

# Athlon® Sports™

AMERICA'S PREMIER SPORTS PUBLISHER

YOUR COMPLETE GOLF SOURCE

- **ABC AUDITED**
- **GUARANTEED PRINT RUN**
- **DIGITAL / WEB MEDIA / SPONSORSHIPS**



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10 Years On Newsstands



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# GOLF

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## ATHLON® SPORTS™ PREMIER GOLF ANNUAL & SPORTS TITLES ARE ABC AUDITED & MRI MEASURED ALL HAVE QUALIFIED READERSHIP DELIVERY

*'The most assured way of **reaching your key market** of influencers and leaders, executive travelers and serious golfers & sports fans for every sport all year nationwide*

- Specific and defined audience including C- Level and senior level executives, Corporate Professionals and Managers
- Majority owning their primary home
- Average net worth of \$1,000,000 and more
- Over 25% owning a second or vacation home plus a second car
- An approximate HHI target of \$200,000+
- Affluent and luxury-minded
- Executives, managerial, professionals
- Travelers & first class air, luxury & first class hotels and limousine services
- Business owners, consumer electronic user: computing & circulation

### HOW WE DELIVER THIS PROMISE...

- Strong targeted distribution network
- We guarantee that highly defined consumer markets are reached
- Businesses, professionals, professional athletes and consumers
- We have built a well-defined and captive audience over ten years
- We ensure key distribution targets are pre-qualified using Prizm technology
- We have developed exclusive and significant "out of home" and newsstand distribution outlets

*We can do all of this because Athlon® Sports™ is the Premier Sports Publisher with coverage of all major sporting events, to include the PGA, NASCAR, NFL, NCAA, MLB, NBA, Champions Tour, LPGA.*





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## WHAT YOU REALLY NEED TO KNOW

**Driving to Success!** Athlon Sports Golf is compiled and designed to be the most comprehensive and indispensable publication available to the upcoming golf season. It covers PGA Tour, Champions Tour, LPGA events, key players, travel plus health and instruction – reaching a massive audience via retail, hospitality, and out of home distribution (for full details, go to page 4).

**Premier Athlon Sports Golf Annual?** This Annual is produced to the highest specifications. For the content, we assign top golf writers and photographers. The result guarantees the very highest standards of editorial writing and photographic images. This ensures that the Athlon Sports Golf Annual is not only an invaluable source for every golf enthusiast; the Annual is also constantly referred to throughout their 12-month shelf life.



**Why advertise in Athlon Sports Golf?** Finding the most effective way of reaching leaders and influencers is never easy. But Athlon Sports delivers the solution. It targets directly this exclusive market, in the most cost effective way, too! Yes, this Annual reaches the heart of corporate America (and golf is close to their hearts!). Via this route, you'll have unparalleled access to this highly defined and affluent sector and reader.

*Research shows that Athlon Sports Golf readers have substantial disposable incomes. And they are positively influenced by advertising while they are constantly making choices as they buy luxury goods, financial products, cars and real estate.*

Athlon Sports provides consistency to your message with 12 months' exposure week in, week out, for a one-time spend.

## What will advertising in Athlon Sports Golf do for you?

It will support the credibility of your brand by association with the integrity of our Premier Golf Annual and affluent audience. It will enable you to communicate with your most profitable customers – corporate executives, decision makers, business professionals, affluent executive travelers and professional athletes.

Advertising in the Annual will enable you to reach out to the real people who buy your products. This way you'll stay a step ahead of the competition in a rapidly changing business environment.



## What else do we offer?

**CUSTOM COVERS** – these can be customized with your company's own logo. A great corporate gift and an excellent way to enhance your special customer relationships!

**EVENT ACCESS** – We can even provide passes to Official Professional events for you to pass on to your company's own VIPs. Golf events, custom trips and golf outings and Elite-8 tour instructions.





