



100,000 COPIES

**2023
MEDIA
GUIDE**

THE ¹GOLF Explorer

Michigan's Journal
To Incredible Golf

MICHIGANGOLFEXPLORER.COM

THE GOLF Explorer[®]

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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

Profile | leader in PGA of America

Equipment design | clubs and technology

Life on the links | living on course

The dish | a popular dining destination

Wine | wonderful wines of 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

75% Male

25% 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

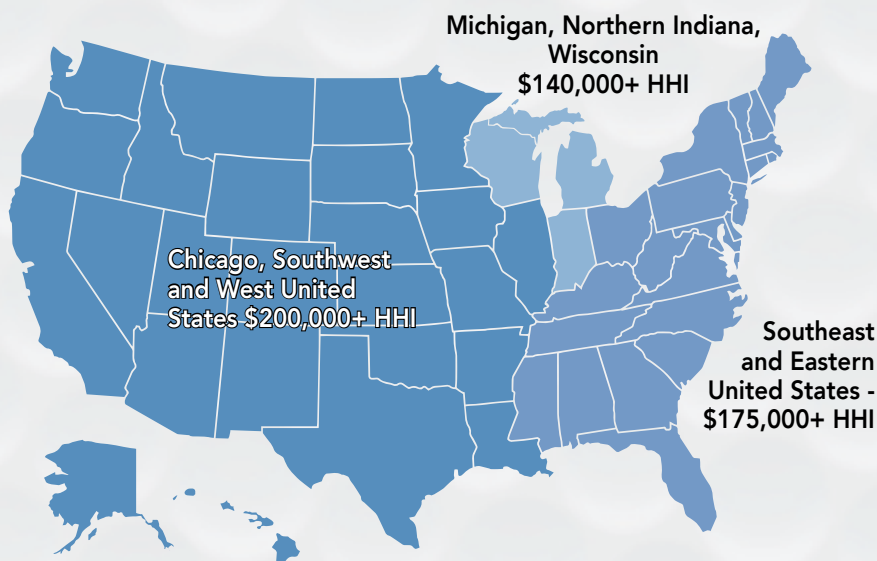
Sources: Statistic Brain, Statista, My Loop Card, NGF

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, 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 printed. 97,500 via direct mail to affluent and avid golfer households with an income level targeted by distance/travel in-and-to Michigan courses. 2,500 delivered to Michigan courses.

NEW FOR 2023 TO PARTNER WITH OUR 100,000 COPY PRINT VERSION

60,000+ email database distribution 4x per season

April 21 - The Golf Explorer digital full issue

May 21 - The Golf Explorer digital issue #2

June 21 - The Golf Explorer digital issue #3

August 21 - The Golf Explorer digital issue #4

Contact the Publisher for rates and content projects



MARKET	AMOUNT TO MAIL
Grand Rapids/W Michigan	22,000
SE Michigan	32,000
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
Charlotte	500
Phoenix/Mesa	1000
Course distribution	2500
TOTAL	100,000

THE GOLF Explorer

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AD RATES AND TERMS

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

Cover 4	\$10,490
Cover 2	\$9,390
Cover 3	\$8,790
Two Page Spread	\$14,690
Full Page	\$8,690
1/2 page V or H	\$6,690
1/3 page H	\$4,290
1/4 page H Shared	\$3,400

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 online tee time reservations system included
- Mobile alerts to members of our website

Reservation Deadline: December 19, 2022

Payment is ½ by 12/19/22 and ½ by 2/15/23

Materials Deadline: January 20, 2023

Cancellations after December 21, 2022 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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