

# GOLF WEEK DELIVERS MORE. PERIOD.

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BRAND BOOK  
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# The GOLFWEEK Brand

## PRINT

- Arizona Golf Lifestyles
- Winter Golf Getaways
- Lake Oconee Golf & Living
- Southeast Golf Escapes
- Family Golf Getaways
- Southwest/West Golf Lifestyles
- Southeast/East Golf Lifestyles
- Golf's Best-Kept Secrets
- Coastal & Island Golf Lifestyles
- Ultimate Golf Resort Vacations
- Golf Academies & Schools
- Pacific Northwest Golf Lifestyles
- Midwest Golf Lifestyles
- Golf's Toughest Courses
- Mountain Golf & Living
- Northeast Golf Lifestyles
- Golf & Meetings
- Luxurious Golf Lifestyles
- Hot Summer Values/Cool Summer Getaways
- Mountain Golf Lifestyles
- Best of Carolina Golf & Living
- Play Where the Pros Play
- Golf & Culture
- Best of Myrtle Beach Golf Lifestyles
- Virginia Golf Lifestyles
- Golf Retirement Communities
- Luxury on the Links
- Golf & Gaming
- Florida Golf Lifestyles
- Caribbean/Mexico Golf Lifestyles
- Exclusive Guide to Golf Memberships
- Golf Resort Getaways
- Great Golf Adventures
- Winter Golf Lifestyles
- Southeast Golf & Meetings
- Best of Florida Golf & Living
- Casino Golf Getaways
- Desert Golf Lifestyles
- Golf & Meetings
- PGA Tour Q-School
- Golfweek's Best Rater's Notebook
- PGA Merchandise Show Issue
- PGA Merchandise Show Review
- Golfweek's Best Courses Issue
- Kraft Nabisco Championship Preview
- Masters Preview
- Kraft Nabisco Championship Review
- Masters Review
- Golfweek's Best Tour Courses You Can Play
- Amateur Issue
- The Players Championship Review
- Golfweek's Best Municipal Courses
- Women's NCAA Championship
- Curtis Cup Preview
- U.S. Open Preview
- Men's NCAA Championship
- Curtis Cup Review
- U.S. Open Review
- Women's Amateur Public Links
- U.S. Women's Open Preview
- British Open Preview
- U.S. Women's Open Review
- British Open Review
- U.S. Junior Review
- U.S. Senior Open Review
- PGA Championship Preview
- Women's Amateur Review
- U.S. Amateur Review
- The Barclays
- College Preview
- Golfweek's Best Campus Courses
- Deutsche Bank Championship
- BMW Championship
- Ryder Cup Preview
- FedEx Finale - Tour Championship
- Ryder Cup Review
- U.S. Mid-Am Review
- Year in Review

## CUSTOM MEDIA

- Modern
- Classic
- Courses You Can Play
- Tour Courses You Can Play
- Municipal
- Campus
- New
- Residential
- Resort
- Caribbean & Mexico
- Great Britain & Ireland
- Casino
- Chicago District Golfer
- Arizona The State of Golf
- Allianz Championship
- Northern Trust Open
- The Honda Classic
- Arnold Palmer Invitational
- Outback Steakhouse Pro-Am
- Zurich Classic
- Quail Hollow Championship
- Michelob Ultra Open
- Regions Charity Classic
- Valero Texas Open
- Crowne Plaza Invitational
- Senior PGA Championship
- Triton Financial Classic
- Travelers Championship
- AT&T National
- Jamie Farr Owens Corning Classic
- U.S. Women's Open
- 3M Championship
- U.S. Senior Open
- Boeing Classic
- Safeway Classic
- Walmart First Tee Open
- BMW Championship
- The TOUR Championship
- CVS/pharmacy LPGA Challenge
- Constellation Energy Senior Players Championship
- AT&T Championship
- Charles Schwab Cup Championship
- Chevron World Challenge

## STANDALONE ANNUALS

- Golfweek's Best Courses You Can Play
- Golfweek's Definitive Guide to the Golf Life
- Golfweek's 2010 Preview
- Editorial
- Advertorial
- Features
- Lists
- Resort
- Residential
- Caribbean & Mexico
- Education
- Ranking Criteria
- Outings

## FEATURES

- Corporate
- Groups
- Custom Outings/Trips

## SPECIAL AD SECTIONS

- Forecaddie
- Toy Box
- In the News
- Voices
- Competitive Coverage
- The Golf Life
- For Your Game
- Scoreboard
- Perspective
- Business
- Golfweek's Best Course Rankings
- Special Reports
- Classifieds

## SPECIAL ISSUES

- Amateur
- College
- Wired
- Editorial Cartoon
- Instruction
- Equipment/Trends
- This Week
- Next Week
- On TV
- For the Record
- Comprehensive Scores & Rankings
- Schedules
- Marketplace
- Great Golf Websites
- The Savvy Golfer

## FANTASY GOLF

- PGA Tour
- LPGA
- Champions Tour
- Nationwide Tour
- European Tour
- Professional
- International
- College
- Junior
- Amateur
- Money Leaders
- New
- Modern
- Classic
- Casino
- Municipal
- Tour Courses You Can Play
- Courses You Can Play
- Residential
- Resort
- Caribbean & Mexico
- Campus
- Great Britain & Ireland
- Fundraisers
- Educational Programming
- The First Tee of Central Florida
- Golfweek's Conference Challenge
- Golfweek's Spring Invitational