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**AUDIENCE REACH MULTIPLIER, DATABASE TECHNOLOGY, TARGETING DISTINCT ADVANCES USING PRIZM TO IDENTIFY VENUES MATCHING GOLFER DEMOGRAPHICS**

### BOOKSTORES NATIONWIDE

Located throughout the U.S. in Barnes & Noble, Borders, Books-A-Million, Waldenbooks

### PROMINENT U.S. NEWSSTANDS & MAGAZINE SHOP DISTRIBUTION THROUGHOUT THE U.S.

### U.S. AIRPORTS, TERMINALS & PARADIES AIRPORT SHOPS NATIONWIDE

### DELTA CROWN AIRPORT LOUNGES

Copies are available in all 40 lounges for the use of Business and First Class passengers.

### IN-FLIGHT AND AIRPORT LOUNGES

Available in-flight and in over 150 VIP lounges included American Airline, British Airways, Virgin Atlantic, Air Canada, Air France, Lufthansa, Emirates Airline

### PRIVATE JETS

Net Jets, Bombardier, Flex Select

### CAREY LIMOUSINES

Available to VIP customers in Premier Chauffeur Cars  
70,000 passengers every month

### NATIONAL CAR RENTAL

Available through the Emerald Clubs

### STARWOOD HOTELS & RESORTS

Available in guests rooms at top golf resorts

### EXCLUSIVE GOLF RESORTS

Available in the rooms of some of the finest hotels and golf resorts (including Luxury Collections & St Regis, Ritz Carlton, Marriot Golf, Hilton Hotels, Lodge at Pebble Beach, Grand Palms Hotel and Golf Resort, Phoenician Resort, Palo Alto Hills Golf & Country Club, PGA National, Palmetto Dunes Resort and Cliff Park Inn)





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## TPC (TOURNAMENT PLAYERS CLUBS) LOCATIONS NATIONWIDE

## VIP GOLF, COUNTRY CLUBS

Distributed to the private membership of over 100 top clubs

## HOSPITALITY FACILITIES - 18 CONSUMER GOLF SHOWS NATIONWIDE

Complimentary copies available targeted to avid Golfers

## SPORTS AGENTS & AGENCIES

To marketers and athlete agents, influencers and shakers

## VIP BUSINESS LOUNGES

Business centers nationwide plus leading professionals, managers, physician and medical offices and high income demographics

## OUT OF HOME (OOH) DISTRIBUTION

In the offices of some of the top private physicians & demographics in the U.S.

- Customer bound copies via Athlon Sports custom marketing!
- ABC verified reporting platform / MRI data distribution data (RPC)
- Independent editorial content, with top professional freelance writers and instructors

# DELIVERING a readership in excess of 4.9 MILLION

Athlon Sports Golf Annuals use a combination of newsstand, targeted mail and out of home (OOH) technology to provide enormously effective and efficient distribution. Efficient distribution delivers high audience readers per copy and volumetrics high demographics and income locations targeted by Prizm to identify venues that match Golf audiences and their characteristics.





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**ATHLON® SPORTS™ PREMIER GOLF ANNUAL PROVIDES CONSISTENCY TO YOUR MESSAGE**

**WITH 12 MONTHS' EXPOSURE — WEEK IN, WEEK OUT, NATIONWIDE — FOR A ONE-TIME SPEND.**

ATHLON® SPORTS™ GOLF	NET
FULL PAGE	\$49,950
SPREAD	\$74,900

2010 RATE CARD

## MEDIA SPECIFICATIONS

1. Listed below are the CTP File types accepted

- PDF or PDFX-1a

2. Native Application Files\*:

- Quark XPress 3.32-7.5
- Photoshop (All Versions)
- Illustrator (All Versions)

\*Please Include with file all SUPPORTING FILES used in ad.

Athlon requires that all submitted digital files come with a digital proof that follows SWOP Standards.

### CORPORATE OFFICE:

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### PRODUCTION CONTACT:

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## TECHNICAL SPECIFICATIONS

**Full Page Ad**  
 Trim Size: 8 x 10 1/2  
 Bleed: 8 1/2 x 11  
 Safety: 7 1/2 x 10

**Two Page Spread Ad**  
 Trim Size: 16 x 10 1/2  
 Bleed: 16 1/2 x 11  
 Safety: 15 1/2 x 10

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**ATHLON SPORTS COMMUNICATIONS, INC.**

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