

GOLF & TRAVEL

THE INSIDER'S GUIDE TO THE WORLD OF GOLF

2011 MEDIA KIT

The first global digital magazine dedicated to the exciting world of golf and travel

Golf & Travel, the award-winning magazine for adventurous golfers, has a mission – to inform our readers about the best and most exciting golfing experiences in America and around the globe.

Regarded internationally as the insider's guide to the world of golf, we provide informative and unbiased writing with great features from the most authoritative American and international golf and travel writers and stunning photography. Plus we also feature special golf and travel offers and up-to-date information on where to invest in golfing properties.

With almost half of Americans now reading their news online and on mobile devices such as the iPad, *Golf & Travel's* digital magazine is an entertaining read providing all the quality of a print magazine combined with rich media interactivity and videos that enhance the reading experience. *Golf & Travel* offers a multi-media package with our website www.GolfandTravelmagazine.com and email blasts complementing the magazine. Our audience is growing daily. Read it and you will see why.



Reach more than 300,000 traveling golfers in the USA

PLUS an additional 40,000 international audience

Constant global online web presence

Make your message count with our direct email blasts

Promote your product direct to the user

Drive traffic to your website with hotlinks

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REACH AN INFORMED AND AFFLUENT READERSHIP

Golf & Travel goes out directly to an informed and affluent audience of 300,000 in the US plus an international readership in all corners of the globe and is also available to read on our website www.GolfandTravelmagazine.com

The American audience are highly educated and business achievers with 72% in top or middle management roles who enjoy their golf and look for golfing vacations that promise new experiences.

While the top destinations are Florida, Arizona, the Carolinas, Hawaii, California and Las Vegas - 33% took trips outside continental US in the past three years.

And, as you might expect, the majority get their vacation information on the internet and also book their travel arrangements online spending \$2,500 on average. They golf regularly and spend around \$750 each on golf equipment during the year.

To reach this highly-targeted audience we provide a combination of approaches to get you the best results - either through the immediacy of the digital magazine, on our website www.GolfandTravelmagazine.com or digitally through our E-blasts.

THE AUDIENCE

82% are male

49 average age

\$206,000 average income

82% attended college or hold degrees.

72% in top or middle management

82% own their own home

\$471,000 average market value of home

36% own or plan to buy custom-fitted clubs

\$750 average amount spent on golf equipment in last 12 months

65% invest in stocks

\$29,000 average spent on vehicle purchase

2-4 average golf trips a year

Data provided by GolfLife Marketing




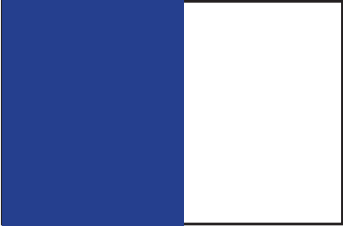
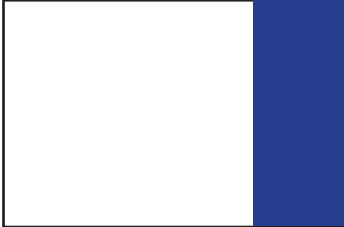
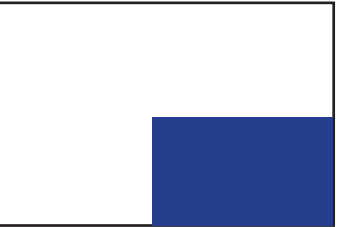
www.GolfandTravelmagazine.com

RATECARD

ADVERT SIZE	x1	per insertion	x3	per insertion	x6	per insertion
Full page		1400		1260		1120
Double page spread		2600		2340		2080
Inside front cover		1925		1730		1540
Inside back cover		1925		1730		1540
Outside back cover		2600		2340		2080
Half page		900		810		720
Third page		800		720		640
Quarter page		600		540		480

**INNOVATIVE
DEALS TO
PROMOTE YOUR
PRODUCT**
For information
on web
opportunities
and E-blasts
please contact
our US sales
Office below

COPY SPECIFICATION

			
Double page spread 14.22" x 9.48"	Full page 7" x 9.48"	Half page vertical 3.5" x 9.48"	Half page horizontal 7" x 4.74"

TELL THE WORLD

Digital magazine

Supply your own editorial (or have *Golf & Travel* staff produce it for you) including interactive links and video display. Any number of pages accepted. This will go out to a minimum 300,000 in the US plus also our large international circulation.

E-Blast

Your editorial will be delivered direct to the inboxes of 300,000 opt-in golfers, who will see your feature in a standard HTML format.

Website

All editorial will be featured on our website
www.GolfandTravelmagazine.com

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OUR MISSION

In 2011 Golf & Travel promises to maintain its high standard of informative well-written articles by the world's best golf writers, spectacular photographs of the most exciting destinations and resorts, and marvellous travel deals.

Our readers want to know where to stay and play both in America and around the globe to ensure they have the most satisfying golfing experience and an unforgettable vacation.

When you read Golf & Travel you are one step ahead of the rest.

E-NEWSLETTERS

E-newsletters are an ideal way of keeping regular contact with our readership and showcasing your products to an ever-growing audience.

Our subscribers and readers will receive regular e-newsletters in 2011 on the following dates

ISSUE	AD MATERIALS
March 21	March 14
May 2	April 22
July 1	June 24
September 1	August 26
November 1	October 21

DIGITAL MAGAZINE

Golf & Travel readers and subscribers will receive their special copy of our digital magazine on the following dates in 2011 wherever they are in the world.

ISSUE	ISSUE DATE	AD MATERIALS
February/March	Feb 21	Feb 14
April/May	April 11	April 4
June/July	June 1	May 27
August/September	August 1	July 22
October/November	October 1	Sept 23
December/Jan 2012	December 1	Nov 25

OUR WEBSITE

GolfandTravelmagazine.com

is our dynamic website that keeps golf and travel enthusiasts informed about what's happening in the golf and travel market on a daily basis. And for our advertisers we offer a range of solutions that fully complement their adverts in the digital editions and e-newsletters to best project their message and get the best results

For cost of advertising in the digital magazine, e-newsletters, the website and emails, please contact Doug Hollandsworth on 770-266-0331 or email Doug@GolfLifeMarketing.com
Ed Bowen 678-795-9411 or email Ed@BowenGroup.biz

