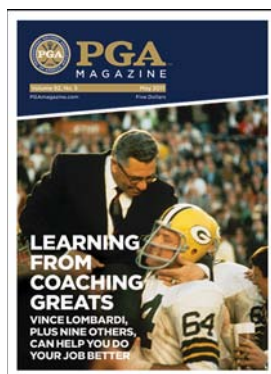




## 2011 MEDIA KIT





# PGA<sup>TM</sup>

## MAGAZINE

The golf industry is more competitive than ever.

New technology, consolidation, shrinking product life-cycles, higher media/player-endorsement costs and the internet are but a few of the challenges facing executives of today's golf companies.

The overwhelming conclusion – marketing and distribution are critical. For most companies in golf, both marketing and distribution begin with the person behind the counter – the person in direct contact with the customer – the PGA Professional. Count PGA Professionals as members of your sales team and building a successful sales strategy gets much simpler.

There are over 28,000 PGA Professionals and PGA Apprentices. **One magazine reaches every one of them: *PGA Magazine*.** And because it is the official publication of The PGA of America, every issue is not only a “want-to-read,” every issue is a “must-read.” It has been that way for over 80 years of continuous monthly publication.

As a group, PGA Professionals are the single largest golf account in the world. The only way to speak to **all** of them is by advertising in *PGA Magazine*.

Bottom line: PGA Professionals are talking to your customers every day ... advising them ... teaching them ... and selling them. If you want to reach these critical players, *PGA Magazine* is a “must-buy” for your advertising.

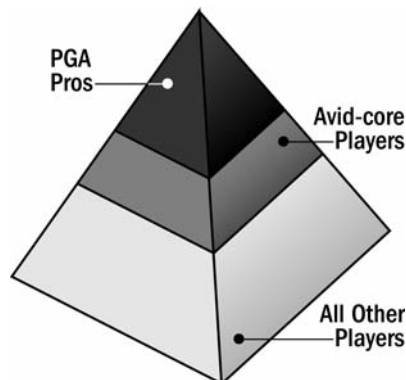


# PGA<sup>TM</sup> MAGAZINE

## THE MOST IMPORTANT TARGET IN GOLF: PGA PROFESSIONALS

Green-grass is the new battleground. Why? Because that's where golfers are – young, old, male, female, public and private – and that's where you'll find the avid-core, frequent playing golfer. This prime real estate is controlled by the people there every day – the PGA Professionals.

### PYRAMID OF INFLUENCE



These are the people who own and run the shops that over 6,000,000 avid-core players and 15,000,000 other golfers are walking through.

PGA Professionals decide what is being stocked, what is being recommended, and what is being seen at over 16,000 affiliated golf courses. 16,000 courses with annual sales averaging \$200,000 per course – that's \$3.2 billion in sales. But that's just the beginning: because PGA Professionals not only sell through their shops, they recommend, they influence, and they advise. In fact, billions of dollars of spending away

from green-grass shops are actually rooted directly in what is happening in those shops, on the course, and at the range.

But as important as PGA Professionals are in general, their influence goes further. Because PGA Professionals influence the better golfers more than anyone, PGA Professionals are at the top of the selling pyramid. The best golfers play together, they talk the game together, they compete with each other, and they influence other avid-core players.

Every major golf equipment and apparel manufacturer has targeted green-grass marketing, and more specifically, avid-core low handicap players as the battleground for 2011. That's why *PGA Magazine* is the ideal foundation marketing partner for every golf company.



# PGA<sup>TM</sup>

## MAGAZINE

**100%** Coverage of PGA Professionals

**100%** Coverage of PGA-managed On-course Shops

**98.0%** of PGA Professionals recommend specific equipment.

**16** times per week PGA Professionals give advice on equipment.

**86.5%** of PGA Professionals specify name brand shafts, grips, etc.

**52.0%** of PGA Professionals said that trade advertising influences their buying decisions.

Source: Research USA September 1998



# PGA<sup>TM</sup>

## MAGAZINE

### READERSHIP

**44.2%** of PGA Professionals read **PGA Magazine** “cover to cover” every month or almost every month.

**49.2%** of PGA Professionals use the information in **PGA Magazine** to educate their employers, while 70% use the information to educate their staffs.

