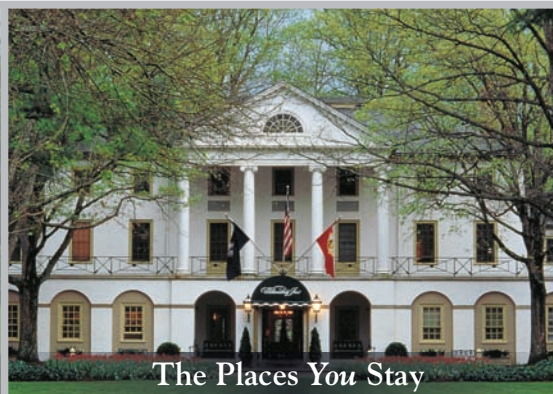




The Courses You Play



The Places You Stay



Your Golf Lifestyle

GolfStyles

MEDIA GROUP

2012 MEDIA PLANNER

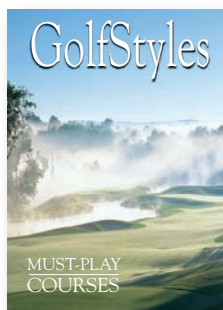
NEW JERSEY

OHIO

PHILADELPHIA

WASHINGTON

(DIGITAL MARKETING TO
ATLANTA, NEW ENGLAND & THE CAROLINAS)



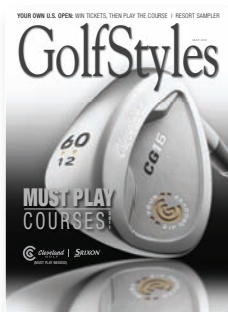
Our 19th Year of Publishing and Marketing Excellence

WWW.GOLFSTYLESMEDIKIT.COM

TARGET YOUR AUDIENCE

Let *GolfStyles* create a multi-media package that uses the **Power of Print** to tell your story and the immediacy of **Digital Delivery** to reinforce it to an audience that requests and trusts its source. *GolfStyles* is still requested, is still welcome in the homes of avid golfers, and still represents your best customers. Let us talk about you.

TELL YOUR STORY GROW YOUR BUSINESS



GolfStyles

A GOLFSYLES MEDIA BUY INCLUDES:

An Individual E-Blast to Your Market or All Markets

(100 pct. of opt-in e-mail circulation for full-page clients, 50 pct. for half-page, etc. Zip-specific requires full-page frequency contract. E-blast can be sent anytime after payment of print ad. Preferred rates for additional E-blast available.)

The Passion and Appeal of Print

(Available four times throughout the year. Using either display advertising or creating your own editorial, nothing creates desire – still – more than the magazine page, where golfers are free of clutter and competing mediums.)

Digital & Print Delivery of Your Special Offers

New for 2012!

(Presenting today's hottest marketing trend - the special offer that used to be known as the coupon. Offers will be available online and in the monthly e-Newsletter to frequency buyers.)

Monthly e-Newsletter & Digital Edition

(Each client has URL access from the update, which highlights fresh and updated content unique from *GolfStyles* Magazine, and from the digital edition on the web. Viewed in your inbox or in your internet browser. Enhanced visibility such as banners and buttons also available.)

GolfStylesOnline.com

(The digital edition is also housed on our Web site. Additional button and banner displays available as well as URL links for all advertisers.)

EXPECT SUCCESS

The GolfStyles Audience Is*

THE AVID GOLFER . . .

Average rounds per year:	53
Average years playing golf:	29
Golfers per household:	1.8
Members of a private club:	41 percent
Purchased golf equipment and services last year:	84 percent
Median spent on golf equipment:	\$990
Will take a golf trip this year:	95 percent
Will visit a new golf destination this year:	61 percent

. . . WITH PURCHASING POWER

Median household income:	\$138,700
Average household income:	\$184,000

ResearchUSA, Inc. *Five-market composite. Research USA, Inc. specializes in demographic readership studies for periodical publications. The level of response to the survey for *GolfStyles* exceeds the necessary requirements set forth by the Advertising Research Foundation. © 2009

CIRCULATION & DISTRIBUTION

	Digital	Print
ATLANTA	40,953	na
CAROLINAS	51,621	na
NEW ENGLAND	55,738	na
NEW JERSEY	69,990	30,000
OHIO	70,307	30,000
PHILADELPHIA	80,800	30,000
WASHINGTON	98,150	60,000
ALL MARKETS	467,559	150,000*

*Approximately 20 percent of print subscribers are represented in digital numbers.

Majority of print circulation is mailed via U.S. Postal Service. Remainder is pro shop bulk and targeted to events, resorts, retailers, etc.

GolfStyles is the ONLY regional golf magazine that features the majority of its distribution to opt-in subscribers. *GolfStyles*, now in its 19th year, became the gold standard of regional publishing by focusing its circulation on readers in the home as opposed to pro shops and bulk distribution. *GolfStyles* is the country's best regional golf magazine, providing readers a unique and compelling product that cannot be found in other publications. Its editorial mission is to provide information and entertainment about the courses you play, the places you stay, your golf lifestyle.

ADDITIONAL SERVICES

PRODUCT PLACEMENT Showcase your product within the editorial display of the magazine, including the front cover.

SPONSORSHIPS Put your message in front of the most avid and affluent of golfers – the tournament player. www.golfstylescompetition.com.

EDITORIAL Create your own editorial or advertorial and then send it as an HTML E-blast.

