

THE GOLF Explorer

Michigan's Journal
To Incredible Golf

2019
MEDIA GUIDE

DISTRIBUTION OF
200,000

COPIES PER
PRINT EDITION

GRAND TRAVERSE
RESORT AND SPA

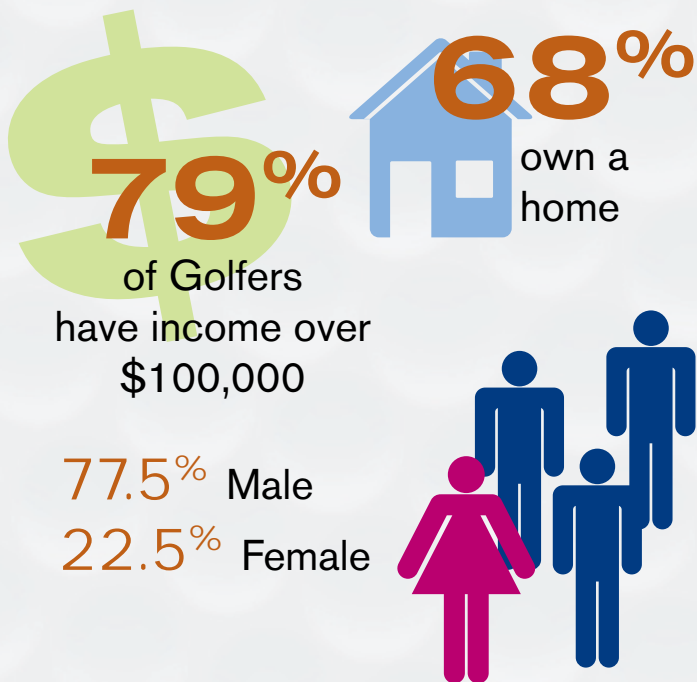
PHOTOGRAPHY
BY NILE YOUNG

MICHIGANGOLFEXPLORER.COM



Crystal Mountain

Average U.S. Golfing Household



Editorial

The Traveler

The Healthy Golfer: Golf Fitness

Destinations: Golf Escapes

Lakeshore

Resort Vacations

The Beer, Wine, Spirits and Golf Festival

Arrivals: Traveling to Michigan by Air

Growing the Game

Golf Instruction

Private in Michigan

Directory: Complete list of Michigan courses



Pilgrim's Run

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

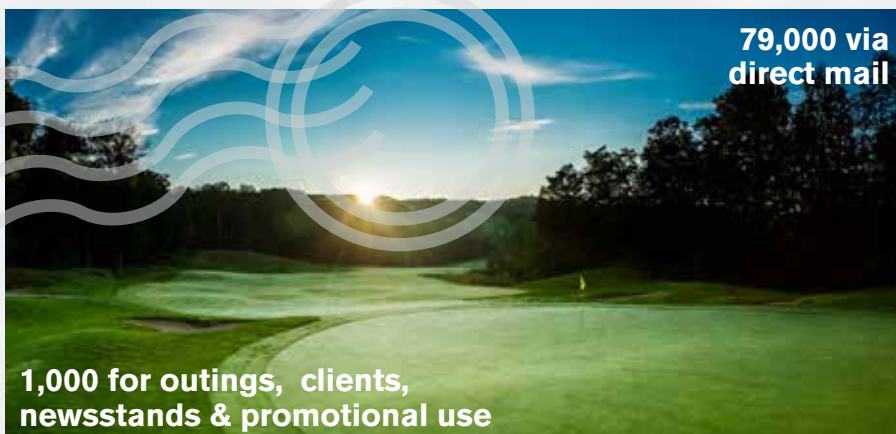


The Golf Explorer not only provides our clients and partners with the ability to relax with a unique, quality printed publication, but also the added mobility and flexibility of electronic media.