**14.3%** of PGA Professionals share their copy with their employer after reading each issue of **PGA Magazine**, while 58.7% share each issue with their staff.

**60.2%** of PGA Professionals save their back issues for future reference.

**80.0%** of PGA Professionals share their issues with others, with an average pass-along of 2.67 additional readers per copy.

**33.4%** of PGA Professionals are solely responsible for the buying decisions in their golf shops, while 43.2% share this responsibility along with others.

Source: PGA Magazine Research Survey, April 2007



# PGA<sup>TM</sup> MAGAZINE

## Readership of each issue of PGA Magazine by PGA Professionals

Sections/Features	Read Every Month or Almost Every Month
Read cover to cover	44.20%
Cover Story	55.60%
From the President	40.90%
Pro to Pro	55.00%
Industry Trends	62.10%
What's Selling	63.10%
Section News	67.70%
Business to Business (B2B)	41.90%
Instruction	61.70%
Equipment	61.80%
Apparel	46.70%
PGA Tournaments	42.50%
Rules Talk	56.70%

Source: PGA Magazine Research Survey, April 2007

## Readership of each issue of PGA Magazine by PGA Professionals

Sections/Features	Read Every Month, Almost Every Month and/or 5 to 9 Months Per Year
Read cover to cover	58.00%
Cover Story	76.70%
From the President	63.30%
Pro to Pro	77.60%
Industry Trends	85.90%
What's Selling	82.20%
Section News	85.10%
Business to Business (B2B)	75.70%
Instruction	82.40%
Equipment	85.00%
Apparel	73.30%
PGA Tournaments	68.10%
Rules Talk	81.50%
Personal Money Management	65.20%
PGA Career Chips	70.80%
Special Section: Destinations	54.70%
Special Section: Tournament & Outings	60.70%
Special Section: Play Golf America Best Practices Report	69.10%

Source: PGA Magazine Research Survey, April 2007



# PGA<sup>TM</sup>

## MAGAZINE

### EXCLUSIVE ACCESS/EXCLUSIVE CONTENT

**No other golf trade magazine delivers the exclusive editorial content that *PGA Magazine* delivers.** But then again, no other golf magazine is the official publication of The PGA of America.

#### Exclusive Features

PGA Merchandise Show and Fall Expo Issues  
PGA Merchandisers of the Year  
The PGA of America Annual Report  
Fall and Spring Fashion Reports  
PGA Professional National Championship  
Exclusive Report: The PGA Championship  
Technology

#### Profiles

Career Chips  
Competition  
Industry Report  
Lifestyle  
Meet Your Board  
Personal Money Management  
Promotion

#### Departments

President's Message  
Industry Trends  
Equipment  
What's Selling  
Pro to Pro  
Instruction  
Golf Shop Retailing  
Rules Talk  
Membership  
Sponsors & Licensees  
PGA Section News  
*PGA Magazine's* Guide to Teaching & Training Aids  
Tournament, Outings and Corporate Gift Buyer's Guide  
Women & Golf  
On the Range  
Media Watch



# PGA<sup>TM</sup>

## MAGAZINE

### TESTIMONIALS

"I think *PGA Magazine* is the most valuable communication tool that we provide to our membership."

—Ted Bishop, Vice President of The PGA of America  
PGA General Manager The Legends of Indiana,  
Franklin, Indiana

"I read *PGA Magazine* every month to see the trends. I love reading What's Selling to see what products and companies are hot, be they private facilities or resorts."

—Susan Bond, PGA Head Professional  
Weekapaug Golf Club, Westerly, R.I.

"The *PGA Magazine* is something I can use for my business purposes to make me a better professional at my job and what I do."

—Allen Wronowski, PGA Director of Golf  
Hillendale Country Club, Phoenix, Md.

