2018 MEDIA KIT

MIDWEST GOLF IN YOUR HANDS

Rolling hillsides. Towering hardwoods. The greatest lakes in the world. The spectacular nature of the Midwest offers a richness unlike any other region in America. It's no wonder why it is home to some of the greatest golf in the world, and some of the most avid golfers anywhere. For those who play here, golf is not merely a hobby; it is their life passion.

Since its launch in 2006, Golftime Magazine serves as the leading resource for all things golf in the Midwest and Chicagoland area, elevating the golf experience with unparalleled imagery, course directories and reviews, inspired stories and expert insight. Golftime Magazine is the trusted travel guide that places **Midwest Golf in Your Hands**.

DISTRIBUTION METRICS

50K

Copies distributed per issue

2

Issues distributed per year

120K

Readership per year

450

Golf clubs, retail outlets and golf facilities within distribution

31K

WSGA member mailings

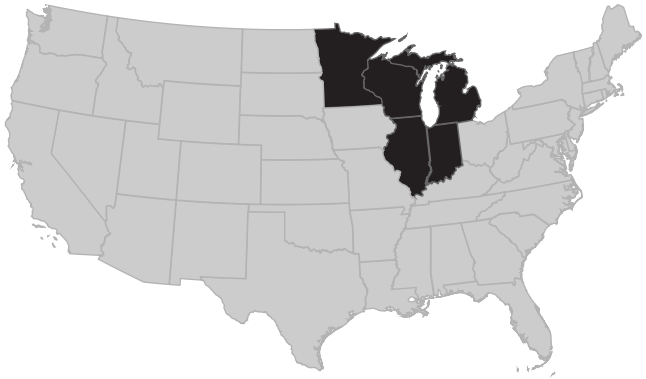
3

Major Midwest golf expo presence

AUDIENCE PROFILE

Men	**72%**
Women	**28%**
Married	**74%**
Average age	**54**
Between ages	**18 – 49 48%**
College degree or beyond	**77%**
Average household income	**$122,000+**
Average annual rounds	**18**
Hold official USGA Handicap	**62%**

GOLF IN THE MIDWEST



EAST NORTH CENTRAL

17%

OF U.S. GOLFERS

The East North Central region of the Midwest is comprised of more than **4.033 million** golfers, or 17% of all golfers in the United States. In this region, Golftime Midwest is distributed at over 400 strategic locations where our audience shops, dines, stays and plays golf. Our 50,000 copies of each Golftime are read and enjoyed by avid golfers with a passion for the game.

Distribution areas include some of the most prestigious golf courses in the region, as well as community courses, where golfers love to enjoy the game. These include courses in Wisconsin, Illinois, Indiana, Michigan, and Minnesota. In addition to golf courses, we distribute at hotels, golf retail outlets, sports complexes, sporting goods companies, resorts, golf instruction outlets and more. For a complete list of Golftime distribution, please contact Sarah Starmer at sarah@killarneygolfmedia.com.

PRINT INSERTIONS & PRICING BREAKDOWNS

All prices are per insertion.

DISPLAY AND EDITORIAL	1X	2X
Cover Article Package Cover photo plus eight pages of Sponsored Editorial in addition to a full page Display Ad. Available to one customer per issue.	**$7,585**	**$6,595**
Destination Feature Front Cover Bi-line plus cover photo insert on cover stock. Includes eight pages of Sponsored Editorial in additional to a Full Page Golf Course Feature or Display Ad.	**$6,435**	**$5,595**
Spread Package (2-pages)	**$2,985**	**$2,595**
Full Page Display	**$1,835**	**$1,595**
Back Cover 25% premium	**$2,294**	**$1,994**
Inside Front Cover 20% premium	**$2,202**	**$1,914**
Inside Back Cover 20% premium	**$2,202**	**$1,914**
Half Page Display	**$1,030**	**$895**
Full Page Sponsored Editorial	**$1,835**	**$1,595**
Third Page Sponsored Editorial	**$685**	**$595**
Quarter Page Sponsored Editorial	**$570**	**$495**

CLOSE DATES

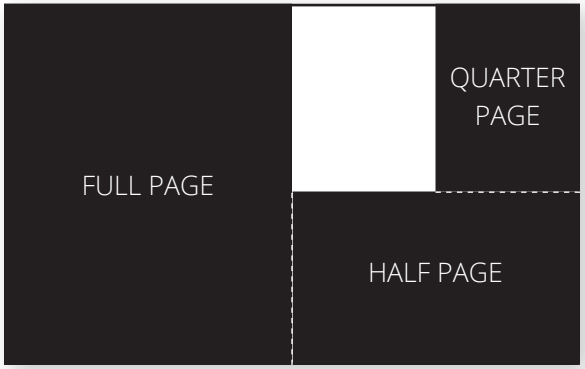
ISSUE	RESERVE	MATERIALS	AVAILABLE
2018 Summer/Fall	5-11-18	5-18-18	July 2018
2019 Winter/Spring	11-21-18	12-3-18	February 2019
2019 Summer/Fall	5-10-19	5-17-19	July 2019