## GOLFWEEK'S TRAVEL SERVICES

- Golfweek's Golfest Orlando
- Golfweek's Golfest The Villages
- Golfweek's Golfest
- Golfweek's Father & Son Open
- Golfweek's Raters Events
- Golfweek's Junior Series
- Golfweek's Senior Events
- Grow the Game
- Golfweek's Collegiate Events
- Golfweek's Best Cup

## CLIENT EVENTS

- Allianz Championship
- Northern Trust Open
- The Honda Classic
- Arnold Palmer Invitational
- Outback Steakhouse Pro-Am
- Zurich Classic
- Quail Hollow Championship
- Michelob Ultra Open
- Regions Charity Classic
- Valero Texas Open
- Crowne Plaza Invitational
- Senior PGA Championship
- Triton Financial Classic
- Travelers Championship
- AT&T National
- Jamie Farr Owens Corning Classic
- U.S. Women's Open
- 3M Championship
- U.S. Bank Championship
- U.S. Senior Open
- Boeing Classic
- Safeway Classic
- Walmart First Tee Open
- BMW Championship
- The TOUR Championship
- CVS/pharmacy LPGA Challenge
- Constellation Energy Senior Players Championship
- AT&T Championship
- Charles Schwab Cup Championship
- Chevron World Challenge

## RATERS

- Editorial
- Advertorial
- Features
- Lists
- Resort
- Residential
- Caribbean & Mexico

## LISTS

- Modern
- Classic
- Courses You Can Play
- Tour Courses You Can Play
- Municipal
- Campus
- New
- Residential
- Resort
- Caribbean & Mexico
- Great Britain & Ireland
- Casino

## DIGITAL

- myGolfweek
- Blogs
- Golfweek On Demand
- Podcasts
- Rankings
- Golf Business
- Slideshows
- For Your Game
- Complete Coverage
- Golf Jobs
- Classifieds
- Pro Tours
- College
- Amateur
- Juniors
- Equipment
- Tickets
- Posters
- Brochures
- Programs
- Custom Design
- Counter Cards
- Commercials
- THE GOLFBORDS.COM
- GOLFWEEK.COM
- Facebook
- Twitter
- myGolfweek
- Pro Tours
- College
- Junior
- Amateur
- Marketplace
- Great Golf Websites
- The Savvy Golfer
- Profiles.GOLFWEEK.COM
- GOLFWEEK HOMES (ON WSI.COM)
- E-NEWSLETTERS
- Golfweek Events .COM
- Fantasy Golf
- Events
- Golfest.com
- Spotlight Community of the Week
- Home Listings
- Featured Communities of the Week
- Business Weekly Roundup
- Junior Extra
- Crash Course
- The Golf Life
- Approach Shots
- Off Campus
- Hate to be Rude
- Major Moments
- The Look
- OutSmartin'
- Amateur Summer
- Junior Extra
- Ask Faldo
- Suzy's Swing Tips
- Tour Interviews
- Special Reports
- Video of the Week
- New Product Showcase
- Destination of the Week
- PGA Merchandise Show
- Off Campus
- Courses
- Players
- Equipment/Apparel
- Marketing
- Retail
- Associations/Tours
- Course Management
- Pro
- Amateur
- College
- Junior
- Senior
- Instruction
- Equipment
- Mind & Body
- The Toy Box Blog
- The Toy Box Blog
- Travel Blog
- The Tour Blog
- Amateur Blog
- Blog U. (College)
- Blog Jr. (Juniors)
- The Look
- Reader Blogs
- New
- Courses You Can Play
- Residential
- Classic
- Resort
- Casino
- Caribbean & Mexico
- Campus
- Great Britain & Ireland
- Tour Courses You Can Play

## THE GOLFBORDS.COM

- Pro Tours
- College
- Amateur
- Juniors
- Equipment

## GOLFWEEK.COM

- Facebook
- Twitter
- myGolfweek

## SOCIAL NETWORKING

- Pro Tours
- College
- Junior
- Amateur
- Marketplace
- Great Golf Websites
- The Savvy Golfer

## PROFILES.GOLFWEEK.COM

- Profiles in Passion
- Profile Gallery

## GOLFWEEK HOMES (ON WSI.COM)

- Spotlight Community of the Week
- Home Listings
- Featured Communities of the Week

## E-NEWSLETTERS

- Business Weekly Roundup
- Junior Extra
- Crash Course
- The Golf Life
- Approach Shots

## GOLFWEEK EVENTS .COM

- Fantasy Golf
- Events
- Golfest.com

## PARTNERS

- TVN ENTERTAINMENT
- THE WALL STREET JOURNAL
- FOXSPORTS.COM
- BUSINESS JET TRAVELER
- AMERICAN JUNIOR GOLF ASSOCIATION
- ASIAN GOLF MONTHLY
- GOLFSTAT
- THE FIRST TEE
- ARIZONA GOLF ASSOCIATION
- AMATEUR GOLF.COM
- GOLFALOT.COM
- PGA OF AMERICA
- AUTOWEEK
- CHICAGO DISTRICT GOLF ASSOCIATION



