

# GOLF & TRAVEL

THE INSIDER'S GUIDE TO THE WORLD OF GOLF

## Top Ten Reasons to Advertise in *Golf & Travel Magazine*

1. **Digital** – As the first global digital magazine dedicated to the exciting world of golf and travel, G&T will be available to anyone, anywhere, anytime. 2011 starts Feb 1st and will be bi-monthly, six times in 2011.
2. **Avid Golfer** - The title *Golf & Travel* is intriguing to all golfers who have dreamed of playing golf courses in exotic places. Avid golfers in particular, who play 25+ rounds per year and spend 80% of the dollars on golf related purchases, will be attracted to this intriguing title.
3. **Rates** - With an open page rate of only \$1,400 gross, G&T has one of the lowest out-of-pocket costs of any golf or travel magazine, AND frequency discounts are available.
4. **Reach** – Every issue of G&T reaches more than 300,000 traveling golfers in the U.S. Additionally, G&T now has subscribers in 22 countries.
5. **CPM** – With a NET cost-per-thousand of only \$3.97, you get more “bang for your buck” in G&T! This is a very efficient media buy compared to the huge CPMs of traditional printed golf magazines; most of which are over \$100+net CPM.
6. **Advertorial** – Buy three ad pages in G&T during a 12 month period and qualify for one page of advertorial absolutely FREE.
7. **E-newsletters** - Five times in 2011, G&T will send an e-newsletter to 300,000 traveling golfers in the U.S. Each advertiser in G&T will get a full page promotional spot in the e-newsletter PLUS a hotlink. So G&T will come out 11 times in 2011.
8. **Demos** – Reach an informed and affluent readership. The readers of G&T are early adapters of technology like the Kindle and iPad and most are country club members. Whatever product/service you are selling, they can afford to buy it.
9. **Added Value** – The next page explains G&T's added value offerings in detail. These offerings are designed to help you maximize your advertising investment in G&T.
10. **Join the Club** - Many major companies have found *Golf & Travel* to be the perfect medium to get their message across. Advertisers have included Polo Ralph Lauren, The Breakers, Ritz Carlton, Four Seasons, Gleneagles, Reunion Resort, Sandals, Tryall Club, Tucker's Point, British Airways, Czech Airlines, the PGA, Vauxhall (Chrysler), South Africa Tourism, Drambuie, Visit Wales, Visit Scotland, Mauritius Tourist Board, Iceland Tourist Board, French Tourist Board, Nevis Tourist Board, Austrian Tourist Board, Bahamas Tourist Board, Turkish Tourist Board, Dubai Tourism.

## **ADDED VALUE FOR ADVERTISERS IN *GOLF & TRAVEL MAGAZINE***

### **One Page**

- Email Blast to 5,000
- Website Listing
- One e-newsletter page

### **Two Pages –**

- Email Blast to 10,000
- Website Listing
- Two e-newsletter pages

### **Three Pages**

- Email Blast to 15,000
- Website Listing
- Three e-newsletter pages
- One Advertorial Page
- One Sweepstakes Promotion

### **Four Pages**

- Email Blast to 20,000
- Website Listing
- Four e-newsletter pages
- One Advertorial Page

### **Five Pages**

- Email Blast to 25,000
- Website Listing
- Five e-newsletter pages
- One Advertorial Page

### **Six Pages**

- Email Blast to 30,000
- Website Listing
- Six e-newsletter pages
- Two Advertorial Pages
- Two Sweepstakes Promotions