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

Midwest Golfing Magazine (MGM) 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.

MGM comes out four times a year offering a Golf Show, Spring, Summer and Fall issue. 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 6 Major Consumer Golf Shows in the months of February and March. These shows are Madison (WI), Milwaukee (WI), Chicago (IL), West Michigan (Grand Rapids), Novi (MI) 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. Each issue is also available in a digital version. This version is available on the MGM website and emailed to over 45,000 plus golfers.

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

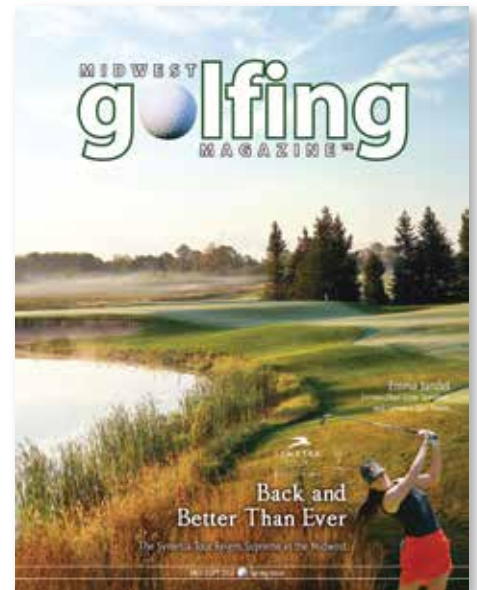
Issues

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



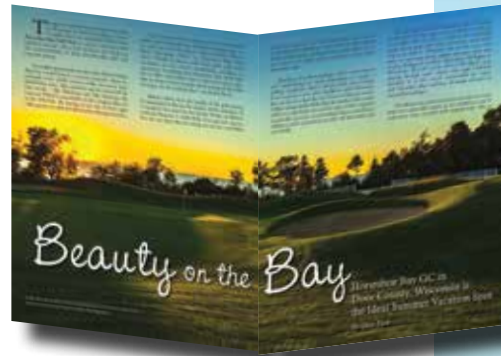
Distribution

Golf Show Issue

Estimated Circulation: 75,000

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

- Milwaukee, WI
- Madison, WI
- Chicago, IL
- Minneapolis, MN
- Grand Rapids, MI
- Novi, MI



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 10,000 Members.



Advertising Rates

Four Color Display Rates

Golf Show Issue		Regular Issue (Spring, Summer, Fall)	
		1x	3x
Back Cover	\$4,000	\$3,500	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
2/3 Page	\$2,300	\$2,000	\$1,800 ea
1/2 Page	\$1,800	\$1,500	\$1,300 ea
1/3 Page	\$1,400	\$1,100	\$950 ea
1/4 Page	\$1,100	\$800	\$700 ea
1/6 Page	\$700	\$550	\$450 ea

4-Issue Special Packages

Full-page 4-Issue Package

Total Package Value - \$17,000

Special Rate - \$8,500

- Full-page Advertisement in 4 consecutive issues
 - 3-4 page Editorial Feature (issue of choice)
 - 728x90 Website Banner for the year
 - 1 Email Blast sent to 45,000 plus golfers

1/2-page 4-Issue Package

Total Package Value - \$11,500

Special Rate - \$6,000

- 1/2-page Advertisement in 4 consecutive issues
 - 2-3 page Editorial Feature (issue of choice)
 - 300x250 Website Banner for the year
 - 1 Email Blast sent to 45,000 plus golfers

Cover Photo Package

Full-page 4-Issue Package

Golf Show Issue Rate - \$7,000

Spring, Summer or Fall Issue Rate - \$5,000

- Cover Photo of the Issue
- 3-4 page LEAD Editorial Feature
- Full-page Advertisement

Advertising Rates

Cont.

Web Site Banners

Rotating Website Banners on www.midwestgolfingmagazine.com	
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.	
• Promotional pieces can be supplied as a jpeg or pdf file (less than 5 MB in size). One web address can be supplied to link to the promotional piece.	

2022 Deadline Dates

Golf Show Issue:
January 21

Spring: April 22

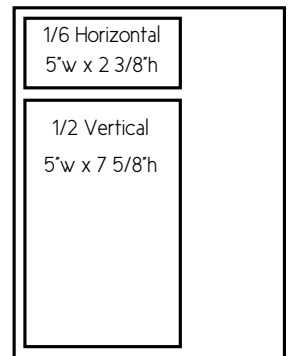
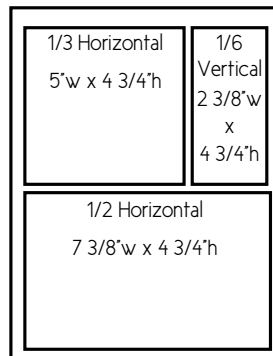
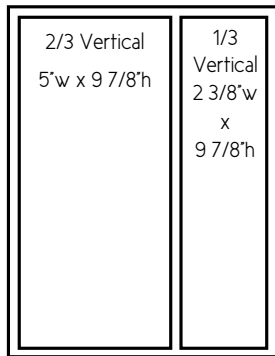
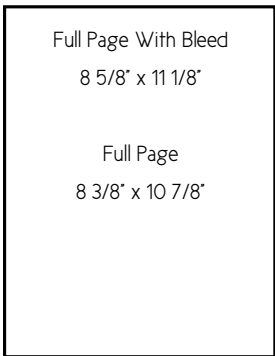
Summer: June 24

Fall: August 26

Ad Sizes

Ad Sizes

Full page (Trim Size)8 3/8"w x 10 7/8"h
(Bleed Size is .125" bleed on all sides)8 5/8" x 11 1/8"
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, 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.

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.