"*PGA Magazine* is the barometer that tells us what's hot and where the business is going."

—Brian Crowell, PGA Head Professional  
GlenArbor Golf Club, Bedford Hills, N.Y.

"*PGA Magazine* is an opportunity for our golf professionals to keep abreast of everything that is going on in the industry. I think PGA Professionals will benefit tremendously from reading *PGA Magazine*."

—Brad Worthington, PGA Head Professional  
Brooklawn Country Club, Fairfield, Conn.

"I read *PGA Magazine* every month. It is an industry-driven magazine. It is about The PGA, it's about what we do."

—Ron Dunham, PGA Head Professional  
Teton Pines Golf Course, Wilson, Wyo.

"I read *PGA Magazine* every month. I look forward to its arrival. The cover story is always right on with what is happening in our Association and our industry. I think it is a great tool for our trade."

—Joe Assell, PGA Professional Co-Founder, President  
& CEO GolfTEC Enterprises, LLC, Englewood, Colo.





# PGA<sup>TM</sup>

## MAGAZINE

### OVERVIEW

- The PGA Professional's official monthly publication.
- 100% coverage of PGA Professionals.
- 100% coverage of PGA-managed On-Course golf shops.
- 100% coverage of AGM members.
- An innovative digital distribution strategy that reaches other selected recipients.
- Exclusive editorial covering every aspect of the game ... PGA Shows, promotion, equipment, apparel, instruction, technology, personal money management, and more.
- Greatest reach to the green-grass professional – three times the reach of the leading competitive trade magazine.
- Every ad guaranteed editorial adjacency placement.
- Several times each year, *PGA Magazine* reaches The PGA of America's complete mailing list of every owner or general manager of a golf facility that employs a PGA Professional. Such special distributions are included in the 32,500 average monthly rate base.
- In addition, every month, the complete magazine, including all editorial and advertising pages, is e-mailed to over 2,000 PGA Professional Golf Management students at 19 colleges and universities around the country as Digital PGA Magazine. This additional distribution is not included in the 32,500 monthly average rate base.



# PGA<sup>TM</sup> MAGAZINE

## 2011 RATE CARD

**Frequency:** Published Monthly

**Circulation:** 32,500 (PGA Professionals and industry recipients).

*PGA Magazine* is the only publication that reaches 100% of the nation's PGA-managed courses.

**Trim Size:** 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"

### Page Specifications:

Page	Dimensions	Live Area	Bleed
Full Page		7" (W) x 10" (H)	8" x 11"
2/3 vert. 2 col.		4 <sup>5</sup> / <sub>8</sub> " (W) x 10" (H)	—
1/2 hor. 3 col.		7" (W) x 4 <sup>7</sup> / <sub>8</sub> " (H)	—
1/3 vert. 1 col.		2 <sup>1</sup> / <sub>4</sub> " (W) x 10" (H)	—
1/3 square		4 <sup>5</sup> / <sub>8</sub> " (W) x 4 <sup>5</sup> / <sub>8</sub> " (H)	—
Spread		15" (W) x 10" (H)	16" x 11"

Retain all live matter at least <sup>5</sup>/<sub>16</sub>" from final trim. Bleed ads must be centered to allow for positioning on either right or left-hand page. Gutter allowance for spread is <sup>1</sup>/<sub>8</sub>" at each face.

Ads are to be sent in digital format in accordance with the specifications attached. *PGA Magazine* will accept film, and convert such film to digital files at a monthly cost of \$250.00 per advertisement.

Rates:	1x	3x	6x	9x	12x
Full Page	\$11,660	\$10,500	\$9,860	\$9,330	\$8,800
2/3 Page	\$9,330	\$8,480	\$7,900	\$7,310	\$7,100
1/2 Page	\$7,630	\$6,890	\$6,150	\$5,830	\$5,510
1/3 Page	\$5,670	\$5,200	\$4,660	\$4,240	\$3,710

**Bleed:** Add 15% to all units. Rates are per page.

Display advertising rates commissionable at 15% to recognized advertising agencies.

