

GolfStyles

MEDIA GROUP

2020 MEDIA PLANNER



TARGET YOUR AUDIENCE

GROW YOUR BUSINESS

GEOFENCING

MAGAZINE ADVERTISING

DIGITAL MARKETING

SOCIAL MEDIA

DIRECT MAIL

PROMOTIONAL CAMPAIGNS

EVENT SPONSORSHIPS

Our 27th Year of Publishing and Marketing Excellence

WWW.GOLFSTYLESMEDIAKIT.COM

GolfStyles is the ONLY regional golf magazine that features the majority of its distribution to opt-in subscribers. *GolfStyles*, now in its 27th 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.

EXPECT SUCCESS

The GolfStyles Audience Is*

THE GOLFSYLES READER...

Average rounds per year:	50
Average time spent reading GolfStyles:	48 minutes
Managerial Level or Higher Level of Employment:	51 percent
Prefer Print Format:	70 percent
Plan to purchase 1+ golf trips in 2020:	95 percent
Would like to see more daily fee editorials:	49 percent
Would like to see more Mid Atlantic resort editorials:	30 percent
Have visited an advertiser or feature subject's website after reading Spring 2018 Issue:	63 percent
Took 1+ actions after reading the Spring 2018 issue:	65 percent

...WITH PURCHASING POWER

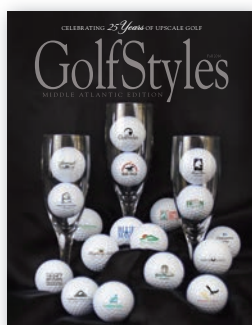
Median household income: \$142,310

Average household income: \$158,000

Signet Research 2018

*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	7,100	na
CAROLINAS	8,090	na
NEW ENGLAND	12,780	na
NEW JERSEY	9,580	25,000
OHIO	7,300	na
PHILADELPHIA	5,480	25,000
WASHINGTON	12,950	50,000
ALL MARKETS	63,280	100,000*



ADDITIONAL SERVICES

PRODUCT PLACEMENT Showcase your product within the editorial display of the magazine, including the front cover (see examples back page).

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.

GEOFENCING

Dynamic

DIGITAL

Delivery



The In-Box is Yesterday's Marketing

Introducing GolfStylesDigital, offering pinpoint messaging with precision across all platforms – the mobile phone, the tablet, the laptop, the desktop. Of course, we can drop a subject line into a mailbox for you, but a list is just that – a static roll of addresses that may or may not be interested in your product. GolfStylesDigital gives you active prospects defined by their lifestyle choices and online habits in real time.

Whether you're looking for golfers in an exact geo-fenced location, exact demographics or exact browsing history through keywords, we'll find them for you. You determine the criteria of whom you want to reach and we'll make sure your message and/or ad is delivered via social media, websites and, yes, if you want, the old-fashioned in-box.

Powered by America's best regional golf magazine for the past 25 years and in partnership with 1631 Digital, GolfStylesDigital provides premium messaging across multiple platforms and is delivered only to the prospect you define. Welcome to tomorrow's Direct Mail.

TARGET *Golfers You Choose*

Using Geolocation Online Technology, Our 2019 Program Allows Courses, Golf Stores, Websites, Destinations and Companies the opportunity to reach area golfers in a unique and effective way

TARGET *Any (or Every) Golf Course, Golf Destination, Golf Store, Golf Event in Your Region – And Beyond*

Unstructured data means more than custom audiences. It means real-time audience localization. Transparent audience discovery around highly localized information such as local competitors, events and hundreds of other relevant data signals.

ADVERTISE *On Local, Regional & National Sites*

Reach online readers and prospective customers on sites they look at the most. All impression delivery in your area guaranteed.

TARGET *Current Customers (Or Your Competitor's)*

Target Customers In Your Locations (Or Your Competitions locations). Deliver messages to your active customers who are inside your location, parking lots, competitor locations and other relevant areas. Serve ads and collect device IDs to retarget your customers.



2020 RATE CARD

	Cost per Thousand (CPM)		
	With GolfStyles annual display buy of	\$2,500	\$4,000
Desktop & Mobile Display	\$30	\$25	\$20
<i>Digital Only</i>			
250M Impressions	\$5,000 (\$20 CPM)		
400M Impressions	\$7,600 (\$19 CPM)		
600M Impressions	\$10,200 (\$17 CPM)		
<i>Payments must be made 15 days in advance. Minimum campaign is 100M impressions.</i>			



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.



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 March 28)

Space: March 10 | **Materials:** March 13

Editorial theme: Joining the Modern Club

Resorts: Beyond Golf | Florida | Destination Virginia

SUMMER (Mails May 22)

Space: April 20 | **Materials:** April 30

Editorial theme: Must-Play Courses | Mountains and Beaches

FALL (Mails August 29)

Space: August 7 | **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.

2020 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
<i>Note: 10 percent surcharge for Third Page Vertical</i>			
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
<i>Ask your sales representative for availability of multiple markets</i>			
Covers 2 & 3	1x	2x (10%)	3x (20%)
Washington Edition	\$5,250	\$4,725	\$4,200
Single Edition*	\$3,450	\$3,105	\$2,760
<i>Ask your sales representative for availability of multiple markets</i>			
Miscellaneous Additional			
<i>Market version change \$150 per edition.</i>			
<i>Fifth color: 5 percent surcharge. Guaranteed adjacency of first 20: 10 percent surcharge.</i>			
<i>Cover gatefold: 100 percent surcharge for Cover 2. Includes two pages of gatefold. Cover 2 and page 1 (four pages total)</i>			

Digital Only

Additional Individual E-Blasts			Web Site Visibility		
<i>non-inclusive client rates underneath</i>					
	1X	2X (10%)		1X	3X
5M	\$500 na	\$450 \$675	Main Banner	1X	3X
10M	\$900 \$1,250	\$810 \$1,125	Large Button	1X	3X
15M	\$1,200 \$1,485	\$1,080 \$1,335	Small Button	1X	3X
25M	\$1,750 \$2,500	\$1,575 \$2,250		\$275	\$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.

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