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**2022  
MEDIA  
GUIDE**

# THE <sup>1</sup>GOLF Explorer

Michigan's Journal  
To Incredible Golf

[MICHIGANGOLFEXPLORER.COM](http://MICHIGANGOLFEXPLORER.COM)



## EDITORIAL

**News** | updates on courses around the state

**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 at American Dunes

**Course Q&A** | an industry outlook

**Women in golf** | in conversation with LPGA

**Profile** | leader in PGA of America

**Equipment design** | clubs and technology

**Life on the links** | living on course

**The dish** | a popular destination in Petoskey

**The craft** | craft beer in Michigan

**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

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

**76%** Male

**24%** 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

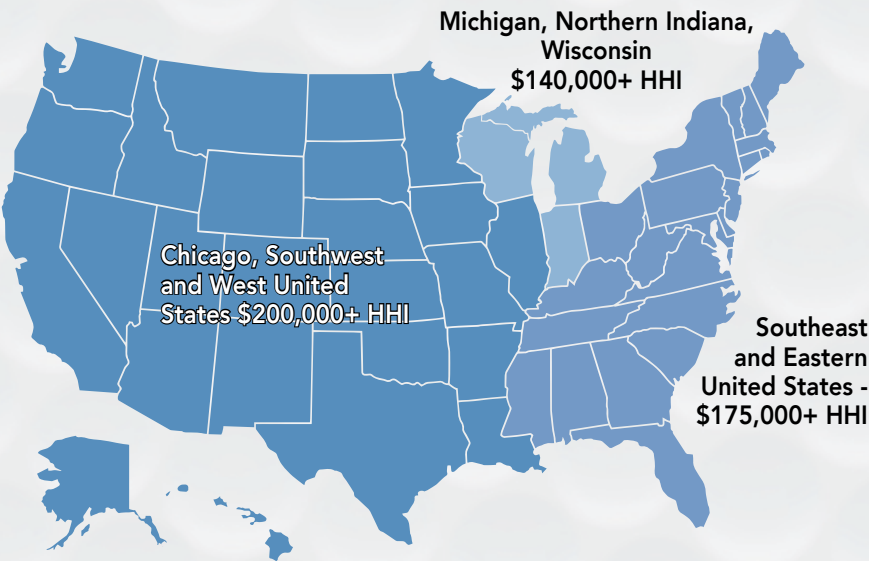
Sources: Statistic Brain, Statista, My Loop Card

**The Golf Explorer not only provides our clients and partners with the ability to relax with a unique, quality printed publications, 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, and 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 golfers 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
TOTAL	100,000



# THE GOLF Explorer

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To Incredible Golf

## AD RATES AND TERMS

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

Cover 4	<b>\$10,490</b>
Cover 2	<b>\$9,390</b>
Cover 3	<b>\$8,790</b>
Two Page Spread	<b>\$14,690</b>
Full Page	<b>\$8,690</b>
1/2 page V or H	<b>\$6,690</b>
1/3 page H	<b>\$4,290</b>
1/4 page H Shared	<b>\$3,000</b>

NET no further discount

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 17, 2021**

**Payment is 1/2 by 12/17/21 and 1/2 by 2/15/22**

**Materials Deadline: January 10, 2022**

Cancellations after December 21, 2021 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

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