

THE GOLF Explorer

Michigan's Journal
To Incredible Golf

2020 MEDIA GUIDE

STOATIN BRAE #2

PHOTOGRAPHY
BY NILE YOUNG

MICHIGANGOLFEXPLORER.COM

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

77.5% Male

79% of Golfers have income over \$100,000

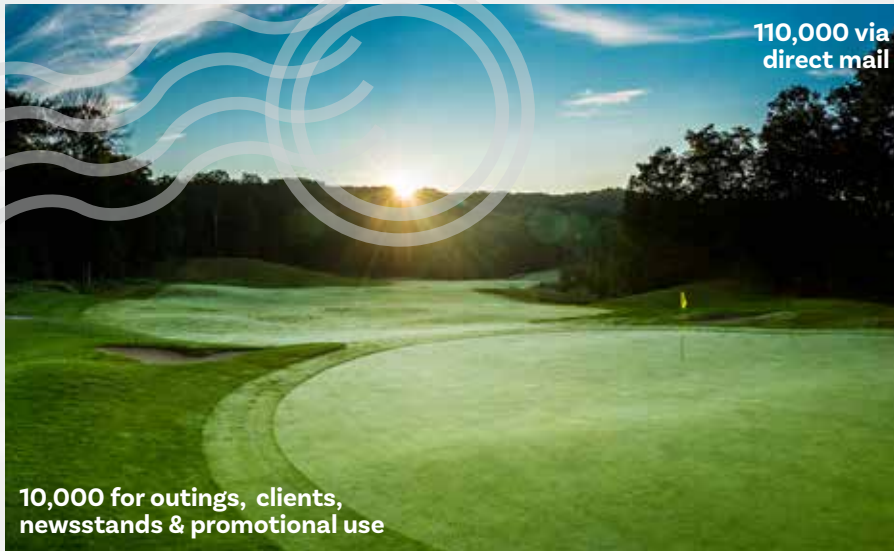
22.5% Female



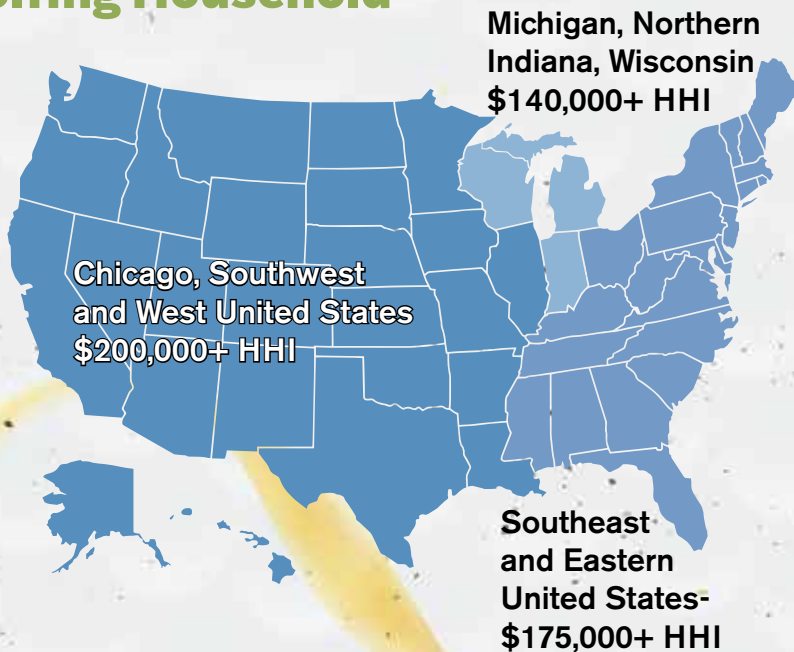
The Golf Explorer not only provides our clients and partners with the ability to relax with a unique, quality printed publication, but also the added mobility and flexibility of electronic media.

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



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

RAVINES

PHOTOGRAPHY BY NILE YOUNG

AD RATES AND TERMS

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

Cover 4	\$10,190
Cover 2	\$9,190
Cover 3	\$8,190
Two Page Spread	\$13,790
Full Page	\$8,490
½ page V or H	\$5,990
1/3 page H	\$4,290
¼ page H Shared page NET no further discount	\$2,500

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

PAGE SIZE UNIT	WIDTH	HEIGHT
Two Page Standard	17.00	9.875
Two Page Bleed**	18.00	10.875
Final size for a Two Page Bleed	18.50	11.375
Full Page Standard	7.875	9.875
Full Page Bleed**	9.00	10.875
Final file size for Full Page Bleed	9.50	11.375
2/3 Page (Vert.)	5.187	9.875
1/2 Page (Hor.)	7.875	4.75
1/2 Page (Vert.)	5.187	7.25
1/3 Page (Hor.)	5.187	4.75
1/3 Page (Vert.)	2.375	9.875
1/4 Page (Hor.)	3.75	4.75

All ads 4-color

**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.

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.



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