INSERTS Prices vary by size and weight. *GolfStyles* can create and print or accept pre-printed pieces contingent on printer approval.

REPRINTS Create your own marketing piece from edit that has appeared in *GolfStyles*. Information: 202.379.2893 ext 5, reprints@golfstyles.net or www.golfstylesreprints.com.

www.golfstylesmediakit.com



2012 RATE CARD

Digital & Print Inclusive

*SINGLE EDITION: Ohio, New Jersey or Philadelphia

Spread	1X	2X (5%)	4X (15%)
All Editions	\$16,875	\$16,035	\$14,340
Washington Edition	\$8,995	\$8,545	\$7,645
Single Edition*	\$5,625	\$5,345	\$4,780

Full Page	1X	2X (5%)	4X (15%)
All Editions	\$9,780	\$9,285	\$8,310
Washington Edition	\$5,085	\$4,830	\$4,320
Single Edition*	\$3,260	\$3,095	\$2,770

Half Page (V/H)	1X	2X (5%)	4X (15%)
All Editions	\$6,780	\$6,440	\$5,760
Washington Edition	\$3,540	\$3,360	\$3,005
Single Edition*	\$2,260	\$2,145	\$1,920

Third Page	1X	2X (5%)	4X (15%)
All Editions	\$4,465	\$4,240	\$3,795
Washington Edition	\$2,465	\$2,340	\$2,095
Single Edition*	\$1,625	\$1,545	\$1,380

Note: 10 percent surcharge for Third-Page Vertical

Sixth Page	1X	2X (5%)	4X (15%)
All Editions	\$2,150	\$2,040	\$1,825
Washington Edition	\$1,100	\$1,045	\$935
Single Edition*	\$895	\$850	\$760

Back Cover	1X	2X (5%)	4X (15%)
Washington Edition	\$7,995	\$7,595	\$6,795
Single Edition*	\$5,125	\$4,865	\$4,355

Ask your sales representative for availability of multiple markets

Covers 2&3	1X	2X (5%)	4X (15%)
Washington Edition	\$6,240	\$5,925	\$5,305
Single Edition*	\$3,990	\$3,790	\$3,390

Ask your sales representative for availability of multiple markets

Miscellaneous additional

Market version change: \$150 per edition. Fifth color: 5 pct. surcharge. Guaranteed adjacency or first 20: 10 pct. surcharge. Cover gatefold: 100 pct. surcharge for Cover 2. Includes two pages of gatefold, Cover 2 and page 1 (four pages total).

Digital Only

Additional Individual E-Blasts

Non-inclusive client rates underneath

	1X	2X (10%)
5M	\$500 na	\$450 \$675
10M	\$900 \$1,250	\$810 \$1,125
15M	\$1,200 \$1,485	\$1,080 \$1,335
25M	\$1,750 \$2,500	\$1,575 \$2,250
50M	\$3,250 \$4,295	\$3,000 \$3,865
100M	\$4,500 \$7,500	\$4,050 \$6,750
Additional per M	\$25 \$35	\$20 \$30

Rates are net. Non-contract clients must pay for first two e-blasts in advance. Limit one per month for non-inclusive clients. Direct mail/e-mail combo also available.

e-Newsletter Visibility

Featured Space	1X	Annual 12X
All Editions	\$1,150	na
Per Edition	\$535	na

Top Banner	1X	Annual 12X
All Editions	\$1,390	\$9,000
Per Edition	\$575	\$5,400

Button	1X	Annual 12X
All Editions	\$450	\$3,000
Per Edition	\$175	\$1,500

Web Site Visibility

Top Banner	1X	Annual 12X
All Editions	\$650	na
Per Edition	\$335	na

Button	1X	Annual 12X
All Editions	\$700	\$7,200
Per Edition	\$375	\$3,600

All Editions	\$275	\$2,400
Per Edition	\$145	\$1,200

WINTER (Mails January 16)

Space: Dec. 16 | Materials: Dec. 22

Editorial: South of Your Border:

Hot Travel Destinations | Golf Outings

North Carolina Golf Guide

SPRING (Mails April 10)

Space: March 14 | Materials: March 19

Editorial theme: Joining the Modern Club

Resorts: Beyond Golf

Virginia Golf Guide

SUMMER (Mails May 21)

Space: April 25 | Materials: May 2

Editorial theme: Must-Play Courses

Mountains and Beaches

FALL (Mails August 24)

Space: August 1 | Materials: August 7

Editorial theme: 2013 Travel Planner

The Carolinas | Florida

PRODUCTION SPECIFICATIONS

Detailed *GolfStyles* production specifications and mailing address can be found online at golfstylesmediakit.com.

All production materials and questions should be sent to:
production@golfstyles.net

CONTRACT TERMS

No cancellations of orders are accepted after space deadline. Contract cancellations must be received in writing 10 days prior to close date or client will be subject to billing. Cancelled contracts will be subject to short-rate charges. Terms: Gross rates apply. Net 30 days after publication. Client agrees to pay if agency defaults on payment. *GolfStyles* will publish previous ad on file if new materials are not received by the stated date. Changes requested to digital ads after closing deadline will be subject to \$150 charge. *GolfStyles* not responsible for proofing clients' ads unless they are created in-house. Publisher reserves right to request new ad material or reject any ad. If *GolfStyles* creates an ad, it becomes agency of record if that ad is used in another publication.