Premium positions require multiple page commitments and are available at the earned rate card rate per pages plus premiums as follows: Back Cover \$2,000, Inside Front Cover \$1,000, Table of Contents \$1,000, Inside Back Cover \$1,000.

See attached for additional specifications and terms.



# PGA<sup>TM</sup>

## MAGAZINE

### DIGITAL SPECIFICATIONS

Digital files should be prepared in accordance with SWOP standards.

**Read Me Files:** All supplied ads must contain a “Read-Me” file describing the applications and versions used to compose and compress the ad page as delivered to *PGA Magazine*. File must contain the name and phone number of a contact person who can answer any questions about the creation of the ad.

**Media:** We accept CD-ROM (650MB).

**File Formats:** PDF reproduction resolution files highly recommended and preferred (see our website [media.pgamagazine.com](http://media.pgamagazine.com) for exact instructions), if there are any questions call Fred Yantz in the pre-press department (215-914-2071).

We will accept QuarkXpress files (nothing higher than version 4.1) that are properly created, i.e. no style palette attributions, no spot or Pantone colors in file, clipping paths created in Photoshop. Images must be CMYK, 300 dpi (NO LARGER as this creates a massive file, which we then need to open up and save down to 300 dpi), no extra channels and saved as eps or tiff. If Illustrator images are used, ALL fonts must be converted to outline. Use Flightcheck to preflight your job and send the report along with your file.

**Fonts:** All screen and printer fonts must be supplied with the document. Select fonts from the font list in the application software used; do not bold or italicize fonts using the attribute box. Adobe fonts strongly recommended; no Multiple Master, True Type or bitmap system fonts.

**Proof Requirements:** Supply a digital proof that matches the supplied digital ad. For color guidance on press, a Digital or Off-Press color proof is required. All proofs must contain SWOP proofing patches. Publisher cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specifications. If a proof is not submitted, Publisher will not take responsibility for the accuracy of any advertising reproduction.

**Note for In Design submissions:** All materials prepared using In Design are required to be accompanied by a printed proof. Due to past problems with advertising submitted that were originally designed using In Design software, Publisher will not take responsibility for the accuracy of any advertising reproduction (of text, color, trims or otherwise) if such ad was prepared using In Design software whether a proof is submitted or not.

The Publisher reserves the right to decline any advertising at his sole discretion or the discretion of the PGA of America. The Publisher will not be bound by any conditions appearing on contracts, orders, or copy instructions which conflict with the Publisher's policies. Advertiser agrees to indemnify, defend, and save harmless the Publisher, Great Golf Resorts of the World, Inc. and The PGA of America from any actions, expenses, or claims arising out of anything contained in such advertising, or the unauthorized use of any person's name or photograph, or of any words, trademarks, artwork or copyrighted matter contained in advertising.



