

FAIRWAYS+GREENS

Lifestyles of the Traveling Golfer

2012
MEDIA KIT

FAIRWAYSANDGREENS.COM

About Us

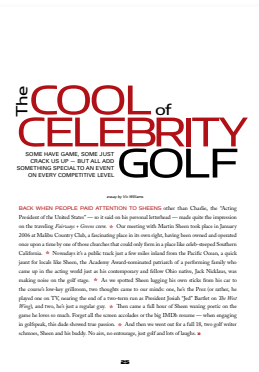
Fairways + Greens is the only national publication dedicated solely to golf travel and the lifestyle that goes with it, from fine food to the best hotels to the most talked-about bucket-list destinations. Published six times a year and distributed nationally via paid subscription, newsstands and bookstores, targeted retail outlets, resorts and golf courses — with an interactive Digital Edition delivered directly to subscriber e-mail boxes — Fairways + Greens takes the pulse of the American golfing and traveling public to heart, and passes along the passion for great places via several vital media channels — in-depth print editorial, vibrant print and online photography, award-winning layout and design and, of course, through the immediacy of on-the-scene blogs, Tweets and e-mail newsletters.

Fairways + Greens produces editorial that is craved and respected. With numerous national and international awards, we know golf travel better than any publication — and we know how to tell your story.

Golf travelers have trusted us since 1997, and we've grown to meet their demand. Our publication's longevity proves our commitment, both to our advertisers and the world of golf travel. Together with our multi-regional destination coverage in every issue, we've introduced a new "Essential Destination" series — a minimum 12 pages of enhanced editorial and photography researched and produced by the magazine's editorial staff along with key outside contributors, along with bonus online coverage including video, offering marketing partners a promotional opportunity that's unprecedented and unmatched in the world of golf travel journalism.

We're also revising the look and flow of Fairways + Greens as a print product to give readers the best possible experience and arm them with the freshest information for planning, executing and enjoying their golf excursions no matter what the time of year. And the year-end Golf Getaways spotlights top destinations for the winter season and beyond.

Couple these efforts with specially tailored advertising packages that will put your business in the best possible light to a dedicated and responsive readership, and it's clear Fairways + Greens is the right choice for your marketing dollars.



WINNER
No. 1 Consumer Magazine Redesign in U.S., 2006

WINNER
Best Golf Travel Writing, 2005, 2007, 2009

WINNER
Best Photography, 2008, 2009 and 2010

WINNER
Best Golf Competition Writing, 2008

WINNER
Outstanding Achievement, Travel and Opinion Writing, 2010

All writing awards by International Network of Golf, announced each January at the PGA Merchandise Show and chosen through double-blind method

Redesign award from annual Folio: Eddie and Ozzie Awards

FAST FACTS

- Fairways + Greens is an award-winning, high-end niche golf-travel publication aimed at reaching golfers who travel by plane, train or automobile to the world's best destinations and enjoy the golf lifestyle.
- Fairways + Greens is published six times a year, bringing readers the most up-to-date and newsworthy golf travel information.
- Available by subscription, on newsstands, and at golf clubs and resorts nationwide, Fairways + Greens boasts a total distribution of 150,000



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www.fairwaysandgreens.com

Our Reader

88% of Fairways + Greens readers travel more than 50 miles from home to play golf at least twice a year; 46% travel five or more times a year.

64% of Fairways + Greens readers plan for their golf trips from three months to a year in advance.

69% put golf destinations seen in Fairways + Greens on their wish lists for future travel.

90% of Fairways + Greens readers own a home; 22% own a second home.

88% of Fairways + Greens readers are in the 31-69 age range; largest readership is 35-60 (55%).

66% of Fairways + Greens readers have income between \$100,000 and \$200,000; 95% have income above \$75,000

"When Fairways + Greens opts to cover one of our clients, we know we're in for a ride. It starts with a personable yet intrepid interview by one of the magazine's award-winning writers or editors; morphs into a compelling, must-read story dripping with intrigue; and finally lands in the pages of one of the most expertly-designed, professionally-produced glossy golf magazines on the market today. The website follows suit — FG was 2.0 before 2.0 was cool. Most importantly, Fairways + Greens editorial and advertising moves the revenue needle for our clients."

— *Shane Sharp, Vice President, Buffalo Communications/Billy Casper Golf*

Editorial Calendar

Fairways + Greens now offers a more concise and easy-to-read design than ever. Every section brings the golf travel lifestyle into focus like no other resource in America. Readers will DREAM of their next great golf trip; CHAT with celebs and players about travel; INDULGE in food, beer, wine, spirits and cigars; UNWIND with spa, beauty and wellness treatments; SPEND on the equipment and apparel that matches their game; and EXPLORE our featured destinations in great depth.

