

# www . TRAVELING GOLFER . net

Reach North American golfers who travel to pursue their passion... **RATE CARD**



## ABOUT THE TRAVELING GOLFER

### Our Readers

- 35,000 (and growing) subscribers to monthly newsletter
- Aged predominantly 35-55
- 74% of readers are male
- 80% Canadian, 20% American
- Canadian subscribers are primarily from Ontario & Quebec
- US subscribers are mainly from OH, MI, PA and NY

*Our subscribers are passionate about the game and travel in pursuit of their passion.*

### Our Marketing Concept

- Library of information about various golf destinations
- Insight that will allow golfers to make informed decisions about their next golf destination
- A venue for our advertisers to promote their product to Canadian golfers and our growing base of golfers in the North Eastern United States

*We are partners with our advertisers and work to get the message out to the right audience.*

“In the business of building your business”

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## BENEFITS

The Traveling Golfer is dedicated to connecting you with our 35,000 (and growing) subscribers. Targeted golfers who have chosen to subscribe and receive a monthly E-Newsletter with information on golf destinations, unique golf courses, "Stay & Play" Packages and some of the hottest deals that they will not want to miss!

### Contests

- Promoted for a three-month time frame on both the website and E-Newsletter
- The on-line contest provides added value to the reader – a chance to win! – plus provides an exclusive opportunity for advertisers
- Follow-up articles and photographs are included in both the newsletter and website

### Great Deals

- One of the most visited sections on both website and newsletter
- Creates an immediate call to action for the reader to take advantage of current specials being offered
- Limited to five advertisers each month

### New this year!

In order to continue to develop and grow, we have met with both readers and advertisers to ensure the information provided on both e-newsletter and website is current, informative, and desired. Traveling Golfer is pleased to introduce two new sections to the site.

### Nine & Wine

- Combines two favorite pastimes of our affluent readers
- Featured stories will provide details about specific wine regions and wines, various wine tours that you might consider after a day on the links as well as introducing golf and wine vacations
- Monthly featured wine picks from selected wine editors
- Other unique and related findings - Wine outlets and boutiques, novelties and more!

### Travel with Style

- Dedicated to providing information about performance products, fashion, and the latest trends in the golf world
- Provides information female readers have requested

## ADVERTISING RATES (3 month minimum required on all bookings)

### E-News Marketing



	per Month	Annual	Pixels
Top Banner	\$1,000	\$10,000	486 x 100
Bottom Banner	\$500	\$5,000	486 x 100
Double Tile	\$700	\$7,000	192 x 144
Single Tile	\$500	\$5,000	192 x 72

### Website Homepage



	per Month	Annual	Pixels
Top Banner	\$1,000	\$10,000	486 x 100
Bottom Banner	\$500	\$5,000	486 x 100
Double Tile	\$700	\$7,000	192 x 144
Single Tile	\$500	\$5,000	192 x 72

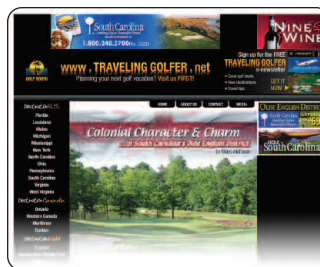
### Destination/Specialty Pages (Wine & Travel with Style)



	per Month	Annual	Pixels
Top Banner	\$600	\$6,000	486 x 100
Feature Story*	\$750	–	
Double Tile	\$400	\$4,000	192 x 144
Single Tile	\$200	\$2,000	192 x 72

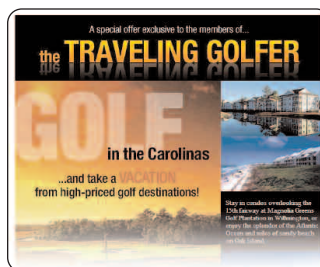
\* Feature story remains on website for a minimum of 1 year.

### Individual Story Rates



	per Month	Annual	Pixels
Top Banner	\$200	\$2,000	486 x 100
Double Tile	\$150	\$1,500	192 x 144
Single Tile	\$100	\$1,000	192 x 72

### Other Services



	Rate
E-Blast (pictured)	\$2,500
Lead Story - E-Newsletter	\$2,500
Secondary Story - E-Newsletter	\$1,500
Monthly Special	\$750