



2022 MEDIA PLANNER

TARGET

YOUR AUDIENCE

MAGAZINE ADVERTISING

DIGITAL MARKETING

DIRECT MAIL

SOCIAL MEDIA

PROMOTIONAL CAMPAIGNS

EVENT SPONSORSHIP



THE GOLFSYLES READER . . .

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

. . . WITH PURCHASING POWER

Median household income: \$142,310
Average household income: \$158,000

Signet Research 2019



CIRCULATION & DISTRIBUTION

	<i>Digital</i>	<i>Print</i>	
ATLANTA	7,100	na	*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.
CAROLINAS	8,090	na	
NEW ENGLAND	12,780	na	
NEW JERSEY	9,580	20,000	
OHIO	7,300	na	
PHILADELPHIA	5,480	20,000	
WASHINGTON	12,950	45,000	
ALL MARKETS	63,280	85,000*	

GolfStyles



*G*olfStyles is the ONLY regional golf magazine that features the majority of its distribution to opt-in subscribers. GolfStyles, now in its 29th 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.


GolfStyles
MEDIA GROUP

2022 RATE CARD

Print & Digital Edition Inclusive

EDITIONS: Washington and Philadelphia/New Jersey

SPREAD (two pages)

	1X	2X (15%)
Both Editions	\$7,295	\$6,200
Single Edition	\$4,950	\$4,205

FULL PAGE

	1X	2X (15%)
Both Editions	\$4,950	\$4,205
Single Edition	\$3,790	\$3,220

HALF PAGE (vertical or half)

	1X	2X (15%)
Both Editions	\$3,790	\$3,220
Single Edition	\$2,750	\$2,335

THIRD PAGE

	1X	2X (15%)
Both Editions	\$2,750	\$2,335
Single Edition	\$1,760	\$1,495

10 percent surcharge for Third-Page Vertical

BACK COVER

	1X	2X (15%)
Both Editions	\$5,590	\$4,750
Single Edition	\$4,950	\$4,205

Covers 2 & 3 available to full-page clients with 2x buy

INSERTS

Bind-in, tip-on, polybagged and gate-fold available.
Fifth color also available. Ask rep for options and pricing.

Digital Only

E-BLASTS

	1X	2X (10%)		1X	2X (10%)
5M	\$500	\$450	10M	\$900	\$810
15M	\$1,200	\$1,080	25M	\$1,750	\$1,575
50M	\$3,250	\$3,000	Additional per M	\$25	

2X print clients receive 20 percent discount on above rates.

Non-print clients must pay for first two e-blasts in advance.

Limit one e-blast per month for non-print clients.

Direct-mail/e-blast combos available. Ask rep for details.

Website Visibility

SITE IMAGE

\$750

MAIN BANNER

\$600

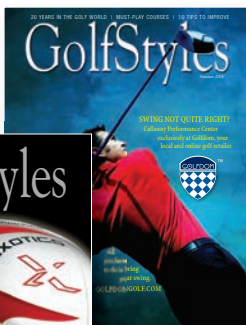
SMALL BANNER

\$450

Prices are annual. \$50 charge for each change of content.

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.



EXAMPLES OF COVER PRODUCT DISPLAY

A GOLFSTYLES MEDIA BUY INCLUDES:

The Passion and Appeal of Print . . .

Nothing creates desire – still – more than the magazine page, where golfers are free of clutter and competing mediums.

. . . And Digital Delivery of Your Message

Opt-in e-mail circulation for digital edition, which is also housed at GolfStylesOnline.com and through all of GolfStyles' social media avenues. URL links on website and digital edition included. Individual e-blasts and enhanced website exposure also available.



PUBLICATION DATES/DEADLINES

SPRING (Mails April 12)

Space: March 29

Materials: April 1

FALL (Mails August 26)

Space: August 10

Materials: August 16

BRAND AWARENESS OPPORTUNITIES

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 avid and affluent golfers through promotional campaigns and competitions.

EDITORIAL

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

PRODUCTION SPECIFICATIONS

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

CONTRACT TERMS

No cancellations accepted after space deadline. Cancellations must be received in writing 10 days prior to close date. Payment due 30 days after publication. Client agrees to pay if agency defaults. GolfStyles will publish previous ad on file if new materials are not received by the stated date. GolfStyles not responsible for proof after client approval.



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