JANUARY-FEBRUARY 2012

THE BEST OF EVERYTHING ISSUE

FG Editors' picks in a variety of fun, sometimes humorous categories of the "Best" golf courses, destinations, spas, restaurants, resorts and more, across the country.

Plus: Travel Trends for 2012 and a special Spotlight on 2012 Travel & Adventure Shows in Chicago, Los Angeles and San Francisco

MARCH-APRIL 2012

THE GOLF TRAIL ISSUE

Exploring America's top golf trails from coast to coast

Plus: How to build your own ultimate golf trail

MAY-JUNE 2012

ULTIMATE SUMMER GOLF TRIP PLANNER

The best golf-related spots to spend the summer with East, West, Central and overseas options.

Plus: Latin America's newest golf getaways

JULY-AUGUST 2012

ULTIMATE GOLF & GAMING GUIDE ISSUE

The best casino-golf properties across the nation and great golf & gambling cruises

Plus: Where celebs and athletes prefer to play

SEPTEMBER-OCTOBER 2012

THE ISLANDS GUIDE ISSUE

Best island golf getaways across the country and beyond, from Hawaii to the Caribbean to Ireland and Scotland

Plus: Ski & Swing Bonus Feature: Where to golf by summer, ski by winter or do both in the same day

NOVEMBER-DECEMBER 2012

THE GOLF GETAWAYS ISSUE

The ultimate tour of the world's best warm-weather wintertime golf vacation spots — desert, tropics and exotic locales.

Plus: The Fairways + Greens Gift Guide for the holidays and beyond

JANUARY-FEBRUARY 2013

THE BEST OF EVERYTHING ISSUE

Another edition of FG Editors' and readers' picks in a variety of fun, sometimes humorous categories of the "Best" golf courses, destinations, spas, restaurants, resorts and more, across the country

Plus: Travel Trends 2013 — Top tour spots to visit and a special look at the winter Travel & Adventure Show lineup

Print Advertising

PRINT ADVERTISING RATES

	1X	3X	6X
Full Page Spread	\$11495	\$10935	\$9265
1/2 Page Spread	\$6695	\$6375	\$5695
Full Page	\$6395	\$5995	\$5435
2/3 Page	\$4635	\$4395	\$3945
1/2 Page	\$3495	\$3335	\$2985
1/3 Page	\$2545	\$2395	\$2165

PREMIUM POSITIONS

Inside Front Cover	\$7995	\$7595	\$6795
Back Cover	\$8635	\$7995	\$7335
Inside Back Cover	\$7675	\$7285	\$6525
Opposite TOC	\$6595	\$6195	\$5635

Special Advertising Opportunities

Business Reply Cards, Inserts, Tips, Wraps, Polybags: Information and availability supplied upon request. Contact your sales rep for details.

Specifications

Binding Method: Perfect Bound. Printing: web offset. Full-page bleed ads must be submitted at 8.5" x 11.125". Finished pages are ultimately trimmed to 8.25" x 10.875" with some mechanical deviance. Text MUST be placed at least .25" inside of this trim edge on all sides, and .375" inside each full-page bleed edit to avoid accidental cropping (this "safe" area is 7.75" x 10.375" centered on the page).

Disclaimer: Fairways + Greens will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or non-compatible resource or fonts, late fee may be charged or the ad may be refused. Before sending, scan your disk for viruses.

We accept the following formats: INDESIGN, EPS, TIFF, JPEG and PDF files. Ads must be CMYK, 300 dpi or better. Please include or embed all fonts and images.

Ad Creation Fees
Full Page: \$80
2/3, 1/2 & 1/3 Pages: \$50

Spread bleed:	16.75" x 11.125"
Spread trim:	16.5" x 10.875"
Spread live:	16" x 10.375"
Full Page bleed:	8.5" x 11.125"
Full Page trim:	8.25" x 10.875"
Full Page live:	7.75" x 10.375"
2/3 Page:	4.6" x 9"
1/2 Horizontal:	7.9" x 4.6"
1/3 Square:	4.6" x 4.6"
1/3 Vertical:	.2" x 9.0"

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"Not only does Fairways + Greens produce a high quality publication with intriguing editorial, but they offer multi-faceted media vehicles that enable you to push well rounded marketing messages. Their combination of print, email marketing opportunities, social networks and on-line channels provide a balanced approach for marketers."

— Kris Strauss, V.P.
Sales & Marketing, OB Sports

Digital Advertising

Website Advertising Rates

Fairways + Greens' website caters to golfers looking for travel destinations or where to play their own backyard. The site includes a comprehensive golf course directory, as well as features, course reviews, restaurant and lodging reviews, issue archives, blogs and more. We offer several options to reach golfers for a very low cost.

