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**2024
MEDIA
GUIDE**

THE GOLF Explorer

Michigan's Journal
To Incredible Golf

**NEW DIGITAL
PLATFORM WITH
500,000 EMAIL
DISTRIBUTION**

MICHIGANGOLFEXPLORER.COM

THE GOLF Explorer[®]

Michigan's Journal
To Incredible Golf

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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

Spirits | distilleries and collections

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

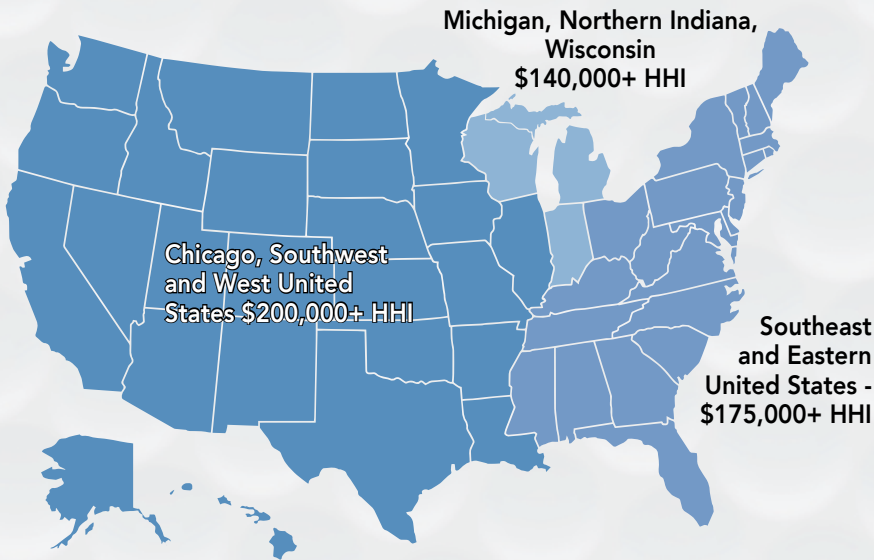
80% Say they will play golf on vacation

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.

THE GOLF EXPLORER'S TARGET GOLFING HOUSEHOLD



DIGITAL DISTRIBUTION

The Golf Explorer Digital – 3 distributions:

APRIL - The Golf Explorer: Escape To Michigan

MAY - The Golf Explorer: A Michigan Summer

AUGUST - The Golf Explorer: Plan your 2025 Michigan Golf Adventure

500,000 golfer emails through our partnership with Golf Pulp Media. Our open rate on our first 2 distributions to our 50,000 golfer list was 54%.

Our full issue will be distributed to these emails in the Issuu format with all of the ads live and linked to your websites.

This is included with your print advertising purchase.

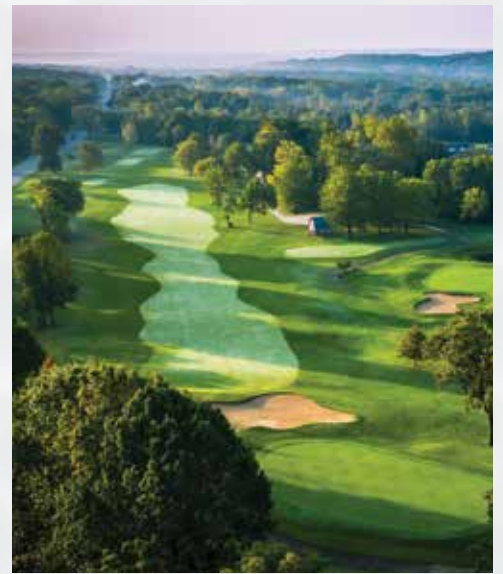
Exclusive email to this list - \$7,200

Full page advertisers and larger will receive 1 exclusive email distribution to our 50,000 golf list.

Additional email distribution - \$1,050

Please contact John Olsa for more details

PRINTED DISTRIBUTION



CITY/AREA	MAILED COPIES
Grand Rapids/West Michigan	15,000
SE Michigan	18,500
FT Wayne/N Indiana	1,000
Indy	1,000
Chicago	5,000
Milwaukee	1,000
Madison	900
Green Bay	500
Minneapolis	1,000
Dallas	4,000
Austin	1,000
San Antonio	1,000
Houston	1,000
St Louis	1,000
Memphis	300
Louisville	300
Lexington	200
Knoxville	200
Birmingham, AL	200
Atlanta	1,000
Cincinnati	1,000
Charlotte	400
Columbus	1,000
Cleveland	1,000
New York City	500
Toledo	1,000
Phoenix/Mesa	500
Course Distribution	500
TOTAL	60,000

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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	\$10,500
Cover 2	\$9,400
Cover 3	\$8,500
Two Page Spread	\$14,500
Full Page	\$8,200
1/2 page Vertical	\$5,600
1/2 page Horizontal	\$5,300
1/3 page Horizontal	\$4,100
1/4 page Horizontal Shared	\$2,900

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.

Reservation Deadline: December 19, 2023

Payment is 1/2 by 12/19/23 and 1/2 by 2/15/24

Materials Deadline: January 20, 2024

Cancellations after December 21, 2023 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
1/4 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.



MULTIMEDIA
PUBLISHING

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