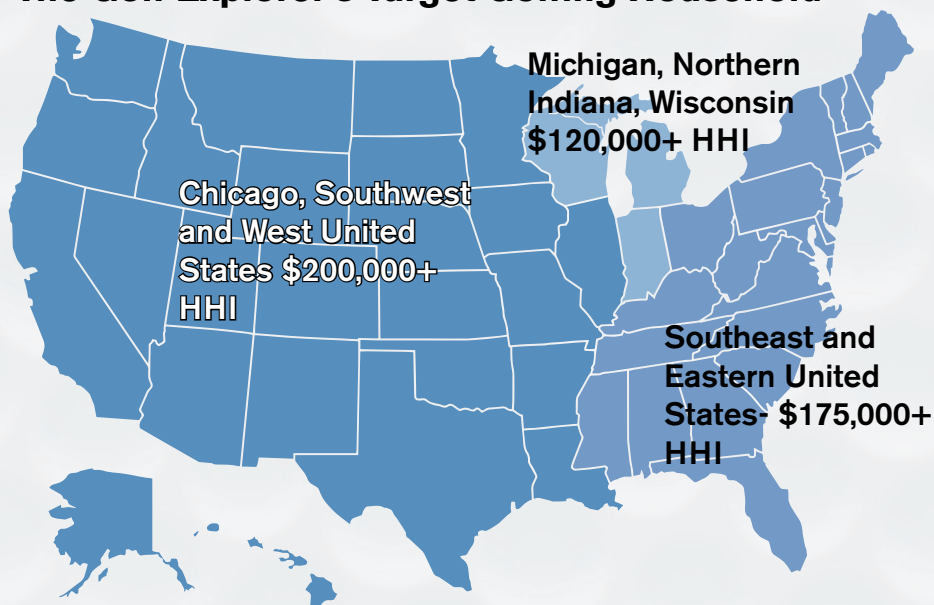
Market	Amount to mail
Grand Rapids/West/ SW Michigan	35,000
SE Michigan	65,000
Ft Wayne/Northern Indiana	5,000
Indianapolis	5,000
Chicago	20,000
Milwaukee	2,000
Madison	2,000
Green Bay	1,000
Minneapolis	1,000
Des Moines	500
Omaha	500
Denver	500
Salt Lake City	500
Phoenix	500
Scottsdale	500
Albuquerque	500
Wichita	100
Tulsa	500
Oklahoma City	500
Dallas	6,000
Austin	2,000
San Antonio	2,000
Houston	2,000
Little Rock	300
Kansas City	300
St. Louis	4,000
New Orleans	100
Memphis	800
Louisville	1,000
Lexington	500
Knoxville	600
Birmingham	700
Tallahassee	300
Naples	1,000
West Palm/Miami	1,000
Jacksonville	500
Atlanta	3,000
Columbia	500
Charlotte	1,000
Richmond	1,000
Cincinnati	2,000
Cleveland	2,000
Pittsburgh	1,000
Buffalo	1,000
New York City	1,000
Boston	600
Toledo	2,000
Columbus	3,000
Total Via Direct Mail	181,800

Distribution

200,000 copies; 181,800 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 Advertising and Inclusion: Any client reserving a 1/3 page or larger in our printed magazine will be included in our two digital versions of The Golf Explorer in late June and early September at no additional charge. Advertisements may be changed to match the time of season and all content will be refreshed to match new time of season. Contact Publisher for details.

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.

AD RATES AND TERMS

RATES: ALL RATES GROSS LESS 15% AGENCY DISCOUNT FOR PRINT READY MATERIALS. PRODUCTION CHARGES: \$80/HR

Cover 4	\$14,290
Cover 2	\$13,290
Cover 3	\$12,290
2 Page Spread Far Forward	\$19,760
Full Page	\$11,290
2/3 page Vertical	\$9,490
1/2 page Vertical	\$8,890
1/2 page Horizontal	\$8,470
1/3 page Vertical	\$5,650
1/3 page Horizontal	\$5,650
1/4 page Horizontal Shared	\$4,470

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: 2 additional Digital Versions of The Golf Explorer delivered via direct email on June 15 and August 15 to our readers. You may change your ad for these issues, no additional charges.

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: November 16, 2018

Payment is ½ by 12/20/18 and ½ by 2/14/19

Materials Deadline: January 16, 2019

Cancellations after November 16, 2018 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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