ZONES	SIZES	RATES
BIG BOX	300 X 250 – IAB MEDIUM RECTANGLE	\$1500
	336 X 228 – IAB LARGE RECTANGLE	\$1700
	300 X 600 – IAB HALF PAGE	\$2000
RECTANGLES	180 X 150 – IAB RECTANGLE	\$500
LEADER	728 X 90 – IAB LEADERBOARD	\$1400

- Maximum Initial Download Fileweight: **40k**
- Recommended Animation Length (Seconds): **15**
- File types: **swf, jpg, gif**
- Duration: **1 month**

Share of voice

- 5 advertisers max per zone.
- Roadblocks and homepagesponsorships may be available. Contact a sales rep for details.

Production Guidelines

Rich media

If you are supplying a Flash swf file, an embedded link and a gif or jpg alternative must included. Madavor Media uses the IAB ad standards & creative guidelines: http://www.iab.net/iab_products_and_industry_services.

Publisher discretion

Madavor Media, at its sole discretion, reserves the right to refuse ad materials that detract from the user experience of its sites or are not in keeping with the spirit of its brands.

E-Newsletter Advertising Rates

Bi-weekly e-newsletters are delivered to golf enthusiasts across the country, offering the most up-to-date information on golf travel deals, special features, gear, gadgets and more.

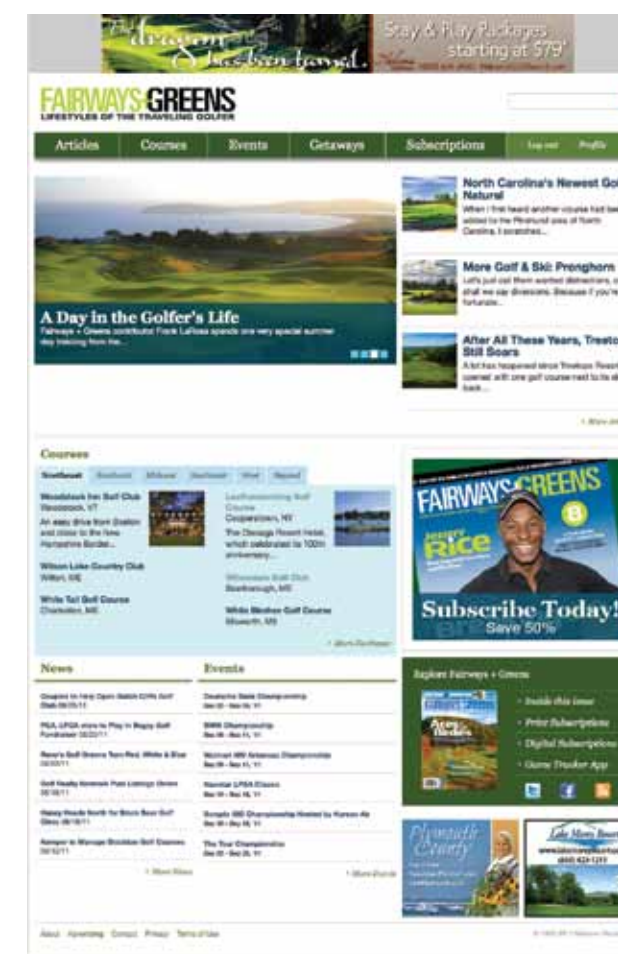
SIZE	RATE
180x150 pixels	\$500

- Special dedicated e-blasts are available on a limited basis. Please ask your sales rep about available dates.
- Maximum Initial Download Fileweight: **40k**
- **No Animation**
- File types: **jpg, gif**
- Additional sizes may be available upon request.
- Sole sponsorship and custom messaging opportunities are available. Please contact a sales rep for details.

Special Online Opportunities

Run of site, roadblock, section sponsorship and video options are available, plus:

- **Featured Course listings**— For ultimate exposure and brand association, feature your course on our home page and courses landing page
 - **Essential Destination multimedia packages**—Our turnkey packages incorporating print, web, video and social media deliver a full-circle branding experience.
 - **Game Tracker**—Go mobile and sponsor our Game Tracker app for iPhone and Windows mobile devices.
- Much more** – Contact a sales rep to learn more about any of these opportunities or to craft a custom campaign for your brand.



Further Information

Billing Policy: Upon credit approval, all payments are due upon receipt. All advertisements under \$250 must be prepaid. Prepayments (if required) are due by the material due date and can be made via check, money order or credit card. Publisher reserves the right to charge \$15 each time for declined credit card and returned checks. Advertisers and agencies are held jointly and severally liable.

Protection Clause of Publisher: All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trademark or copyright of others. The advertiser and/ or agencies hold the publisher harmless from any and all liabilities and claims that may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information: All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher's liability is limited to the cost of the ad or portion thereof.



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Lifestyles of the Traveling Golfer

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