# PGA<sup>TM</sup>

## MAGAZINE

### 2011 Editorial Calendar

#### JANUARY

- The PGA Merchandise Show

#### FEBRUARY

- New PGA President Allen Wronowski

#### MARCH

- Growth of the Game: Junior Golf

#### APRIL

- Adding Value For Your Members at Private Facilities

#### MAY

- Learning From the All-Time Greatest Sports Coaches

#### JUNE

- The PGA Professional National Championship

#### JULY

- PGA Member Benefits

#### AUGUST

- The PGA Championship

#### SEPTEMBER

- Golf & Your Health

#### OCTOBER

- The 2011 Travel Issue

#### NOVEMBER

- Diversity: It's Good For Your Business

#### DECEMBER

- PGA Awards Issue

*Please note: Monthly content subject to change.*



# PGA<sup>TM</sup>

## MAGAZINE

### THE PEOPLE BEHIND THE MAGAZINE

**CHAIRMAN & CEO:** Richard K. Summers

**PRESIDENT & PUBLISHER:** Kirk Pagenkopf

**CHIEF OPERATING OFFICER & ART DIRECTOR:** Peter J. Sansone

**VICE PRESIDENT SALES:** Brian Folino

**EDITORIAL DIRECTOR:** Matt Marsom

**GENERAL MANAGER, OPERATIONS:** Patrick Cherry

**SENIOR EDITOR:** Don Jozwiak

**PRODUCTION/PRE-PRESS:** Frederick Yantz

**DESIGN:** Jim Gerhard, Matt Hulnick, Daniel Duffy

**OPERATIONS:** Zack Tertel, Julie Yuen, Meghan Spero, PGA, Tom Gauss, Isaac Seidman

**EDITORIAL ASSISTANT:** Tony L. Starks

**ACCOUNTING:** George Kotlyar

#### **For More Information or Advertising Opportunities Contact:**

**Brian Folino**

Vice President, Sales

623-337-5802

[bfolino@pgamagazine.com](mailto:bfolino@pgamagazine.com)

Regional Advertising Managers

**Scott Miller, Howard Derkay, Richard Van Matre**

National Marketing Manager:

**Kelly Sheehan, PGA**

Regional Marketing Manager:

**Greg Prudham, PGA**



# PGA<sup>TM</sup>

## MAGAZINE

### TERMS & CONDITIONS

PGA Magazine, the PGA Membership & Golf Digital Directory, PGAmagazine.com and the PGA Professionals' Guide to Travel on PGA.com are published by Great Golf Resorts of the World, Inc. (Publisher) under license of The PGA of America. The Met Golfer and MetGolfer.org are published by GGRW, Inc. under a license of The Metropolitan Golf Association. The PGA Championship Program is published by Golf Publishing Ltd. The PGA Merchandise Show Dailies are published by GGRW, Inc. under a license of Reed Exhibitions. The publishers (GGRW Inc. and Golf Publishing Ltd.) of all of the above-mentioned publications, The PGA of America in the case of PGA Magazine, The PGA Membership & Golf Digital Directory, the PGA Championship Program, PGAmagazine.com and the PGA Professionals' Guide to Travel on PGA.com; The Metropolitan Golf Association in the case of The Met Golfer and MetGolfer.org; and Reed Exhibitions in the case of the PGA Merchandise Show Dailies reserve the right, at any time and for any reason, to decline any submitted advertising copy (even if such advertising has previously been accepted). Only the publication of an advertisement with a signed contract or order shall constitute final acceptance of the advertiser's order.

The advertiser warrants that the advertising or text included in such advertising submitted is not illegal, defamatory or an infringement of any local, state or federal laws. The advertiser indemnifies and holds the Publisher, Golf Publishing Ltd., The PGA of America, The Metropolitan Golf Association, Reed Exhibitions, its employees or executives harmless in respect of any claim made against any of these parties as a result of publication of such advertisement. Publisher, Golf Publishing Ltd., The PGA of America, The Metropolitan Golf Association and/or Reed Exhibitions will not be liable for any loss or damage, consequential or otherwise, occasioned by error on its (their) part(s) including failure of the advertising to appear or failure to perform otherwise except in cases of direct acts, in which case the Publisher, Golf Publishing Ltd., The PGA of America, The Metropolitan Golf Association and/or Reed Exhibitions' maximum loss shall be limited to the amount of the cost of the space booked and paid for by the advertiser.

Additional charges may result if additional work is required by Publisher on advertising materials supplied. No premium positions are franchised unless such agreement is in writing. Premium positions will not be held if material is not timely received. Except as otherwise specifically agreed in writing by the Publisher and the advertiser/agency, all advertising positioning/placement clauses will be treated as requests only and cannot be guaranteed. Nonpayment of invoices may result in the termination of an advertising contract. In cases where contracts are prematurely cancelled (by the advertiser or by the Publisher for valid cause) before all pages have run and been paid for, as a result of non-payment or otherwise, a corresponding adjustment in the rate(s) charged will be made to the published rate card (with the costs of all merchandising or other value added programs provided to the advertiser to also be billed at their value as determined by the Publisher).