the channel and continues to educate golfers from all around the world, both through videos and one to one coaching.





EQUIPMENT

Equipment reviews are an important part of the golf industry both for participants and the leading golf brands. Dan has built a professional and reliable reputation that sees leading brands wanting to work with, and have Dan's verdict of their product.



INTERVIEWS

Interviewing key people in the golf industry gives the viewer great insights and brands an opportunity to showcase their personalities and /or products. Dans experienced interview technique enables him to ask educated questions on a level that enables the interviewee to relax in his company.





SUNDAY SHOW

The weekly Sunday Show started as an extra video to round up the channels activity and content.

The Sunday Show has now turned into the foundation of the channel with a significant number of regular weekly viewers.





The 2-Ball Golf Show

**Behind
Golf** *With Dan
Hendriksen*

2 NEW PODCASTS

The 2-Ball Golf Show (Brand new channel)

A joint venture with Lester Barnes where we look to explore current news within the golf world and share it through our 2nd channel and all major podcast platforms.



2-Ball Golf Show

Behind Golf (On DHG's main channel)

Dan has been passionate to share personal stories of people who work or are part of the golf industry. Behind Golf allows Dan to sit down and interview these people and share their experiences, which provides an insight into the golfing world. Again shared on all major podcast platforms.

BUS TOUR & TUITION BREAKS

DHG media has created an opportunity for its followers to meet many of the channels characters through golf holidays and tuition breaks. During 2021 these breaks have been very well supported and high in demand.



COMMERCIAL COLLABORATORS

Through the creation of valuable cross-platform content, DHG has affiliated itself with some of the worlds leading brands.

This includes:

Titleist


GOLFING
DAYS

 FOOTJOY

Bushnell
GOLF

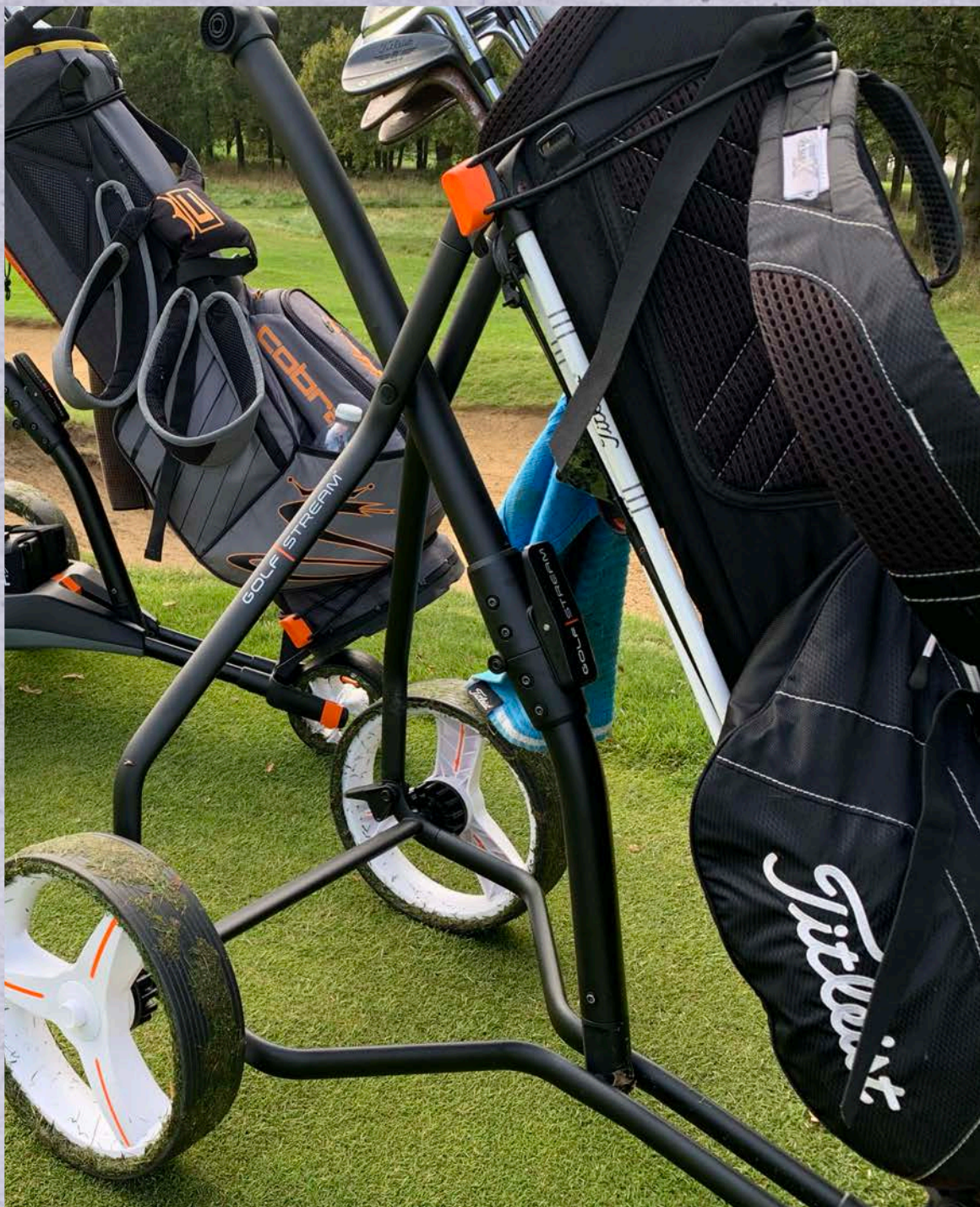

Foremost
GOOD FOR GOLF

exclusive
golf&travel


Brittany Ferries

GOLF | STREAM





BRAND COLLABORATION

Every year all brands in the golf industry tempt us with new and exciting equipment. We create feature content looking at these new equipment releases offering a completely unbiased overview of looks, performance and benefits to golfers of all abilities.



MEET THE TEAM

Dan has, over many years of competing in golf, created friendships with PGA professionals and high level amateurs that now work closely with the channel to bring some of the best golf content on YouTube.



DAN HENDRIKSEN

The Boss



JORDAN MAYNE

Video Editor

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Dan Hendriksen, DHG Media, Dartmouth Rd,
Churston, Brixham, Devon, England, TQ5 0LA