

GolfSouth®

The Golf Magazine of Alabama, Florida, Mississippi, Tennessee and Georgia

Overview

Since 1994, published five times a year, **GOLFSOUTH** provides golfers throughout Alabama, Florida, Mississippi, Tennessee and Georgia with informative features on golf in their area.

Our Readers

With an ever-increasing circulation of 60,000+ golfers, **GOLFSOUTH'S** readers are golf enthusiasts, business owners, professionals and executives.

- * They are 81% male, 19% female.
- * Over 78% have incomes of \$90,000-\$200,000 and 93% own their own homes.
- * 63% own secondary residences valued at over \$175,000 - \$250,000.
- * 90% take at least one golf related vacation a year, while 60% average two or more.

Editorial Content

- * Golf course reviews and golf travel features.
- * Golf related human interest stories.
- * Tournament previews and reviews.
- * Scoreboard and Calendar, and much, much more...

Distribution

- * 70 top golf facilities in our circulation area (50 free copies to each course).
- * Subscribers.
- * Complimentary List.
- * State and City Visitors Bureaus.
- * Selected Resort Hotels.
- * Every golf facility in the Dixie Section of the PGA.
- * Additional distribution annually at the Regions Charity Classic Champions Tour event, plus at many other charity events held throughout our circulation area.

Website

- * Printed magazine is now available online in an identical digital version, and includes hyperlinks from advertisers on the virtual page to their websites.
- * More than 120 course reviews of facilities throughout the Southeast are archived, as are human interest profiles of many well known Alabama golfers.
- * Exclusive position on Alabama's largest website: www.al.com has over 822,000 unique monthly visitors, with 51 million page views per month.
- * www.golfsouthmagazine.com is averaging over 5000 visitors per month, with significant click through activity.

For more information

Contact Charley Booth, Account Executive Phone: (205) 910-5052
cbooth@golfsouthmagazine.com or Bill Crawford, Publisher of GolfSouth Magazine, for more information and advertising rates. Phone: (205) 879-8622.

GolfSouth®

The Golf Magazine of Alabama, Florida, Mississippi, Tennessee and Georgia

Market Survey	
Sex:	Male 81% Female 19%
Marital status:	Married 85% Unmarried 15%
Age:	20-29 15% 30-39 35% 40-49 28% 50+ 22%
College graduates:	85%
Readers with children under 19:	52%
Total family income:	50,000-74,999 18% 75,000-99,999 38% 100,000-149,999 24% 150,000-199,999 16% 200,000-Above 4%
Occupation:	CEO 15% Upper Management 29% Middle Management 15% Professional 30% Self-Employed 18% Sales 22%
Type of Residence:	Apartment 5% House 95% Rent 7% Own 93%
Approximate value of Residence:	100,000-149,999 10% 150,000-199,999 20% 200,000-249,999 30% 250,000+ 40%
Own two or more automobiles:	98%
Own a secondary residence:	63%
Value of secondary residence:	Between 175,000 - 250,000
Golf related vacations in an average year:	One 90% Two or more 60%
States most visited:	Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, Louisiana & Mississippi.

GolfSouth®

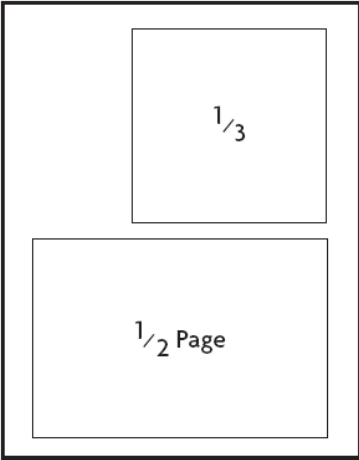
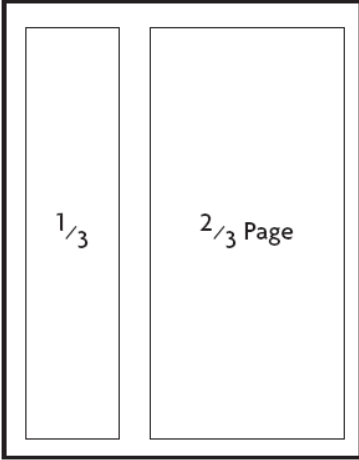
The Golf Magazine of Alabama, Florida, Mississippi, Tennessee and Georgia

Mechanical Specifications

The Magazine measures 8.5" x 10.875" at final trim. Editorial content is formatted into three columns.

Please adhere to these measurements when creating your advertisement for *GOLF SOUTH*.

Ad sizes shown at 30% of actual size of magazine.

	Size	Wide	Tall
	Centerfold	15"	9.75"
	Bleed	17"	11.25"
	Full Page	7"	9.75"
	Bleed	8.75"	11.25"
	2/3 Page	4.625"	9.75"
	1/2 Page	7"	4.75"
	1/3 Vertical	2.25"	9.75"
	1/3 Square	4.625"	4.625"

Advertisements for this publication should comply to the following guidelines:

- ⊕ PDF files are not acceptable.
- ⊕ Film is no longer accepted, nor can files be accepted by e-mail.
- ⊕ Camera-ready artwork must be scanned to electronic format.
- ⊕ All materials must carry a minimum 133 or maximum 150 line screen.
- ⊕ All advertisers are required to provide a printed proof of their advertisement.
- ⊕ Include the name and contact information of the organization placing the advertisement.
- ⊕ Electronic documents should be **MACINTOSH** format and include **ALL** fonts and images.
- ⊕ Files must be submitted as electronic files saved on a **ZIP** disk or **MACINTOSH** formatted CD.
- ⊕ The **ONLY** acceptable electronic files are: **PHOTOSHOP, ILLUSTRATOR, Freehand EPS** and **QUARK XPRESS**.
- ⊕ The Editor must deem advertisement acceptable in terms of appearance before it is published in *GOLF SOUTH*.

Shipping address for materials: **GOLF SOUTH**
 1776 Independence Court
 Suite 103
 Birmingham, Alabama 35216

GolfSouth[®]

The Golf Magazine of Alabama, Florida, Mississippi, Tennessee and Georgia

GolfSouth Magazine 2012 Advertising Deadlines

Issue	Closing Date	Ad Materials Due
February/March	January 10	January 13
April/May	March 13	March 16
June/July	May 8	May 11
August/September	July 17	July 20
November/December	October 2	October 5

* Editorial content to be determined.