

OUR
10TH
YEAR!

MORE DESTINATIONS

| MORE DISTRIBUTION

| MORE EXCITEMENT

GOLF VACATIONS

MAGAZINE

2013
MEDIA
PLANNER

THE WORLD
OF GOLF
AND TRAVEL

ALL-DIGITAL!

- Greater Impact
- Greater Reach
- Lower Rates

PLUS:
CHECK OUT THE NEW
www.GolfVacationsMag.com

Welcome to Golf Vacations



The magazine for those
who love a **Great Golf Vacation!**

The anticipation. The planning. The excitement of heading off for that perfect golf vacation. A weekend road trip to the coast, the desert, the mountains. A two-week dream trip to an exotic destination overseas.

Certainly no other sport reaches an audience of sophisticated, well-heeled individuals the way golf does. Golf is not just a spectator sport on the weekends, it is an expression of one's lifestyle and an all consuming passion. The beauty of golf lies in the fact that, young and old, men and women, people of all backgrounds can meet and participate in this unique game. But most of all, unlike other sports, golf and travel are intrinsically related. It is no coincidence that golfers are frequent travelers, and that they have very specific and refined tastes when it comes to their lifestyle needs.

For this group of aficionados, there is **Golf Vacations Magazine**.

While golf is the inspiration for their travels, our readers know that life does not stop after the 18th hole. Boutique hotels to grand resorts, golf equipment, rejuvenating spas, fine wine and dining, fashion, entertainment, fairway real estate, arts and culture — they are all part of the ideal golf vacation mix — and it's all covered in **Golf Vacations Magazine**.



What does going digital mean? Why did we do it?



Join These Advertisers Who Have Used *Golf Vacations* To Target Their Customers

Reynolds Plantation
TaylorMade ~ Callaway Golf
Marriott's Desert Springs Resort
Cabo Wabo Tequila ~ AeroMexico
Shell Hospitality ~ Morton's Restaurant
Ritz-Carlton ~ Ginn Resorts ~ Cadillac
Westin Mission Hills Resort ~ Hilton Hotels
Ruth's Chris Steakhouse ~ Gevril Watch Co.



The digital version of the magazine looks exactly like a printed issue, but offers countless benefits not available in a print version. Going digital allows *Golf Vacations Magazine* to continue to bring our readers the latest tales of exotic golf destinations both near and far, utilizing the latest interactive technology, all delivered to their personal computer screen!

Golf Vacation Magazine's digital magazine includes:

- Magazine Link emailed direct to over **1,000,000 golfer's inboxes**
- Keyword Search Capabilities – search current or past issues
- Click from the cover or table of contents directly to articles of interest
- Easier - to - access content and resources
- Forward the entire digital version to those you know
- Translate articles to other languages for those friends overseas to enjoy
- Click on links within articles to instantly access additional resources
- Live advertiser links allow you to take immediate action
- Print pages you choose
- Read back issues from Spring 2007-Present
- Environmentally friendly

GOLF VACATIONS MAGAZINE . . . America's only travel publication focused on the golf vacationer and distributed to over **1,000,000** resort and country club golfers nationwide.



