

2021 MEDIA KIT



Golftime
MIDWEST



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**.

OPENING PHOTOGRAPH: Whistling Straits, WI
ABOVE: Macatawa Legends, MI

DISTRIBUTION METRICS

45K

Copies distributed per issue

2

Issues distributed per year

120K

Readership per year

450

Golf clubs, retail outlets and golf facilities
within distribution

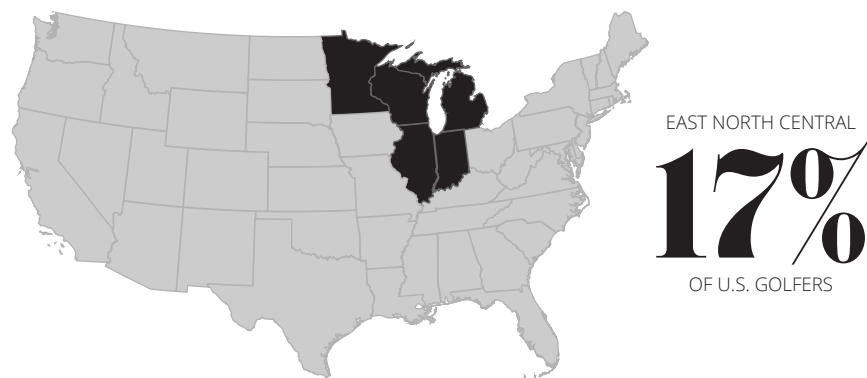
31K

WSGA member
mailings

AUDIENCE PROFILE

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

GOLF IN THE MIDWEST



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 45,000 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 OPPORTUNITIES

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 addition 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
2021 Winter/Spring	11-30-20	12-15-20	February 2021
2021 Summer/Fall	5-24-21	6-14-21	July 2021
2022 Winter/Spring	11-29-21	12-13-21	February 2022



AD SPECIFICATIONS & PRODUCTION REQUIREMENTS

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

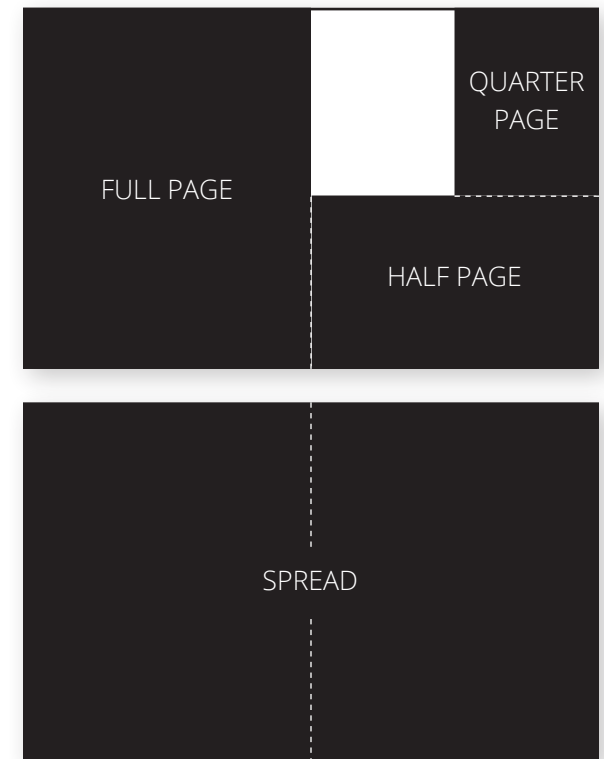
- All fonts must be embedded
- Color space must be CMYK or grayscale only (No RGB, PMS)
- All images must be EPS or TIFF format at a minimum of 300dpi

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

\$395

Web banner ads are run of site (ROS). Prices are per quarter.

- Accepted formats: jpeg, gif, HTML5
- Sizes: 728x90, 300x250, 300x600

Featured Partner Course Listing - Online and Email

By Request

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.

- Photo: 345px x 210px
- Copy: Name of Course and 105 character max description
- Click-thru URL

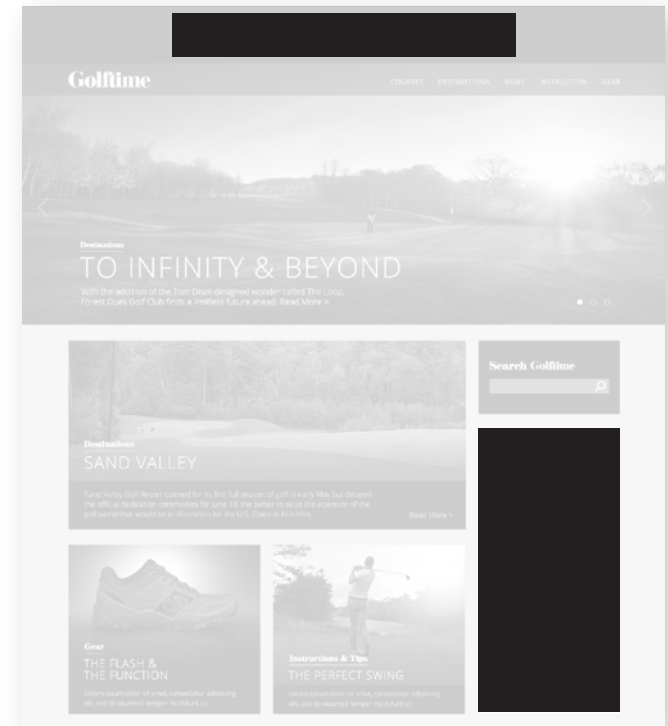
Dedicated Email Blast

By Request

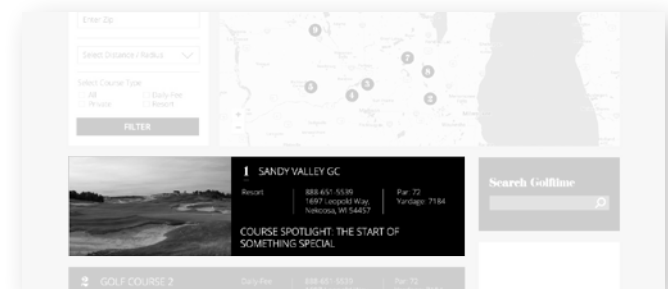
Our dedicated email gives you the opportunity to speak directly to our 15,000 engaged Golftime Magazine subscribers, giving you 100% share of voice. All dedicated emails are subject to Golftime's approval.

- Accepted formats: HTML, jpeg
- 600 px wide, customizable height
- Subject line: max 100 characters

DISPLAY



FEATURED PARTNER COURSE



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