# DEMAND MORE.



## GET MORE WITH GOLF WEEK.

The global GOLF WEEK brand – with the magazine rooted firmly at its core – continues to grow and evolve with each passing day. From digital platforms and interactive media to custom collateral and experiential offerings, GOLF WEEK extends far beyond print to personally engage readers at every turn. The result: a truly **innovative** and **multidimensional** brand that offers **so much more than a world of possibilities.**



global brand  
driving force  
passion

*Golf is more than a game. It is a **PASSION.***

*GOLF WEEK readers are more than a demographic. They are a **DRIVING FORCE.***

*GOLF WEEK is more than a magazine. It is a **GLOBAL BRAND.***

**EVERY  
+**  
**SECOND  
MINUTE  
HOUR  
DAY  
WEEK**

**GOLF WEEK DELIVERS MORE... IN EVERY WAY.**

GOLF WEEK'S mission is to enhance the enjoyment and understanding of golf by applying the highest standards of journalism to coverage of the game, be it in print, video or digital format. GOLF WEEK strives to be the most comprehensive, authentic and authoritative voice in golf, delivering news and information about competition, business and the golf lifestyle – and doing it with frequency and flair.

**GOLF WEEK**

**CROSS**

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**BRAND BOOK**

## FOR 35 YEARS,

GOLF WEEK has been a **constant, undeniable force in the world of golf.** No other publication comes close to equaling GOLF WEEK'S consistent and comprehensive coverage of the game. From breaking news to lifestyle features and across every level of competitive play, GOLF WEEK'S unwavering dedication to all things golf transcends the norm, setting the standard by which all others are measured. And it is this all-encompassing ownership of coverage that continues to make GOLF WEEK not only **the #1 golf weekly among serious golfers,** but also **the most authentic, authoritative and independent name in golf.**



# MORE INFLUENCE.

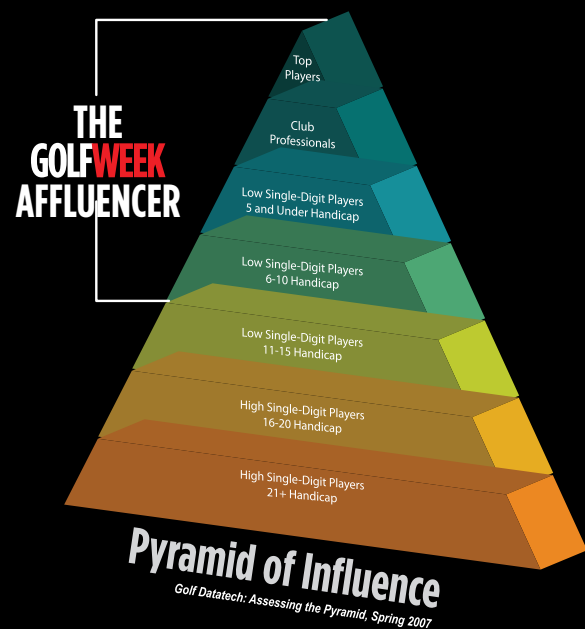


## GOLF'S LEADERS RELY ON GOLF'S NEWS LEADER...

**G**OLFWEEK is the game's most influential magazine thanks to the unrivaled power of its readers: **The GOLFWEEK Affluencer**. Far surpassing the classification of "core avid golfer," GOLFWEEK Affluencers not only play more rounds – a whopping annual average of 66 to be exact – but also populate the apex of the Pyramid of Influence. These smart, sophisticated alpha golfers are the **key influencers** and **leading edge innovators** who comprise the core of the industry. They are highly connected, techno-savvy alpha consumers who occupy the top of the golf equipment purchasing food chain. For GOLFWEEK Affluencers, the game is their top priority – regardless of fluctuations in the economy.

