

GOLF & Leisure guide

2010 Media Kit

www.golfguideus.com
ad@golfguideus.com

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Mission Statement

Golfguide & Leisure is specifically customized to fulfill Korean Americans' golf needs. We are committed to provide the most up-to-date and useful contents as well as building strong networks within the golf industry. Our contents not only focus on the national news, but also on the local news of Korean American community to become a reader-friendly magazine.

We show our deepest appreciation for our readers and advertisers for our accomplishments to be the #1 Korean golf magazine in the United States.



Editor-in-Chief **Stan Lee**
/ Golfguide & Leisure Magazine

Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates

Overview

For over 16 years, Golfguide & Leisure has been the industry's leader in publishing the highest quality golf magazine in Korea. **Therefore, we successfully became the official in-flight golf magazine for Korean Air.** We are recognized as one of the top publications in professional content and editorial management as well as superior graphic work & paper quality. In 2006, we had our successful launch in the United States to serve 3 million Korean Americans living in the United States. In addition, growing immigrants' demands surpass the supply of golf industries in areas such as news, equipment, golf courses, lessons, apparel, accessories and more. In addition, the PGA and the LPGA are dominated by Korean players, which create a strong backbone within our golf community. Moreover, it is a proven fact that the Korean Americans have the strongest buying power when it comes to golf equipment and considered to be the most avid golfers out of all other ethnic groups.

Content Management System(CMS)

Golfguide & Leisure collaboratively create, edit, review, index, search, publish and archive various kinds of golf information to provide the most valuable and useful contents to our readers.

Content Management

- 30% Golf Lessons
- 20% Golf News(*National & Local*)
- 20% Golf Equipment & Facilities
- 10% Leisure(*Travel*)
- 10% Health & Food
- 10% Golf & Leisure related Educational Editorial

'Keep the Book' Survey

- 87% of our readers keep Golfguide & Leisure magazine for more than 3 months
- 73% for more than 6 months
- 52% for more than 9 months
- 49% for more than 12 months

Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates



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Target Demographics

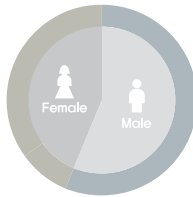
Population

U.S. Population	301 Million
Korean Population in U.S.	3 Million
Korean Population in CA	1.2 Million

Golfguide & Leisure Readership Demographics

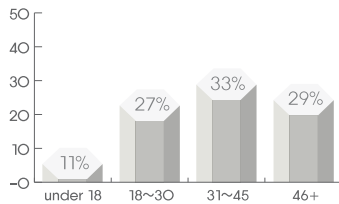
Gender

Male	58%
Female	42%



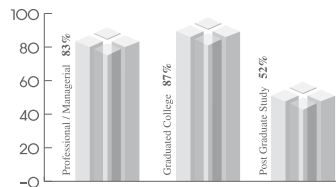
Age

Under 18	11%
18~30	27%
31~45	33%
46+	29%



Education

Professional / Managerial	83%
College Graduate	87%
Post Graduate Study	52%



Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates

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Golfguide & Leisure believes in partnership and networking. Currently, we are partnered with various companies to utilize every aspects of business we can encounter.

Advertisements for targeting niche market: Korean Americans

Editorial support for Clients when requested
Public relations management through Golfguide & Leisure magazine
Sponsorship opportunities to various golf tournaments and events
Golf related business development and consulting
Building network between advertisers
Using our Korea's issues to advertise and PR for international marketing

Golfguide & Leisure currently hosts a special TV Golf program(So.Cal Air Channel 44)

In addition, our contents are sold and distributed to various Korean Medias such as 'the Korea Sun' in Vancouver, Canada and a Korean portal website <http://www.koreaportal.com>.

Digital Marketing System(DMS)

Website

Golfguide & Leisure's website (www.golfguideus.com) is a content-based site to provide convenience of 24-hour search for our avid readers. It includes product reviews, lessons, tips, tournament news, player information, golf course reviews & etc.

E-newsletter

Golfguide & Leisure e-newsletter is sent out once a month to give previews of the next issue as well as hot events within the golf industries.

Tee Time Booking Engine

Golfguide & Leisure's website offers a booking engine for tee time reservations on hundreds of golf courses in Southern California region. Our readers can read the golf courses' reviews and book tee times at the same time. A true one-stop golf shopping mall is a click-away!

E-Marketing

Golfguide & Leisure has a database of email addresses which can be used as a e-blast. Advertisers can use this option to reach out the digital readers to create synergy effects.

Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates

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Circulation & Distribution

Golfguide & Leisure magazines are distributed through the most effective circulation channels to provide the best advertising results. Golfguide & Leisure magazines are available at golf courses, golf driving ranges, golf tournaments & events, golf schools, hospitals, law offices, schools, shopping areas, restaurants, coffee shops, hotels, fitness clubs, public saunas, beauty salons & etc.

Total Circulation	20,000
So.Cal	14,000
East Coast	6,000
Total U.S. Subscribers	4,423
So.Cal	2,651
East Coast	1,772
Total Readership	
Prints	75,000 per issue
Prints & Digital	150,000 per issue
Bookstore Retail Price	\$4 per issue
Annual Subscription Price	\$29.99

Distribution Channel

Mailing Service: 6,000 issues mailed out to subscribers, CEOs, marketing directors, public relations, golf courses, golf driving ranges, golf tournaments & events, golf schools, hospitals, law offices, schools, shopping malls, restaurants, coffee shops, hotels, fitness clubs, public saunas, beauty salons & etc.

Local Distribution: 10,000 issues are spread throughout KoreaTown in Los Angeles, Orange County, Inland Empire, Ventura, San Diego, San Francisco, New York, New Jersey.

Sponsorship & Donation: 4,000 issues are used to sponsor local golf tournament, charity events, junior golf schools, indoor screen golf facilities and golf events.

Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates

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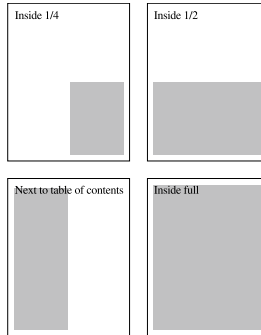
Communications

Title	Golfguide & Leisure
Frequency	Monthly(12 issues per year)
Specs & Size	Lettersize 8.5 x 11
Color	Full Color Printing
Deadline	15th

Rates

Print

AD Size	Price		
Back Cover	\$6,000		
Inside front 2, 3 pages	\$4,000		
Inside back 2, 3 pages	\$3,500		
Premium pages (1 ~ 17 pages)	\$2,500		
Cover Banner	\$1,000		
Next to table of contents (1/2 size)	\$2,000		
Inside Full	\$1,500		
Inside 1/2	\$1,000		
Inside 1/4	\$800		



Korea's Edition & Website Banner Rates
 Please call for special combined rates.

Contents

Mission Statement

Overview

Content Management System(CMS)

Target Demographics

Added Value

Digital Marketing System(DMS)

Circulation & Distribution

Communications

Rates

