MIDWEST GOLFING MAGAZINE

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 various Consumer Golf Shows in the months of February and March.

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 100,000 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.

MIDWEST GOLFING MAGAZINE

Media Information

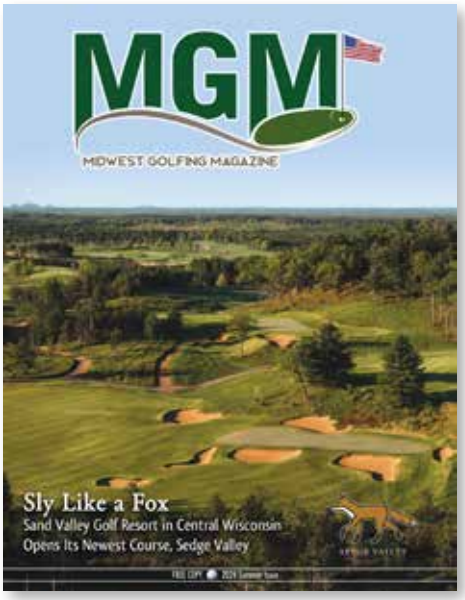
Reaching Thousands of Golfers Throughout the Midwest



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 various golf shows in the following states; Illinois, Kansas, Michigan, Minnesota, Missouri and Wisconsin.

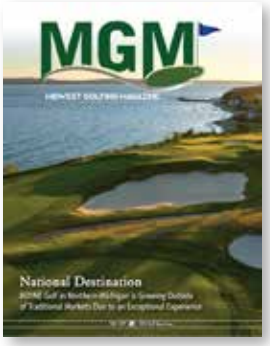


Spring, Summer and Fall Issue

Estimated Circulation: 65,000 per issue

Distributed FREE at thousands of public access facilities in Illinois, Indiana, Iowa, Kansas, 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 100,000 plus golfers.

Advertising Rates

Four Color Display Rates

Golf Show Issue		Regular Issue (Spring, Summer, Fall) 1x	Regular Issue (Spring, Summer, Fall) 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	$1100	$950 ea
1/4 Page	$1100	$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 – $9,000
• Full-page Advertisement in 4 consecutive issues	• 728x90 Website Banner for the year
• 3-4 page Editorial Feature (issue of choice)	• 1 Email Blast sent to 40,000 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	• 300x250 Website Banner for the year
• 2-3 page Editorial Feature (issue of choice)	• 1 Email Blast sent to 40,000 plus golfers

Preferred Property Package

Golf Show Issue Rate – $5,000	Spring, Summer, Fall Issue Rate – $4,000 each issue

• 2-3 page Editorial Feature
• Full Page Advertisement
• 1 Email Blast sent to 40,000 plus golfers
**Only 1 Package Available Per Issue*

Advertising Rates
Cont.

Cover Photo Package

Full-page Package	
Golf Show Issue Rate – $7,000	Spring, Summer or Fall Issue Rate – $5,000 each issue

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

**Only 1 Package Available Per Issue*

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
• Monthly Unique Visitors – 3,755	• Monthly Page Views – 51, 326

E-mail Blasts

Midwest Email Database (40,000+ 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.

2027 Deadline Dates

Golf Show Issue: January 22	Spring: April 23	Summer: June 25	Fall: August 27

Ad Sizes

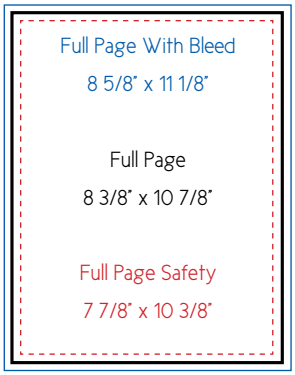
Ad Sizes

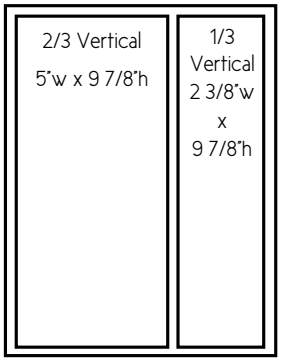
Full page (Trim Size)	8 3/8"w	x	10 7/8"h
(Bleed Size is .125" bleed on all sides)	8 5/8"	x	11 1/8"
2/3 page vertical	5"w	x	9 7/8"h
1/2 page horizontal	7 3/8"w	x	4 3/4"h
1/2 page vertical	5"w	x	7 5/8"h
1/3 page horizontal	5"w	x	4 3/4"h
1/3 page vertical	2 3/8"w	x	9 7/8"h
1/4 page vertical	3 1/2"w	x	4 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

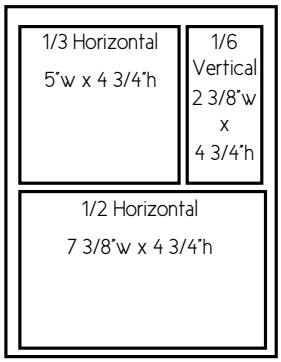


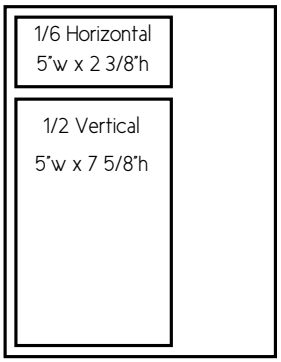
Safety Area

Concerning full page ads, please keep any important imagery or text within a safety area of an additional .25" inside the trim line which becomes 7 7/8 x 10 3/8. This helps ensure nothing may be cut off or trimmed to closely if there is accidental shifting on the press when it is printed.











Ad Specs

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 my 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 therof. 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.