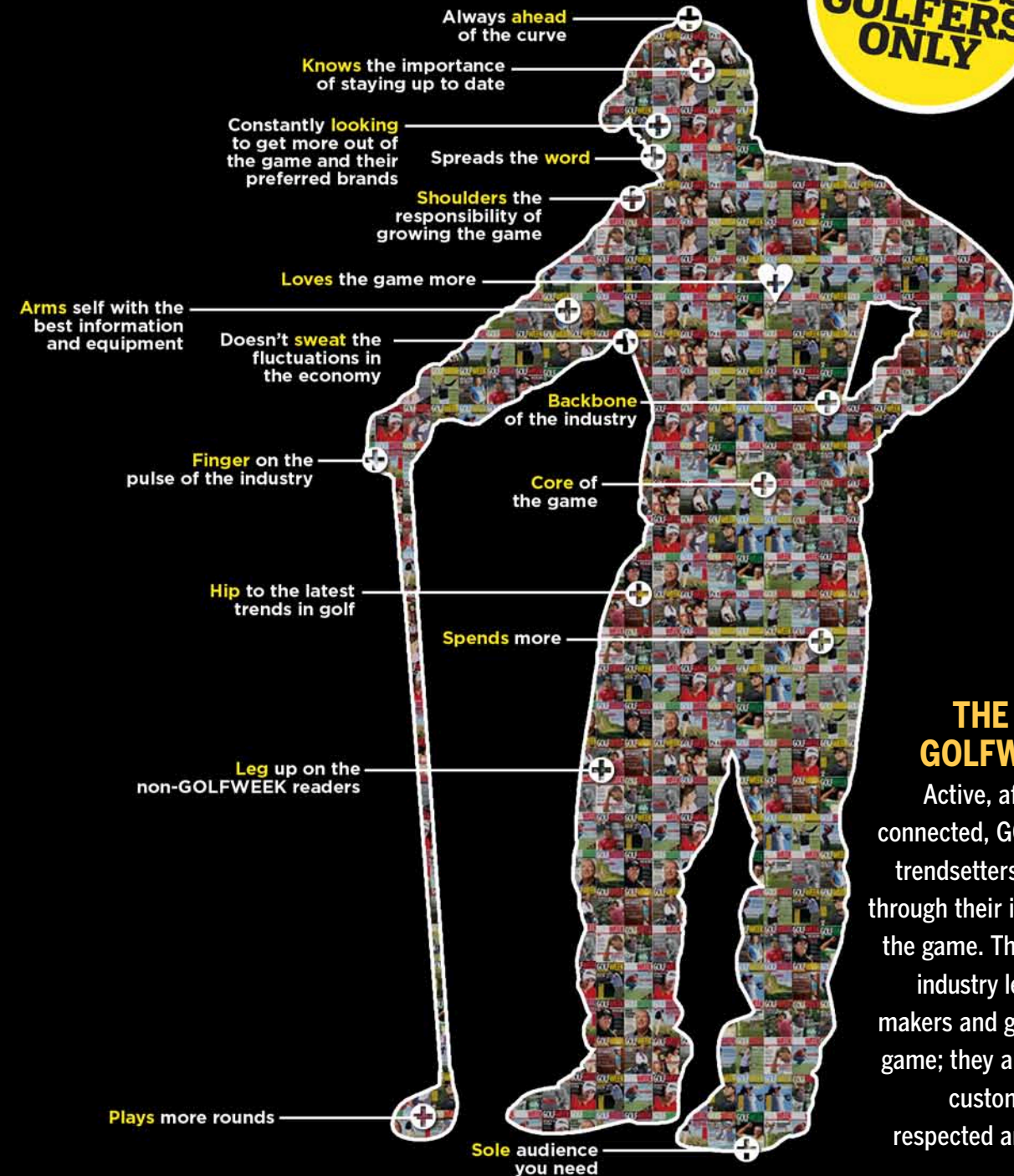
## ... AND SO DO ITS FUTURE LEADERS.

Equally as significant is GOLFWEEK'S impact on the **next generation of alpha golfers**. From juniors to collegians to amateurs, GOLFWEEK connects with **golf's rising leaders** in a way no other publication can, thus creating strong, lasting ties with the serious golfers who are shaping the future of the sport.



Delivering nearly **1.3 million readers every week**, GOLFWEEK boasts more readers per copy than any other golf publication.

Source: Mediemark Research, Inc., Spring 2008 National Study



## THE ANATOMY OF THE GOLFWEEK AFFLUENCER

Active, affluent, educated and well connected, GOLFWEEK Affluencers are trendsetters who impact the industry through their influence and advocacy of the game. They are passionate players, industry leaders, corporate decision makers and global ambassadors of the game; they are our readers, golf's best customers and the game's most respected and sought-after audience.



# MORE DEPTH.

A NEWS MAGAZINE FIRST AND FOREMOST, GOLFWEEK IS WHOLLY WOVEN INTO THE FABRIC OF COMPETITIVE GRASSROOTS GOLF.

Serving the entire golf community at every level – with a voice that is unmistakably **authentic, authoritative, independent** and **insightful** – GOLFWEEK not only sets the industry agenda, but also helps shape the game and ensure its growth.

GOLFWEEK is defined by its bold personality, extraordinary character of content and unrivaled editorial expertise. Unequaled in both its consistency and degree of coverage, GOLFWEEK delves deeper than any other golf publication, tackling the topics no one else does and delivering **award-winning writing, expert commentary** and **timely, comprehensive coverage of all things golf.**

**GOLFWEEK**  
ALWAYS AHEAD  
OF THE CURVE

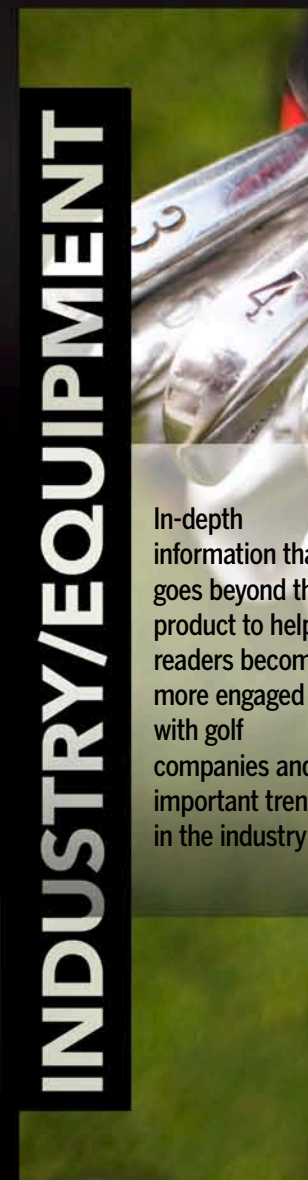
- ⊕ **Breaking** golf's biggest stories
- ⊕ **Identifying** the latest trends and talent
- ⊕ **Spotlighting** new technology and equipment
- ⊕ **Pinpointing** critical issues and challenges facing the game
- ⊕ **Providing** expert insight and awareness of what's coming down the pike