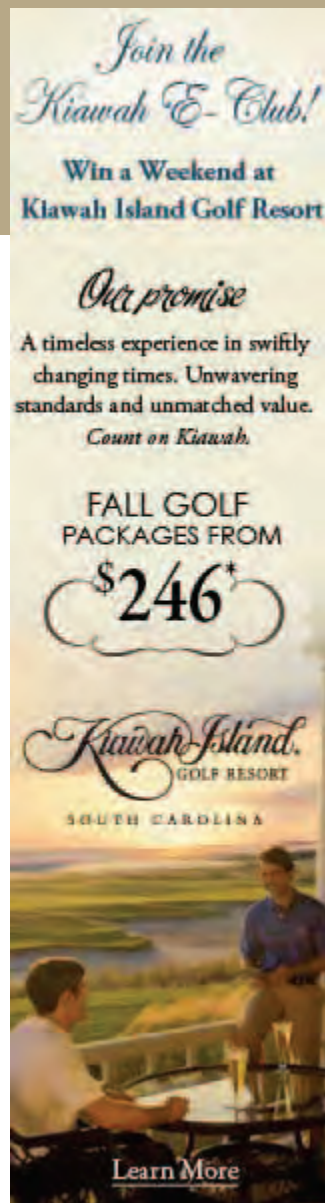


Online Advertising Banner Opportunities

Half Banner - 350 x 90



Skyscraper - 160 x 600



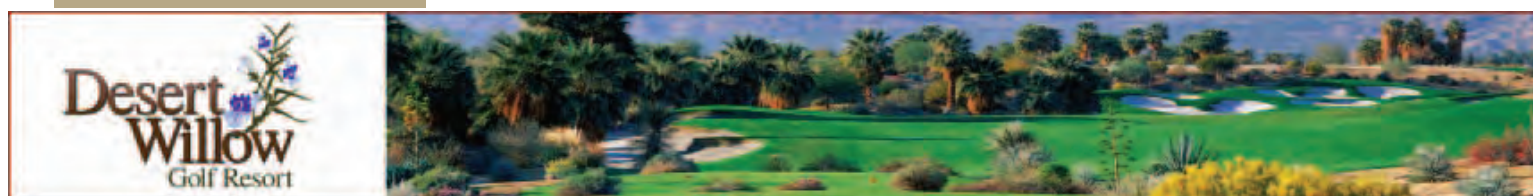
Square Banner - 300 x 250



Online Rates

- **Leaderboard Banner**
\$1000/month
- **Skyscraper Banner**
\$750/month
- **Square Banner**
\$500/month
- **Half Banner**
\$400/month

Leaderboard Footer - 728 x 90



Preferred Advertiser Sponsorship Programs

Platinum Level Program - \$3500

- **Two-Page Spread Ad** in **First 10 Pages** of Golf Vacations Magazine Digital Edition
- **SHARED** Sponsorship of monthly newsletter emailed to **1,000,000 golfers nationwide**
- **PLUS SOLO GEO-TARGETED** Sponsorship of monthly newsletter emailed to an additional **1,000,000 golfers** (Total of 2,000,000 impressions from both newsletters)
- **Rotating Video** on www.golfvacationsmag.com home page
- **Banner Ad** featured throughout entire www.golfvacationsmag.com website

Gold Level Program - \$2500

- **Full Page Ad** in **First 10 Pages** of Golf Vacations Magazine Digital Edition
- **SHARED** Sponsorship of monthly newsletter emailed to **1,000,000 golfers nationwide**
- **Rotating Video** on www.golfvacationsmag.com home page
- **Banner Ad** featured throughout entire www.golfvacationsmag.com website



Contact us for more information about targeted email campaigns and how we can tailor the perfect marketing program to your company's needs.



GOLF VACATIONS

WWW.GOLFVACATIONSMAG.COM

MAGAZINE

PREFERRED SPONSORSHIP PACKAGE INCLUDES:



FULL-PAGE AD
in digital edition of
Golf Vacations Magazine

1

ROTATING VIDEO
on www.GolfVacationsMag.com



eNEWSLETTER SPONSORSHIP
banner ad on announcement email
to 1,000,000 Golfer's Inboxes

2



BANNER ADS
on www.GolfVacationsMag.com

4

2013 rates

net retail rates

All rates are 4-color.

ad size	open rate	3X rate	6X rate	12X rate
full pg	1750	1485	1225	965
2/3 pg	1295	1100	895	715
1/2 pg	965	820	675	530
1/3 pg	700	595	490	385
1/6 pg	350	295	245	195
2-pg spread	2800	2380	1960	1540

banner page rates

banner size	monthly rate	size
Leaderboard	1000	728 x 90
Skyscraper	750	160 x 600
Square	500	300 x 250
Half-Banner	400	350 x 90

production charges

No charge to direct advertisers for straightforward ad composition. Intricate layout and design will be quoted on a per job basis.

mechanical specs

full page

Non-Bleed or Live Area
7.5" x 10"
Full Bleed 8.75" x 11.25"
Trim Size 8.5" x 11"

1/3 V
2.375"
x 10"

1/3 H
4.875" x 4.875"

1/6 V
2.375"
x 4.875"

1/2 H
Non-Bleed or Live Area
7.5" x 4.875"
Bleed 8.75" x 5.5"

2/3 V
Non-Bleed or Live Area
4.875" x 10"
Bleed 5.5" x 11.25"

deadlines materials

Space deadline: the 10th of the month prior to publication.

Materials deadline: the 20th of the month prior to publication.

Cancellations: must be received by the space reservation deadline of the issue in which to be published.

Digital files are preferred for all ads. Mac format QuarkXpress, Photoshop or Illustrator, supplied digitally or on CD. Please include all linked graphics and all fonts (screen & printer). Any ads prepared using PC, Pagemaker, Corel (fonts converted to curves) or any other professionally recognized graphic software must be saved as a composite 300dpi minimum CMYK (or BW) "eps", "tif", press ready "pdf" or "jpg" file.

Production contact: Terry (949) 858-8150, terryr@golfvacationsmag.com

credit and conditions

Credit may be established once an application has been approved.

Invoices are due and payable at net 15 day terms.

All advertising must be approved by the publisher.

Publisher reserves the right to refuse any ad for any reason.

Advertisers and their agencies will indemnify, defend, and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

The liability of the publisher for any error or omission or delay for which it may be held generally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual.



For information regarding
advertising in

GOLF VACATIONS

MAGAZINE

CALL Terry Ross AT

949-858-8150

or email terryr@golfvacationsmag.com

GOLF VACATIONS MAGAZINE

777 E. Atlantic Avenue, Suite #C2-151

Delray Beach, FL 33483-5360

760-774-2655