

# THE GOLF Explorer

Michigan's Journal  
To Incredible Golf

## 2021 MEDIA GUIDE

**CLOCKWISE (TOP LEFT):  
FOREST DUNES GOLF CLUB, THORNAPPLE  
POINTE, RAVINES GOLF CLUB, AND  
CRYSTAL MOUNTAIN**

[MICHIGANGOLFEXPLORER.COM](http://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** | Folds of Honor

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

**Equipment design** | technology

**Custom homes** | on the course

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

**The spirits** | distilleries and distilling education

**Golf and gaming** | after golf entertainment

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

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

## Average U.S. Golfing Household

**68%** own a home

**77.5%** Male

**79%** of golfers have an income more than \$100,000

**22.5%** Female



## 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

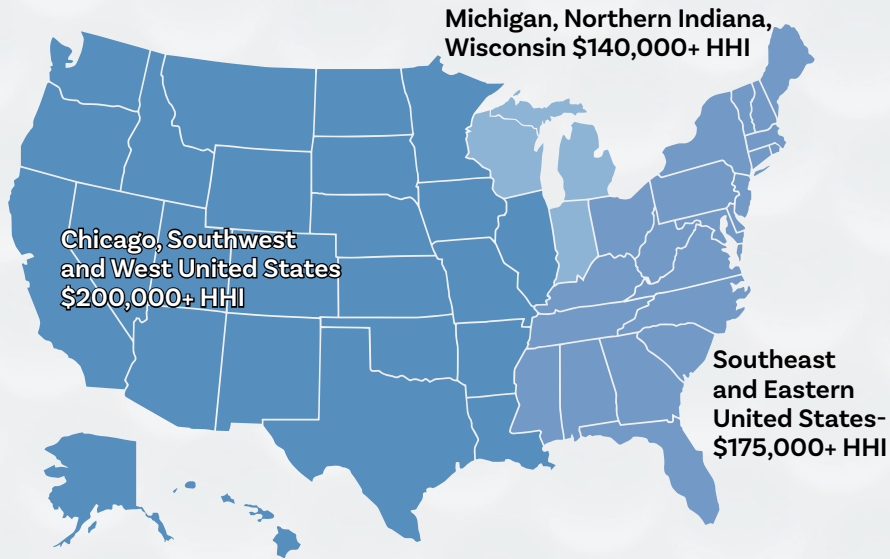
Sources: Statistic Brain, Statista, My Loop Card

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.

## 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.

## The Golf Explorer's Target Golfing Household



## Distribution

100,000 copies via direct mail to affluent and avid golfer households with an income level targeted by distance/travel in and to Michigan courses.



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
Dallas	3,000
Austin	3,000
San Antonio	3,000
Houston	2,000
St Louis	2,000
Memphis	800
Louisville	800
Lexington KY	500
Knoxville	600
Birmingham AL	700
Atlanta	1,000
Cincinnati	1,500
Columbus	1,000
Cleveland	1,000
Pittsburgh	800
Buffalo NY	800
New York City	500
Toledo	1,000
<b>TOTAL</b>	<b>100,000</b>

**A-Ga-Ming Golf Resort** | Kewadin  
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	<b>\$9,790</b>
Cover 2	<b>\$8,990</b>
Cover 3	<b>\$7,990</b>
Two Page Spread	<b>\$13,190</b>
Full Page	<b>\$7,890</b>
½ page V or H	<b>\$5,790</b>
1/3 page H	<b>\$3,990</b>
¼ page H Shared page NET no further discount	<b>\$2,500</b>

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 18, 2020**

**Payment is ½ by 12/18/20 and ½ by 2/15/21**

**Materials Deadline: January 17, 2021**

Cancellations after December 21, 2020 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
<b>Two Page Standard</b>	17.00	9.875
<b>Two Page Bleed**</b>	18.00	10.875
Final size for a Two Page Bleed	18.50	11.375
<b>Full Page Standard</b>	7.875	9.875
<b>Full Page Bleed**</b>	9.00	10.875
Final file size for Full Page Bleed	9.50	11.375
<b>2/3 Page (Vert.)</b>	5.187	9.875
<b>1/2 Page (Hor.)</b>	7.875	4.75
<b>1/2 Page (Vert.)</b>	5.187	7.25
<b>1/3 Page (Hor.)</b>	5.187	4.75
<b>1/3 Page (Vert.)</b>	2.375	9.875
<b>1/4 Page (Hor.)</b>	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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