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# M I D W E S T g o l f i n g M A G A Z I N E™

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*Midwest Golfing Magazine* is one of the top magazines in the Midwest, featuring stunning photography and in-depth articles. This distinctive publication contains informative, educational and entertaining golf coverage from around the Midwest and beyond. Each issue includes golf news, profiles of golf personalities, tournament coverage, golf destination features, course reviews, details on the latest in golf equipment and much more.

Our publication is quarterly. The first issue is released in early February to coincide with several regional golf shows, and the last one is published in fall. Each season begins with our Golf Show issue, which is distributed at 9 Major Consumer Golf Shows in the months of February and March. These shows are Madison (WI), Milwaukee (WI), Fox Cities (WI), Chicago (IL), West Michigan (Grand Rapids), Novi (MI), St. Louis (MO), Kansas City (KS) and Minneapolis (MN). In all, more than 75,000 consumers attend these golf shows.

In season, spring through fall, the magazine is distributed FREE at thousands of golf courses/resorts, lodging facilities, retail stores, events/outings and businesses throughout the Midwest.



The following pages will give you more information about the magazine and our various advertising opportunities. Our goal at *Midwest Golfing Magazine* is to passionately promote the business of golf, in all its forms.

*Reaching Thousands of Golfers Throughout the Midwest*

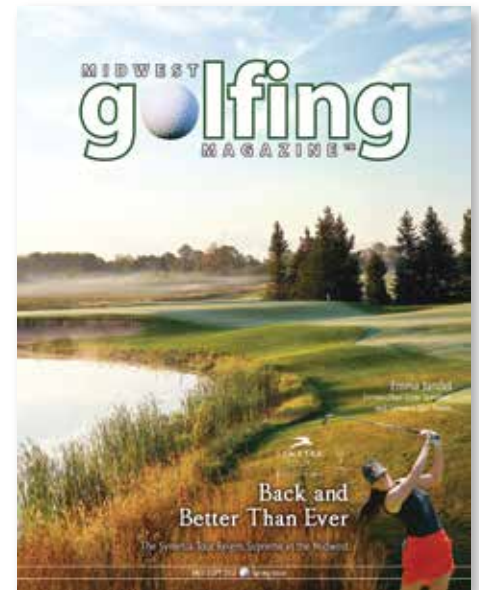
## Issues

*Midwest Golfing Magazine* is produced seasonally four times a year.

- Golf Show – Published in February
- Spring – Published in May
- Summer – Published in July
- Fall – Published in September

## Content

- Golf news
- Regional events
- Golf course reviews
- Golf destinations
- Golf related businesses
- Instruction
- Regional Personality Profiles



Featured sections that can be seen in each issue include:

- Chip Shots
- From the Tee Box
- Distinctive Destinations
- Midwest Golfing Personals
- From the Forward Tees (Dedicated to the Female/Senior golfers)
- Pro Tip Page
- Travel Section (Fall Issue)



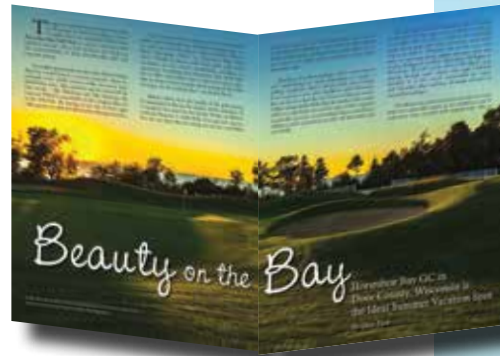
# Distribution

## Golf Show Issue

Estimated Circulation: 75,000

Handed out or included in the official show bags at nine major golf shows.

- Milwaukee, WI
- Madison, WI
- Fox Cities, WI
- Chicago, IL
- Minneapolis, MN
- Grand Rapids, MI
- Novi, MI
- St. Louis, MO
- Kansas City, KS



## Spring, Summer and Fall Issue

Estimated Circulation: 65,000 per issue

Distributed FREE at thousands of public access facilities in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. These venues include:

- Public and Semi-Private Golf Courses
- Lodging Facilities
- Golf Retailers
- Convention and Visitor Bureaus
- Events and Tournaments
- Outings
- Regional Businesses



*Midwest Golfing Magazine* is intended for every golfer that plays Public, Municipal, Semi-Private and Resort Courses.

Due to the nature of distribution (FREE), *Midwest Golfing Magazine* has the capability of being read by golfers from all facets of life. Each golfer who picks up this publication does so with a viewing purpose in mind. Each copy has an infinite number of readers as it is circulated throughout various pro shops, food/beverage areas, locker rooms, offices, households and the list goes on.

A digital version of each issue is available on the website and emailed to an additional 45,000 plus golfers.

## Subscribers/Direct Mail – 10,000 per issue

*Midwest Golfing Magazine* provides readers the opportunity to join their membership program, which includes a free subscription to the magazine and a coupon book – Currently 5,000 Members.

*Midwest Golfing Magazine* has partnered with Wisconsin Classic Golf Tour to provide their members a free subscription to the magazine – Currently 5,000 Members.