AD SPECIFICATIONS & PRODUCTION REQUIREMENTS

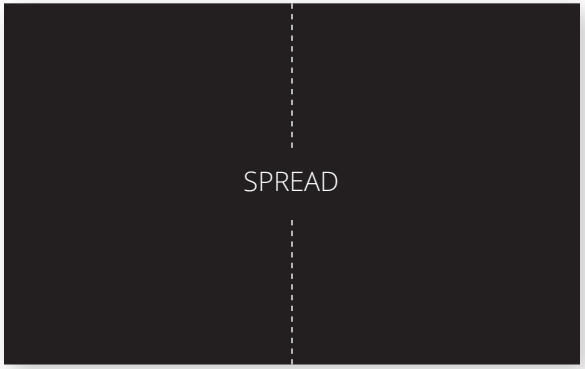
All Display ad submissions must be Adobe PDFX1a files. File guidelines include:

- All fonts must be embedded
- Color space must be CMYK or grayscale only (No RGB, PMS)
- All images must be EPS or TIFF format at a minimum of 300dpi

DISPLAY AD SIZES	TRIM	LIVE	BLEED
Spread	**10.5" x 8.375"**	**9.75" x 7.5"**	**10.75" x 8.625"**
Full Page	**5.25" x 8.375"**	**4.5" x 7.5"**	**5.5" x 8.625"**
Half Page	**5.25" x 4.1875"**	**2.25" x 3.75"**	**5.5" x 4.3125"**
Quarter Page	**2.625" x 4.1875"**	**2.25" x 3.75"**	**2.75" x 4.3125"**



SPONSORED EDITORIAL	IMAGES (300dpi)	COPY MAX	CONTACT
Full Page	**2 photos**	**250 words**	**Logo + Contact Info**
Third Page	**1 photo**	**150 words**	**Contact Info**
Quarter Page	**1 photo**	**75 words**	**Contact Info**



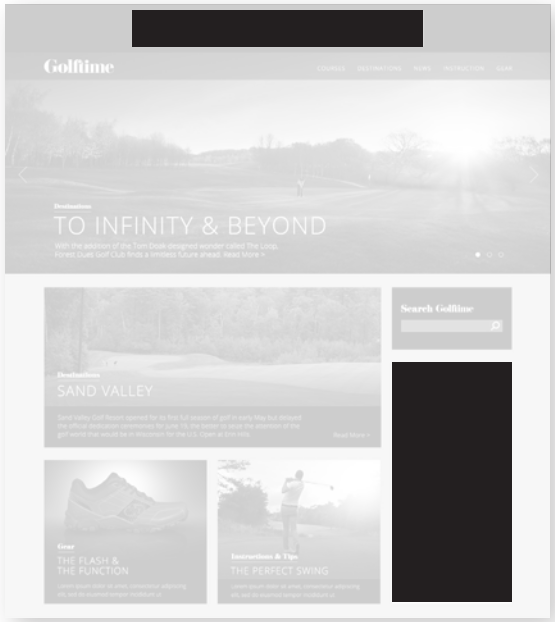
Submit artwork under 10mb to Emily Young at emily@golftimemag.com.
For files over 10mb, upload to a file hosting service such as Dropbox or Google Drive and provide a link.

DIGITAL INSERTIONS, PRICING BREAKDOWNS, & SPECIFICATIONS

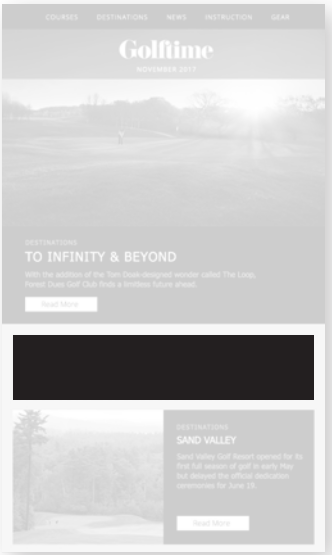
ONLINE AND EMAIL	PRICE
Digital Display Web banner ads are run of site (ROS). Prices are per quarter. • Accepted formats: jpeg, gif, HTML5 • Sizes: 728x90, 300x250, 300x600	**$395**
Featured Partner Course Listing - Online and Email As a featured partner, your course will stand apart with your unique visual and description. It will be listed first in our comprehensive directory of the Midwest on Golftime.com and will be featured in our monthly E-Newsletter. • Photo: 345px x 210px • Copy: Name of Course and 105 character max description • Click-thru URL	**By Request**
Dedicated Email Blast Our dedicated email gives you the opportunity to speak directly to our 11,000 engaged Golftime Magazine subscribers, giving you 100% share of voice. All dedicated emails are subject to Golftime's approval. • Accepted formats: HTML, jpeg • 600 px wide, customizable height • Subject line: max 100 characters	**By Request**
E-Newsletter Your brand message will be featured prominently alongside the top news articles in our monthly e-newsletter, sent to 11,000 subscribers. • Accepted formats: static jpeg, png, gif • 560px x120px	**By Request**

Submit zipped artwork to Emily Young at emily@golftimemag.com.

DISPLAY



E-NEWSLETTER



FEATURED PARTNER COURSE