## THE THREE CORNERSTONES OF GOLFWEEK'S EDITORIAL COVERAGE



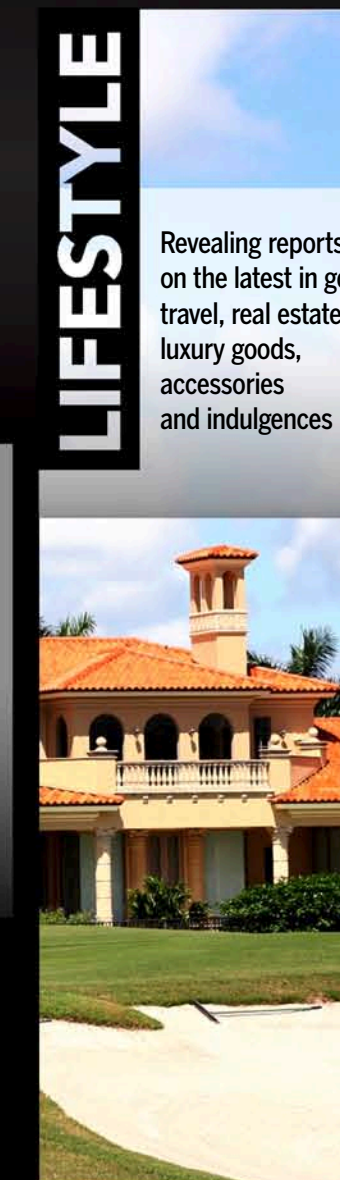
COMPETITION

Consistent coverage at every elite level – junior, college, amateur and professional (domestic and international)



INDUSTRY/EQUIPMENT

In-depth information that goes beyond the product to help readers become more engaged with golf companies and important trends in the industry



LIFESTYLE

Revealing reports on the latest in golf travel, real estate, luxury goods, accessories and indulgences



**THE FORECADDIE**  
The must-read inside scoop on golf's players, trends and companies from The Man Out Front, who is always first on the scene



**THE TOY BOX**  
Up-to-date reports and expert insights on the newest products to hit the market



**IN THE NEWS**  
In-depth information on the game's biggest stories and hottest headlines



**VOICES**  
Opinions, rants, raves and more from GOLFWEEK staff members and readers



**COMPLETE COVERAGE & SCOREBOARD**  
Golf's most complete and consistent reporting and scores at every competitive level, both locally and across the globe



**SPECIAL FEATURES/ISSUES**  
A perceptive and extensive look at golf's most important events and popular topics



**FOR YOUR GAME**  
Valuable fitness, practice and product tips from professional players and their coaches



**THE GOLF LIFE**  
The latest on living the golf lifestyle, complete with details on travel, real estate, fashion and must-have personal indulgences



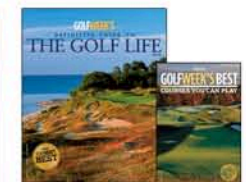
**PERSPECTIVE**  
Golf's only weekly opinion column, featuring independent analysis straight from GOLFWEEK'S expert staff



**GOLFWEEK'S BEST**  
Comprehensive rankings of golf's finest layouts; widely recognized for their integrity, credibility and unbiased evaluation



**SPECIAL ADVERTISING SECTIONS**  
Superlative advertorial features that highlight golf's most exciting resorts, communities and travel destinations



**STANDALONE ANNUALS**  
The ultimate guide to golf's latest luxuries and greatest places to stay, play and get away



# MORE INNOVATION.

**IN THE CONSTANTLY EVOLVING AGE OF TECHNOLOGY ON DEMAND, ONE THING REMAINS CONSTANT: SERIOUS GOLFERS DEMAND GOLFWEEK.**

The undisputed leader across virtually every media platform, GOLFWEEK dominates the golf media landscape. Period. GOLFWEEK stays ahead of the game – and the competition – by capitalizing on cutting-edge innovations, advanced technologies and dynamic new channels to deliver unbeatable, up-to-the-minute coverage of all things golf. From live scoring and on-demand video to mobile applications and social networking, **GOLFWEEK connects with the game's most influential audience... everywhere, in every way and on every level.**

## + GOLFWEEK.com

Breaking news, live scoring, exclusive content, high-definition videos, staff and reader blogs, on-demand programming and so much more – this broad spectrum of interactive resources and online coverage makes Golfweek.com THE source for golf on the Web.

## + GOLFWEEK Digital

Offering the same great content of the print edition – all in an easy-to-use digital format – this electronic version of GOLFWEEK is delivered directly to subscribers' inboxes, allowing serious golfers to get their hands on the coverage they crave days before the cover date. It's perfect for avid golfers on the go!

## + myGOLFWEEK

From personalized settings, mobile alerts and custom RSS feeds to social networking features, preferred user blogs and exclusive member benefits, myGolfweek lets serious golfers customize their very own Golfweek.com experience via free online user accounts.

## + Straight from the Experts

GOLFWEEK'S award-winning writers and knowledgeable contributors go beyond the page to offer up their opinions and connect with serious golfers through streaming podcasts, video blogs, staff blogs, live chats and more.