# Advertising Rates

## Four Color Display Rates

Golf Show Issue		Regular Issue (Spring, Summer, Fall)		Season Package (includes an ad in all four issues)
		1x	3x	
Back Cover	\$4,000	\$3,500	Call for Quote	Call for Quote
Inside Back Cover	\$3,500	\$3,000	↓	↓
Inside Front Cover	\$3,500	\$3,000		
Cover Photo	\$4,500	\$4,000		
Full Page	\$3,000	\$2,500	\$2,300 ea	\$8,700
2/3 Page	\$2,300	\$2,000	\$1,800 ea	\$6,700
1/2 Page	\$1,800	\$1,500	\$1,300 ea	\$5,000
1/3 Page	\$1,400	\$1,100	\$950 ea	\$3,800
1/4 Page	\$1,100	\$800	\$700 ea	\$3,000
1/6 Page	\$700	\$550	\$450 ea	\$1,900
Deadline Dates				
Golf Show Issue: January 26		Spring: April 28	Summer: June 23	Fall: August 25

## Web Site Banners

Rotating Website Banners on <a href="http://www.midwestgolfingmagazine.com">www.midwestgolfingmagazine.com</a>	
728x90 (Rotating Banner on top of homepage)	\$1,000 for 52 weeks
300x250 (Rotating Skyscraper Banner)	\$700 for 52 weeks
125x125 (Button Banner)	\$400 for 52 weeks
• Monthly Unique Visitors – 3,755	• Monthly Page Views – 51, 326

## E-mail Blasts

Midwest Email Database (45,000+ emails)	
• 1x – \$1,000	• 3x – \$900 each
Email Formats	
• Emails can be supplied; send us the html code.	
• If we need to create, send us: text, photo(s), logos	
<i>All photos and logos need to be sent as a jpeg file less than 600k.</i>	



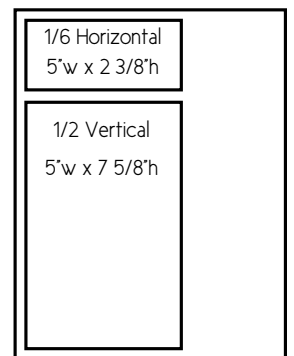
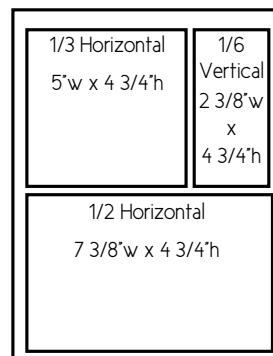
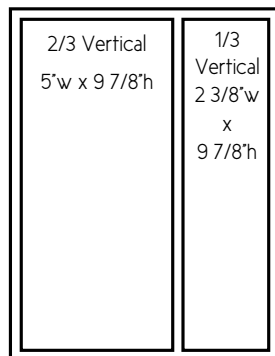
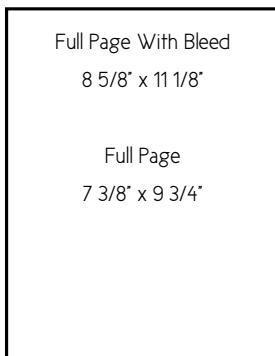
# Ad Sizes

Trim Size . . . . . 8 3/8" x 10 7/8"

Bleed Size . . . . . 8 5/8" x 11 1/8"

## Ad Sizes

Full page . . . . . 7 3/8"w x 9 3/4"h  
 2/3 page vertical . . . . . 5"w x 9 7/8"h  
 1/2 page horizontal . . . . . 7 3/8"w x 4 3/4"h  
 1/2 page vertical . . . . . 5"w x 7 5/8"h  
 1/3 page horizontal . . . . . 5"w x 4 3/4"h  
 1/3 page vertical . . . . . 2 3/8"w x 9 7/8"h  
 1/4 page vertical . . . . . 3 1/2"w x 4 3/4"h  
 1/6 page horizontal . . . . . 5"w x 2 3/8"h  
 1/6 page vertical . . . . . 2 3/8"w x 4 3/4"h



## Electronic Ad Requirements

- Files should be submitted in PDF format and must have fonts embedded. Images must be at 300 dpi at full size and in CMYK mode before embedding. Full page ads must have a bleed of .125" on all four sides, trim/crop marks and have all text within .25" from any trimmed/cropped edge.
- Resolution for graphics must be 300 dpi and saved as CMYK files. No images from the World Wide Web accepted. Please convert all Pantone colors to process/CMYK. Do not leave colors as spot colors.
- If an ad is being "picked up" from a previous issue and changes need to be made, the original, editable file with all links and fonts need to be supplied and may incur additional costs. If original file cannot be supplied, changes cannot be guaranteed.
- Files can be submitted on a CD, emailed to [kjpackard@gmail.com](mailto:kjpackard@gmail.com), or uploaded to FTP site for larger file sizes (call for access).

## Copy & Contract Regulations

Publisher reserves the right to reject or cancel any advertisements, insertion order or position commitment at any time for any reason. All copy subject to approval.

Agency agrees on behalf of advertisers that upon material default in payment by agency, advertiser guarantees payment thereof.

Agency and advertiser shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the advertisement.

Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, strikes or any other cause beyond publisher's control affecting production or distribution.

All pricing is net, the correctness of all copy is the sole responsibility of the advertiser.

No cancellation of order will be accepted after closing. Orders for covers or inserts cannot be canceled.

Special production charges are additional and will be billed at trade rates. They include typesetting, compositions, artwork, color separation, reverses and advertisements that have to be resized to fit our dimensions.

Unpaid accounts are subject to finance charge computed at 1.5% per month (18% annual rate) on any balance remaining 30 days after billing date. Commissions to recognized agencies – fifteen percent (15%).

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless the publisher against any loss, liabilities, damage and expenses arising out of copying, printing or publishing of such advertisements.

The publisher's liability for any error in, or omission of, and advertisement made by the publisher, will not exceed the cost of the advertising space.

In the event an advertiser does not fulfill his/her contract, the difference between the rates billed and rates earned on a frequency discount (shore rate) will become due immediately.