

THE PREMIER GUIDE TO GOLF'S FINEST PUBLIC-ACCESS COURSES

2010 GOLFWEEK'S BEST COURSES YOU CAN PLAY



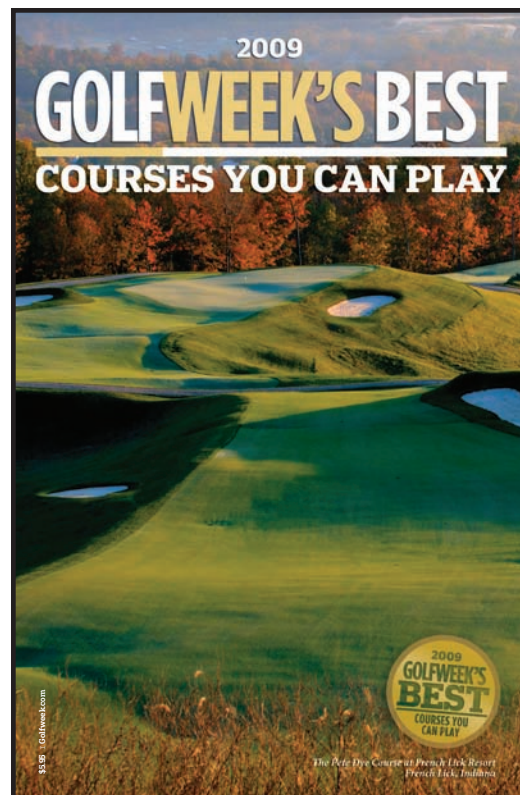
*Indian Wells Golf Resort
Indian Wells, California*

DON'T MISS YOUR OPPORTUNITY TO ADVERTISE IN THE 2010 EDITION!

Only golf's most extraordinary courses have the distinct honor of being named "Golfweek's Best." That's why avid golfers worldwide unfailingly turn to *Golfweek's Best Courses You Can Play* for the ultimate guide to the nation's most outstanding public-access golf courses.



COVER DATE:
May 2010
AD CLOSE/MATERIALS DUE:
February 12, 2010



BE PART OF A SELECT GROUP

It is without question that *Golfweek* boasts the most trusted, accurate and respected golf course ranking system in the business. Setting the industry standard, *Golfweek's Best Courses* lists are widely recognized for their integrity, credibility and unbiased evaluation of golf's finest courses, and *Golfweek's Best Courses You Can Play* is no exception. Presented in an easy-to-use format – complete with evocative copy, vivid photography and key information on each featured course – *Golfweek's Best Courses You Can Play* is the avid golfer's essential guide to finding the country's most exceptional public-access courses.

BENEFITS

- + Direct access to golf's most affluent and influential audience of avid golfers and passionate golf travelers
- + Long shelf life means the guide will be referenced year round by golfers on the go
- + Digest-sized publication fits in golf bags, briefcases and glove compartments
- + Unrivaled market association with not only the most esteemed golf course ranking structure in the industry, but also the most respected name in golf
- + Unbeatable exposure and promotional value as a *Golfweek's Best* featured advertiser
- + Bonus Distribution at numerous *Golfweek* events

REACH GOLF'S MOST INFLUENTIAL AUDIENCE

Golfweek's Best Courses You Can Play connects you with nearly **1.3 million Golfweek readers**—the game's most affluent audience of avid golfers—and saturates golf's most sought-after market with information on your award-winning course. That's why advertising in the 2010 annual is a must!

Source: Mediarmk Reasearch Inc., Fall 2007 National Study

Reader Profile*

- Average Age: **52**
- Average HHI: **\$185,700**
- Average Net Worth: **\$1,683,000**
- Average **87** golf rounds each year
- **73%** are in top management
- **43%** own their own business
- **41%** influence or make the final decision on where corporate meetings and retreats are held

Golf & Travel Habits**

- Take **9** domestic trips each year – **4** of which are golf trips – and spend an average of **\$9,100**
- Average number of different courses played last year: **14**
- On average, spend **23** nights per year in hotels/resorts
- **71%** planning to take a golf trip in the next 12 months

*Source: 2005 Golfweek Demographic & Non-Endemic Subscriber Study – Mediarmk Research Inc. (MRI)


**Source: 2005 Golfweek Subscriber Study – Golf Datatech

ADVERTISING PACKAGES

The heart of this annual consists of “spreadvertorials” – two-page units that include a full-page display advertisement and an adjacent full page of formatted advertorial copy with photos of your course.

To advertise in *Golfweek’s Best Courses You Can Play*, all courses must be ranked in *Golfweek’s Best Modern, Classic or State-by-State* lists, or be invited by *Golfweek*.

***Golfweek’s Best Courses You Can Play* annual is more than a media buy... it’s an indispensable sales tool!**

Cover Package	Full-Page Spreadvertorial Package	Full-Page Advertorial-Only Package	Half-Page Advertorial-Only Package
 <ul style="list-style-type: none"> Your course featured on the cover of <i>Golfweek’s Best Courses You Can Play</i> One full page of formatted advertorial (100 words) and two course photographs One adjoining full-page display ad <p>\$13,649 NET</p>	 <ul style="list-style-type: none"> One full page of formatted advertorial (100 words) and two course photographs One adjoining full-page display ad <p>\$8,080 NET</p>	 <ul style="list-style-type: none"> One full page of formatted advertorial (100 words) and one course photograph <p>\$4,795 NET</p>	 <ul style="list-style-type: none"> One half page of formatted advertorial (70 words) and one course photograph <p>\$2,995 NET</p>

ALL ADVERTISING PACKAGES INCLUDE:

- Course information summary (including course statistics, contact information and one Web site address)
- *Golfweek’s Best Courses You Can Play* logo usage rights for one full year
- 100 copies of the publication
- Course listing and hotlink on Golfweek.com

Package Add-ons

- Business Reply Cards (limited number available)
 - \$6,547** (includes printing)
 - \$5,500** (supplied)
- *Golfweek’s Best* recognition plaque(s) for prominent display
 - \$125** (each)
 - \$100** (each for three or more)

Show off your course to the game’s most influential golfers, opinion leaders and passionate golf travelers with *Golfweek’s Best Courses You Can Play*. Call your *Golfweek* sales representative today to place your ad in this year’s hottest COURSES YOU CAN PLAY issue!



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