## + E-Newsletters

Prepackaged and delivered daily to subscribers' inboxes, GOLFWEEK'S popular e-newsletters keep serious golfers ahead of the game with bite-sized stories and news. [Approach Shots · The Golf Life · Crash Course · Junior Extra · Business Weekly Roundup]

## + TheGolfBoards.com powered by GOLFWEEK

Whether they're looking to voice their opinions, debate the game, gather info or just swap stories, serious golfers turn to TheGolfBoards.com to have their voices heard and discuss all things golf.

## + Golfweek On Demand

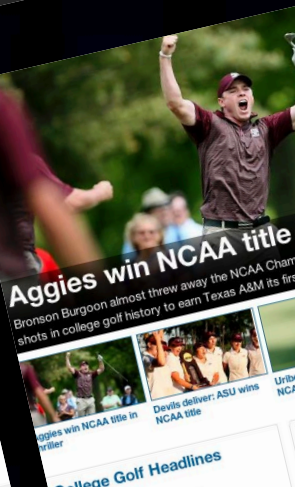
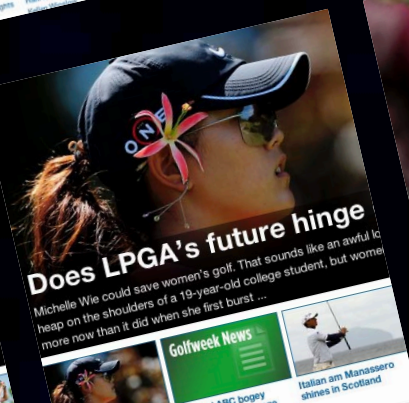
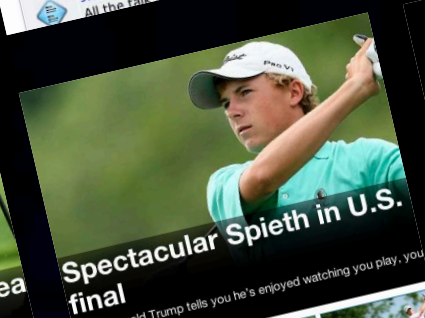
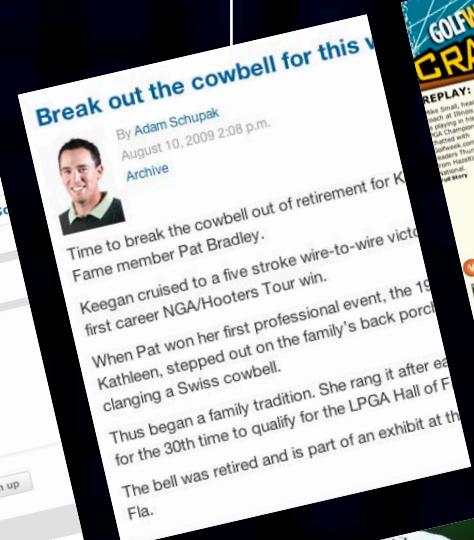
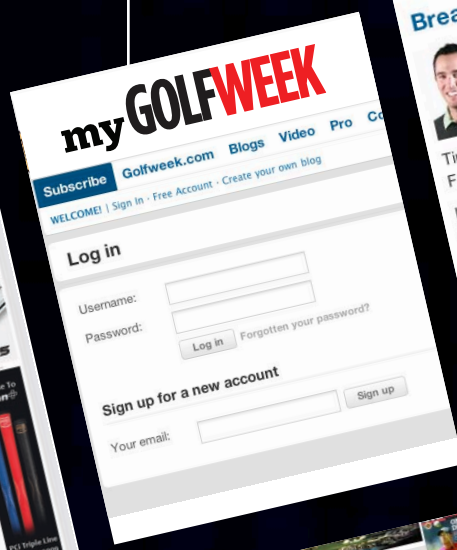
On the scene and on demand, Golfweek On Demand delivers the next generation of golf coverage with the game's first online video network. Complete with original programming, expert commentary and engaging interactive features, Golfweek On Demand provides golf's most timely video coverage and brings the game to life, all in high definition. [Off Campus · Hate to be Rude · Major Moments · The Look · Outsmartin' · Ask Faldo · Suzy's Swing Tips · GOLFWEEK'S Complete Coverage]

## + GolfweekHomes presented on WSJ.com

Capitalizing on emerging trends in advertising and marketing communication, GolfweekHomes provides a revolutionary, highly targeted approach to real estate marketing by delivering golf's hottest properties to the desktops of interested real estate buyers via exciting, innovative online video content.

GOLFWEEK BRAND BOOK

2010





# MORE REACH.



**GOLFWEEK REACHES BEYOND CONTENT TO CONNECT WITH GOLFERS ON A MORE PERSONAL LEVEL.**

From group outings to national events to iconic tournaments, **GOLFWEEK creates memorable experiences** that engage key audiences, all while allowing them to interact with their favorite brands. These events serve as opportunities to not only connect with the GOLFWEEK reader – golf’s most important customer – but also extend GOLFWEEK’S reach by building relationships and making an impact on both avid golfers and the industry.

