The Golf Explorer not only provides our clients and partners with the ability to relax with a unique, quality printed publication, but also the added mobility and flexibility of electronic media.

### Editorial

**Destination escapes |** golf clubs and courses throughout the state with resort amenities, accommodations, and attractions.

**Grounds tour |** great courses and their play, featured by region across Michigan.

**Rounding the fairways |** The Golf Explorer’s annual golfing tour series highlighting places to play, stay, dine, and explore in a select area.

**Program spotlight |** military.

**Course Q&A |** golf club leadership talks shop.

**Equipment design |** technology.

**Clubhouse design |** a study and conversation in style.

**The dish |** course owners favorite after-play food option.

**The spirits |** the wine series.

**Milestones |** Michigan’s golf heritage.

**Directory |** courses listed by region and county in the state.

**Arrivals |** airports providing convenient access to incredible golf in Michigan.

### Purchasing habits of the avid golfer (next 12 months)

- 53% Golf equipment
- 47% Automobile
- 40% Financial planning
- 73% Dine out once per week or more
- 84% Travel or vacation
- 80% Say they will play golf on vacation
- 40% Plan their vacation around golf courses and resorts

*Sources: Statistic Brain, Statista, My Loop Card*

### Average U.S. Golfing Household

- 68% own a home
- 79% of Golfers have income over $100,000
- 77.5% Male
- 22.5% Female
- 73% Dine out once per week or more
- 84% Travel or vacation
- 80% Say they will play golf on vacation
- 40% Plan their vacation around golf courses and resorts

*Sources: Statistic Brain, Statista, My Loop Card*
**Distribution**
120,000 copies; 110,000 copies via direct mail to affluent and avid golfer households with an income level targeted by distance/travel in and to Michigan courses.

**The Golf Explorer’s Target Golfing Household**
- Michigan, Northern Indiana, Wisconsin: $140,000+ HHI
- Chicago, Southwest and West United States: $200,000+ HHI
- Southeast and Eastern United States: $175,000+ HHI

**Website partners:**
Any advertiser at 1/3 page or larger wishing to share news, events, specials with The Golf Explorer are welcome to do so at no charge. Updates will be made on a daily basis, the next day, or as needed without delay. Contact Publisher for details.

**Market** | **Amount to mail**
--- | ---
Grand Rapids/W Michigan | 22,000
SE Michigan | 36,000
Ft Wayne/N Indiana | 3,000
Indianapolis | 3,000
Chicago | 8,000
Milwaukee | 1,000
Madison WI | 1,000
Green Bay WI | 500
Minneapolis | 1,000
Des Moines | 500
Omaha | 500
Denver | 500
Salt Lake City | 500
Scottsdale | 500
Phoenix | 500
Albuquerque | 300
Wichita | 100
Tulsa | 500
Oklahoma City | 500
Dallas | 3,000
Austin | 3,000
San Antonio | 3,000
Houston | 2,000
Little Rock | 300
Kansas City | 300
St Louis | 2,000
New Orleans | 100
Memphis | 800
Louisville | 800
Lexington KY | 500
Knoxville | 600
Birmingham AL | 700
Tallahassee | 300
Naples | 300
West Palm/Miami | 500
Jacksonville | 500
Atlanta | 2,000
Columbia SC | 500
Charlotte NC | 800
Richmond VA | 900
Cincinnati | 1,500
Cleveland | 1,500
Pittsburgh | 800
Buffalo NY | 800
New York City | 1,000
Boston MA | 600
Toledo | 1,000

**TOTAL** | **110,000**
AD RATES AND TERMS

RATES: ALL RATES GROSS LESS 15% AGENCY DISCOUNT FOR PRINT READY MATERIALS.
PRODUCTION CHARGES: $65/HR

<table>
<thead>
<tr>
<th>Page Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$10,190</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$9,190</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$8,190</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>$13,790</td>
</tr>
<tr>
<td>Full Page</td>
<td>$8,490</td>
</tr>
<tr>
<td>½ page V or H</td>
<td>$5,990</td>
</tr>
<tr>
<td>1/3 page H</td>
<td>$4,290</td>
</tr>
<tr>
<td>¼ page H Shared page</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Special pricing for gatefolds, inserts and polybag available upon request.

Video/Drone production for course available with separate charges applying.

Photography services available at discount with your advertising reservation.

INCLUDED with your reservation:
- Updates as shared to our website
- Link to your on line tee time reservations system included
- Mobile alerts to members of our website

Reservation Deadline: December 21, 2019
Payment is ½ by 12/21/19 and ½ by 2/15/20
Materials Deadline: January 17, 2020

Cancellations after December 21, 2019 will incur a 30% cancellation fee to be paid net 10 days after cancellation of advertising.

AD DIMENSIONS AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Standard</td>
<td>17.00</td>
<td>9.875</td>
</tr>
<tr>
<td>Two Page Bleed**</td>
<td>18.00</td>
<td>10.875</td>
</tr>
<tr>
<td>Full Page Standard</td>
<td>7.875</td>
<td>9.875</td>
</tr>
<tr>
<td>Full Page Bleed**</td>
<td>9.00</td>
<td>10.875</td>
</tr>
<tr>
<td>2/3 Page (Vert.)</td>
<td>5.187</td>
<td>9.875</td>
</tr>
<tr>
<td>1/2 Page (Hor.)</td>
<td>7.875</td>
<td>4.75</td>
</tr>
<tr>
<td>1/2 Page (Vert.)</td>
<td>5.187</td>
<td>7.25</td>
</tr>
<tr>
<td>1/3 Page (Hor.)</td>
<td>5.187</td>
<td>4.75</td>
</tr>
<tr>
<td>1/3 Page (Vert.)</td>
<td>2.375</td>
<td>9.875</td>
</tr>
<tr>
<td>1/4 Page (Hor.)</td>
<td>3.75</td>
<td>4.75</td>
</tr>
</tbody>
</table>

Acceptable print ready files include, Adobe PDF, JPEG and TIFF formats with minimum resolution of 300 dpi saved with no spot colors as a CMYK file.

**Add an additional ¼” on each side for bleed allowance. Page trim size is 9” wide by 10.875” high. Forward all electronic materials to design@svkmp.com. Reference publication title, issue date and advertiser.

Special pricing for gatefolds, inserts and polybag available upon request.

Video/Drone production for course available with separate charges applying.

Photography services available at discount with your advertising reservation.

INCLUDED with your reservation:
- Updates as shared to our website
- Link to your on line tee time reservations system included
- Mobile alerts to members of our website

Reservation Deadline: December 21, 2019
Payment is ½ by 12/21/19 and ½ by 2/15/20
Materials Deadline: January 17, 2020

Cancellations after December 21, 2019 will incur a 30% cancellation fee to be paid net 10 days after cancellation of advertising.

MICHIGANGOLFEXPLORER.COM