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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](http://MICHIGANGOLFEXPLORER.COM)

# THE GOLF Explorer<sup>®</sup>

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

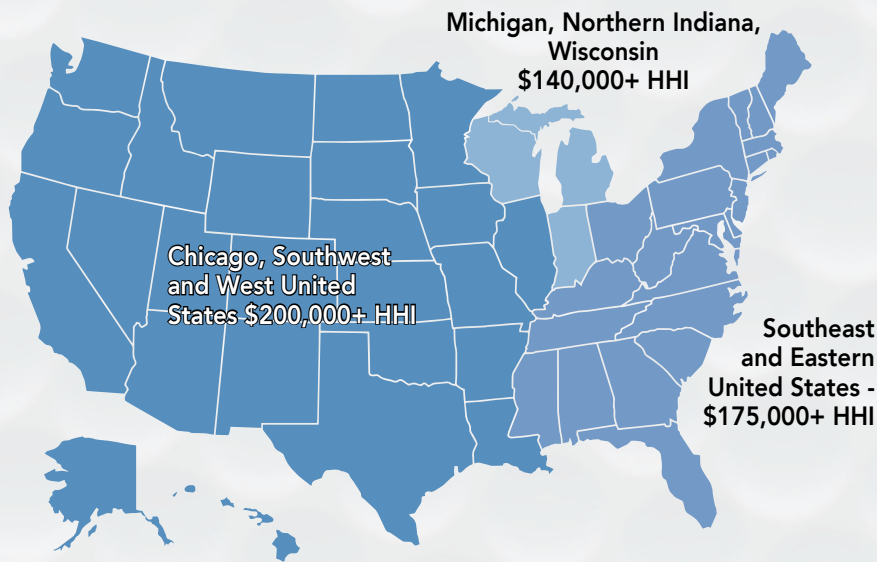
**80%** Say they will play golf on vacation

**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
<b>TOTAL</b>	<b>60,000</b>

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

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
<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>1/4 Page (Hor.)</b>	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](mailto: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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