## GOLFWEEK Events

For 35 years, GOLFWEEK has led the charge to grow the game by hosting a wide variety of diverse golf events – each of which has been specifically developed to enrich the sport, provide educational and networking opportunities, set a benchmark for the industry and increase awareness and popularity of the game. GOLFWEEK takes great pride in its global golf advocacy efforts and long tradition of providing extraordinary events, which include numerous competitive tournaments, educational rater outings, industry-wide business conferences and the highly successful, nationwide GOLFWEEK’S Golfest series.



## Client Hospitality Events

In addition to its own branded events, GOLFWEEK also plays a major role in a number of the industry’s most exciting golf tournaments and championships. From The Masters to the Outback Steakhouse Pro-Am to the U.S. Women’s Open and everything in between, GOLFWEEK brings its partners inside the ropes and behind the scenes – providing valuable face time with key industry leaders and offering invaluable opportunities to take networking to the next level.



## GOLFWEEK’S Travel Services

Granting clients exclusive access to a near-endless supply of GOLFWEEK’S Best courses, GOLFWEEK’S Travel Services specializes in creating completely customized golf trips – from beginning to end – allowing travelers to spend their time playing instead of planning. From airfare, transportation and accommodations to tee times, entertainment and event coordination, GOLFWEEK’S Travel Services takes care of every detail, making it the ultimate full-service, one-stop shop for savvy golf travelers.



# MORE IMPACT.



**GOLFWEEK DELIVERS MAXIMUM IMPACT WITH PINPOINT ACCURACY.**

**G**OLFWEEK takes highly targeted golf content to a whole new level with GOLFWEEK CUSTOM MEDIA – **the industry’s leading creator of content marketing.** GOLFWEEK CUSTOM MEDIA offers a wealth of unique custom publishing opportunities and turnkey solutions – all backed by GOLFWEEK’S authoritative reputation and extensive expertise – to provide relevant and engaging branded content that supports multiple media channels. The result: **strong presence, strategic delivery** and **lasting relationships** for clients and their passionate target audiences.

## ASSOCIATION PUBLICATIONS

As the exclusive custom publishing partner of *Chicago District Golfer* and *Arizona The State of Golf*, GOLFWEEK CUSTOM MEDIA reaches a highly focused, geotargeted audience of affluent and influential serious golfers, right in the heart of golf’s most thriving markets. The official publications of the Chicago District Golf Association (CDGA) and Arizona Golf Association (AGA) respectively, these premier specialty magazines deliver diverse original content – along with the editorial and publishing excellence for which GOLFWEEK is known – directly to each association’s active membership.



## EVENT PUBLICATIONS

GOLFWEEK CUSTOM MEDIA is the leading producer of highly targeted event programs for the sport’s biggest and most memorable tournaments, including PGA, LPGA and Champions Tour events, USGA championships and so much more. Carefully compiled to serve as cherished keepsakes, these official tournament magazines are prized pieces of golf memorabilia, making them valuable for both attendees and advertisers alike. Each commemorative book features important event information, engaging articles, interesting interviews and more, all while presenting an opportunity-rich environment for clients to take their advertising message beyond basic promotion to increase brand recognition and really connect with their desired audiences on an individual level.



## CUSTOM COLLATERAL

From concepts and messaging to designing and production, GOLFWEEK CUSTOM MEDIA offers convenient and efficient solutions for every situation. GOLFWEEK’S expert staff works with clients to create one-of-a-kind custom collateral that commands attention, reinforces branding and delivers results. Tackling projects of all sorts and sizes, GOLFWEEK CUSTOM MEDIA leverages its resources, relationships and reputation to ensure that every piece meets the client’s specific needs and strategic goals.

[Tickets • Programs • Brochures • Counter Cards • Posters • Banners • Billboards • Commercials]



**GOLFWEEK**  
CUSTOM MEDIA



# MORE RESOURCES.



## “MORE” IS NOW MORE IMPORTANT THAN EVER.

In a fast-paced, consumer-driven world, variety and diversity are critical, which is why **GOLFWEEK delivers more in every business arena.** GOLFWEEK not only provides the best coverage of all things golf across multiple media platforms, but also strategically partners with media superbrands to extend its reach, all in addition to optimizing the power of its readers to better serve the industry as a whole.

### PARTNERS

With its reputation as a leader in the game of golf, it is no wonder that GOLFWEEK has forged **strong partnerships** with some of the top names on the world’s media scene.



### GOLFWEEK RATERS

An esteemed community of devoted and experienced players, GOLFWEEK raters represent the *crème de la crème* of the golf world. Passionate and knowledgeable, these serious golfers live for the game – traveling the world to research and rank golf’s top tracks – making them golf’s best customers and **the game’s most valuable resource.**

### GOLFWEEK INSIDER

The GOLFWEEK Insider online reader panel is a dedicated, dynamic community of GOLFWEEK readers who provide their attitudes and opinions on a diverse variety of topics – ranging from equipment and apparel to business and industry trends – in order to offer **key insights** into the current golf consumer climate.

### RESEARCH AND DATA COLLECTION

Chock full of demographic, lifestyle and behavioral information, the GOLFWEEK reader database easily identifies and quantifies significant audience segments, allowing clients to leverage GOLFWEEK’S resources, target their integrated marketing efforts and **achieve measurable results.**

“GOLFWEEK gives us a marketing vehicle to reach avid golfers interested in learning more about our Faldo Golf Institutes and more than 60 Marriott Golf courses worldwide. Our return has been well worth our investment.”

