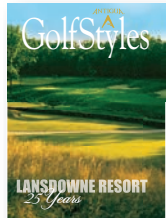


WE HAVE YOUR AUDIENCE

Let *GolfStyles* create a multi-media package that uses the **Power of Print** to tell your story, the immediacy of **Digital Delivery** to reinforce it and the multi-generational marketing of **Social Media** to address 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.

ACTUAL EXAMPLE OF COVER PRODUCT DISPLAY



GolfStyles

A GOLFSTYLES MEDIA BUY INCLUDES:

The Passion and Appeal of Print

(Available three 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 Delivery of Your Message

(Opt-in e-mail circulation. Preferred Advertisers Emails. Web site visibility. Digital Magazines and more...)

Social Media Delivery of Your Special Offers

(All E-blasts integrated into social media through *GolfStyles*' social media outlets.)



Preferred Advertiser Emails & Digital Edition

(Send your best offers to a targeted audience, our golfers, embed video into our digital edition)

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.)

PUBLICATION DATES/DEADLINES

SPRING (Mails April 7)

Space: March 15 | Materials: March 20

Editorial theme: Joining the Modern Club | Resorts: Beyond Golf Florida | Destination Virginia

SUMMER (Mails May 22)

Space: April 27 | Materials: May 1

Editorial theme: Must-Play Courses | Mountains and Beaches

FALL (Mails August 29)

Space: August 9 | Materials: August 15

Editorial theme: Fall Getaways | 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.



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WWW.GOLFSTYLESMEDIKIT.COM

GolfStyles

MEDIA GROUP

The Courses You Play

The Places You Stay

Your Golf Lifestyle

TARGET YOUR AUDIENCE

GROW YOUR SALES

MAGAZINE ADVERTISING

DIGITAL MARKETING

SOCIAL MEDIA

DIRECT MAIL

PROMOTIONAL CAMPAIGNS

EVENT SPONSORSHIPS

2017 MEDIA PLANNER

Our 24th Year of Publishing and Marketing Excellence

MIDDLE ATLANTIC REGION

WASHINGTON | PHILADELPHIA | NEW JERSEY

WWW.GOLFSTYLESMEDIKIT.COM

EXPECT SUCCESS

The GolfStyles Audience* Is

THE AVID GOLFER . . .

Average rounds per year:	50
Average years playing golf:	32
Golfers per household:	1.9
Members of a private club:	34 percent
Purchased golf equipment and services last year:	89 percent
Median spent on golf equipment:	\$1,420
Will take a golf trip this year:	96 percent
Will visit a new golf destination this year:	63 percent

. . . WITH PURCHASING POWER

Median household income:	\$142,310
Average household income:	\$204,340

ResearchUSA, Inc. Four-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. © 2014

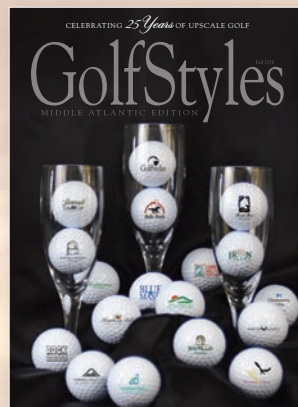


*Approximately 15 percent of print subscribers are represented in digital numbers.

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

CIRCULATION & DISTRIBUTION

	Digital	Print
ATLANTA	9,600	na
CAROLINAS	11,000	na
NEW ENGLAND	14,200	na
NEW JERSEY	11,400	25,000
OHIO	12,000	na
PHILADELPHIA	6,600	25,000
WASHINGTON	14,500	50,000
ALL MARKETS	79,300	100,000*



GolfStyles is the ONLY regional golf magazine that features the majority of its distribution to opt-in subscribers. *GolfStyles*, now in its 24th 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 (see examples reverse side).

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 approval.

REPRINTS Create your own marketing piece from edit that has appeared in *GolfStyles*. Information: 202.379.2893 ext 1, reprints@golfstyles.net or www.golfstylesreprints.com.

2017 RATE CARD

Digital & Print Inclusive

*SINGLE EDITION: New Jersey or Philadelphia

Spread	1X	2X (10%)	3X (20%)
All Editions	\$12,875	\$11,585	\$10,300
Washington Edition	\$7,295	\$6,565	\$5,835
Single Edition*	\$5,025	\$4,525	\$4,020

Full Page	1X	2X (10%)	3X (20%)
All Editions	\$7,780	\$7,000	\$6,225
Washington Edition	\$4,550	\$4,100	\$3,640
Single Edition*	\$2,980	\$2,690	\$2,180

Half Page (v/h)	1X	2X (10%)	3X (20%)
All Editions	\$4,980	\$4,480	\$3,985
Washington Edition	\$2,650	\$2,385	\$2,120
Single Edition*	\$1,960	\$1,760	\$1,580

Third Page	1X	2X (10%)	3X (20%)
All Editions	\$3,065	\$2,760	\$2,450
Washington Edition	\$2,050	\$1,840	\$1,630
Single Edition*	\$1,425	\$1,280	\$1,140

Note: 10 percent surcharge for Third-Page Vertical

Sixth Page	1X	2X (10%)	3X (20%)
All Editions	\$1,500	\$1,350	\$1,200
Washington Edition	\$1,100	\$1,045	\$935
Single Edition*	\$895	\$850	\$760

Back Cover	1X	2X (10%)	3X (20%)
Washington Edition	\$6,995	\$6,200	\$5,595
Single Edition*	\$4,100	\$3,690	\$3,280

Ask your sales representative for availability of multiple markets

Covers 2 & 3	1X	2X (10%)	3X (20%)
Washington Edition	\$5,250	\$4,725	\$4,200
Single Edition*	\$3,450	\$3,105	\$2,760

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).

GolfStyles
MEDIA GROUP

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
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.

Web Site Visibility

Top Banner	1X	3x
	\$750	\$600
Main Banner	1X	3X
	\$600	\$500
Large Button	1X	3X
	\$450	\$400
Small Button	1X	3X
	\$275	\$250