

THE GOLF Explorer

Michigan's Journal
To Incredible Golf

2019
MEDIA GUIDE

MARCH - OCTOBER ISSUE

200,000
COPIES

Thornapple Pointe
PHOTOGRAPHY
NILEY YOUNG

MICHIGANGOLFEXPLORER.COM

MARKET RESEARCH

The Golf Explorer: Michigan's Journal to Incredible Golf is an annual golf lifestyle publication intended for a national consumer audience of avid golfers, sport enthusiasts, and both leisure and corporate travelers interested in exploring the Great Lakes State.

While player ability, experience, age, and a myriad of other demographics range across the board as diversity increases and innovative programs are introduced into the industry nationwide, the Statistic Brain Research Institute surveyed more than 4,000 respondents through online and direct mail questionnaires to determine about 77.5 percent of golfers in the United States are male and roughly 22.5 percent are female.

As of October 2016, there were about 29 million golfers, or 9.6 percent of the U.S. population, and the average household income of a golfer is approximately \$95,000, according to the Statistic Brain Research Institute. The survey also found about 79 percent have a net worth of more than \$100,000; nearly 68 percent indicated they were married; about 68 percent responded as owning a home; and 86 percent have life insurance. While 24 percent of golfers were aged 50-to-59 years, about 22 percent were within the 40-to-49-year-old range, and another 12 percent were between the ages of 30 and 39.

In terms of spending and leisure activities, about 73 percent dine out once a week or more, nearly 32 percent spend \$3,000 or more on an annual basis dining out, and 53 percent plan to purchase golf equipment by October 2017. Of those surveyed, 48 percent indicated having plans to purchase office equipment within 12 months, 47 percent plan on purchasing an automobile, 33 percent plan to purchase furniture and home furnishings, and roughly 40 percent indicated interest in financial planning.

The industry as a whole has continued to adapt and evolve as external factors—such as weather, economy, and societal changes—influence how, when, and why golfers play the game. Historically speaking, a robust economy and discretionary income has benefitted the game of golf, and as of 2016 consumer spending and confidence rose, with consumer optimism about the economy at its highest level since 2001.

As the number one outdoor play-for-

play individual participation sport in the nation, the game of golf welcomed a record number of newcomers in 2016, according to National Golf Foundation's Golf Industry Overview: 2017 Edition. There were nearly 2.5 million beginning golfers who played golf on a golf course for the first time in 2016 and the rounds-played have also increased in the past two years, according to NGF.

While on-course participation was at 23.8 million in 2016, a slight decline from 24.1 million in 2015, NGF indicated overall involvement is up when considering the nearly 11 percent increase in off-course participation, such as Topgolf and indoor golf simulators. The combined on- and off-course participation places the golf consumer base at 32 million as of 2016, and more than 40 million non-golfers now indicate they are somewhat interested in playing on an actual golf course with the

interest level highest among the millennial demographic.

For golf courses the total number of U.S. rounds rose by nearly 1.8 percent in 2015 and was up another 0.6 percent in 2016, resulting in about 470 million rounds of golf played across the country in 2016, according to NGF. The number of rounds results in an average of 19.7 rounds per golfer, with men playing slightly more often than women at 20.8 rounds per player and 16.3 rounds per player, respectively.

Sources:

- National Golf Foundation (2017). *Golf Industry Overview: 2017 Edition*
- Statistic Brain Research Institute (2017). *Golf Player Demographic Statistics—Statistic Brain*. Retrieved from <http://www.statisticbrain.com/golf-player-demographic-statistics/>

GOLFER PURCHASING HABITS

(WITHIN 12 MONTHS)

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

Sources: Statistic Brain, Statista, My Loop Card

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; 18,200 for outings, clients, newsstands & promotional use



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

EDITORIAL CALENDAR

PRINT

ESCAPE TO MICHIGAN

March—October Issue

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 | youth

Coach profile | a look at the collegiate level

Equipment design | irons and drivers

Course design | a study of style

The dish | chef and restaurant spotlight

The spirits | the beer series

Industry outlook | a look back at 2018 and ahead at 2019

Directory | courses listed by region and county in the state

Arrivals | airports providing convenient access to incredible golf in Michigan

Digital issues emailed to our database - 60,000+

DIGITAL

A MICHIGAN SUMMER

June Issue

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

Program spotlight | women

Professional profiles | the professional, and inspiration

Course design | architecture

Clubhouse design | renovations and new clubhouses

The dish | culinary treasures

The spirits | the spirits series

Tournaments | tour stops and competitions taking place in Michigan

Directory | courses listed by region and county in the state

Arrivals | airports providing convenient access to incredible golf in Michigan

DIGITAL

AUTUMN GOLF PARADISE

Late August—September Issue

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

Program spotlight | military

Course Q&A | golf club leadership talks shop

Equipment design | technology

Cottage design | golf course real estate

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

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.



Forest Dunes
PHOTOGRAPHY BY
BRIAN WALTERS

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: Two 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 1/2 by 12/20/18 and 1/2 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 1/4" 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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PUBLISHING

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