**TOM ENDERS, DIRECTOR OF MARKETING  
MARRIOTT GOLF**

“Our business is up 10% this year... this follows an advertising campaign in GOLFWEEK to reach avid golfers in our key feeder markets.”

**BRUCE GERLANDER, GENERAL MANAGER  
ORANGE COUNTY NATIONAL GOLF CENTER AND LODGE**

“Lake Jovita has experienced a 30% increase in business due to the marketing efforts. GOLFWEEK has given Lake Jovita the right demographics to accomplish this increase. We are very pleased with the results that we have realized as a partner with GOLFWEEK.”

**CATHY WALTON, MARKETING DIRECTOR  
LAKE JOVITA GOLF & COUNTRY CLUB**



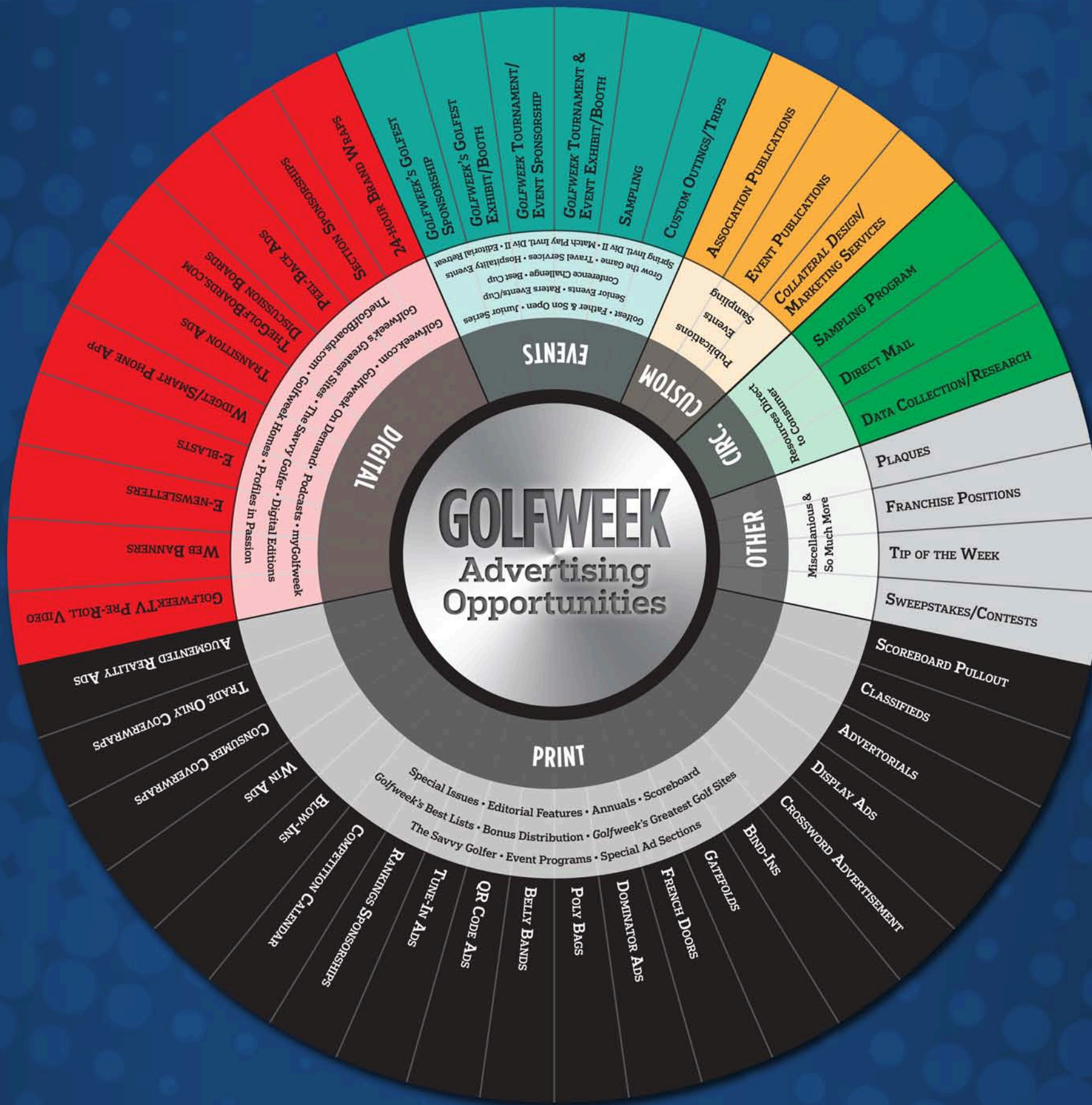
# MORE RESULTS.



It’s no secret that golf is one of the most valuable and effective markets for advertisers, and **GOLFWEEK is the ultimate integrated media solution for reaching golf’s chief consumer influencers.** With GOLFWEEK, proven performance and maximum impact are guaranteed. Your advertising success starts and ends here, because GOLFWEEK is all you need ... and more.



# MORE SOLUTIONS.



GOLFWEEK DELIVERS SO MUCH MORE THAN A WORLD OF POSSIBILITIES.



# GET MORE.

## GOLFWEEK

### PRESIDENT/PUBLISHER

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