

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.



GolfStyles

A GOLFSYLES MEDIA BUY INCLUDES:

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 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

WINTER (Mails January 10)

Space: Dec. 8 | Materials: Dec. 14

Editorial: Readers Choice Best of the Best | Hot Travel Destinations
Golf Outings | North Carolina Golf Guide

SPRING (Mails April 14)

Space: March 15 | Materials: March 21

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

SUMMER (Mails May 26)

Space: April 21 | Materials: April 26

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.

GolfStyles, published by Niche Golf Marketing
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WWW.GOLFSYLESMEDIKIT.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

2016 MEDIA PLANNER

Our 23rd Year of Publishing and Marketing Excellence

NEW JERSEY | OHIO | PHILADELPHIA | WASHINGTON

WWW.GOLFSYLESMEDIKIT.COM

EXPECT SUCCESS

The *GolfStyles* Audience* Is

THE AVID GOLFER . . .

- Average rounds per year: 51
- Average years playing golf: 31
- Golfers per household: 1.9
- Members of a private club: 37 percent
- Purchased golf equipment and services last year: 89 percent
- Median spent on golf equipment: \$1,140
- Will take a golf trip this year: 96 percent
- Will visit a new golf destination this year: 64 percent

. . . WITH PURCHASING POWER

- Median household income: \$138,360
- Average household income: \$200,020

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. © 2012



*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 | 14,600 | na |
| CAROLINAS | 16,000 | na |
| NEW ENGLAND | 28,000 | na |
| NEW JERSEY | 17,400 | 25,000 |
| OHIO | 17,000 | 25,000 |
| PHILADELPHIA | 9,600 | 25,000 |
| WASHINGTON | 19,500 | 50,000 |
| ALL MARKETS | 122,100 | 125,000* |



GolfStyles is the ONLY regional golf magazine that features the majority of its distribution to opt-in subscribers. *GolfStyles*, now in its 23rd 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 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.

2016 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 8X |
|----------------|---------|-----------|
| All Editions | \$1,150 | na |
| Per Edition | \$535 | na |

| Top Banner | 1X | Annual 8X |
|--------------|---------|-----------|
| All Editions | \$1,390 | \$9,000 |
| Per Edition | \$575 | \$5,400 |

| Button | 1X | Annual 8X |
|--------------|-------|-----------|
| All Editions | \$450 | \$3,000 |
| Per Edition | \$175 | \$1,500 |

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 |