

TROON

golf & travel

DESTINATIONS / PURSUITS / LIFESTYLE



2012 MEDIA KIT

ABOUT TROON GOLF & TRAVEL

TROON GOLF & TRAVEL is a bi-monthly eMagazine and a quarterly print magazine geared to “avid/upscale” golfers who love the game and the lifestyle that surrounds it. Our editorial products focus on the magnificent places we play our favorite game and the fascinating and dynamic people we encounter along the way.

Through insightful reporting, vivid photography and contemporary design, our features and columns bring alive the world of golf from the lush, tropical golf courses of Hawaii to the mountain-ringed tracks in Colorado and Utah; from the orange leaves of fall in Vermont and the Northeast to the winter havens of Florida and Arizona.

But our editorial coverage does not stop in our own backyard. Since golf is an international game of travel and exciting destinations, and since Troon is an internationally renowned management company, other features of interest to our readers include idyllic golf escapes in such destinations as Scotland, the Caribbean, Mexico, Australia and Asia.

TROON GOLF & TRAVEL is designed to fuel its readers’ passion for the “spirit of the game” and the luxury lifestyle that envelops it. So in addition to spotlighting the best golf courses in the world, our coverage includes: resorts, spas, cuisine, wine and spirits, cigars, fashion, electronics, vacation homes, automobiles, jewelry and much more.

OUR MISSION:

to deliver a memorable read in an eye-catching package to golfers who make the most of life.



WESTIN LAS COLINAS

PRODUCTS & CIRCULATION

TROON GOLF & TRAVEL

—eMagazine

A bi-monthly electronic magazine focused on domestic and international travel destinations, the alluring lifestyle that surrounds the game of golf and "the spirit of the game." The eMagazine will be emailed to 325,000+ opted-in Troon Rewards members, Troon players and opt-in golfers. It will also be available for download in the iTunes store via iPad and iPhone apps.

TROON GOLF & TRAVEL

—Print

A quarterly annual print magazine (9" X 10.75") containing feature stories on destinations, columns by some of the world's most renowned golf writers, golf travel guides, a comprehensive directory of Troon facilities and more. The print magazine will circulate 40,000 copies at Troon-managed courses, in-room at Troon partner hotels, national and international newsstands and by direct mail to Troon Card holders and other paid subscribers.

TROON PRIVÉ CONNECT

—eMagazine

An eMagazine centered around Troon's private club experience that circulates bi-monthly by email to 16,000+ members of Troon-managed private clubs. The content mirrors *TROON GOLF & TRAVEL*, but includes additional features and news on private clubs and their members in the Troon portfolio.

TROON GLOBAL ACCESS WEBSITES—

The central hub of Troon worldwide websites where golfers go to research Troon facilities, book tee times, access the electronic magazines and more.



READER PROFILE

AGE/GENDER/EDUCATION

I. Troon G&T Reader Age

- a. 18-34 9%
- b. 25-49 35%
- c. 35-54 44%
- d. 55-64 34%
- e. 65+ 14%

II. Troon G&T Gender

- a. Male 90%
- b. Female 10%

III. Troon G&T Reader Education

- a. Some College (Assoc. Degree) 24%
- b. 4-Year College Degree (BA, BS) .. 44%
- c. Masters, Doctoral, Prof. Degree 28%

MARITAL STATUS

- a. Married 82%

HOUSEHOLD INCOME

- a. \$100-\$150K 34%
- b. \$150-\$250K 26%
- c. \$250K+ 15%

EMPLOYMENT STATUS

I. Employment Status

- a. Employed (wages, salary) 55%
- b. Self-Employed (entrepreneurs) ... 22%
- c. Retired 21%
- d. Other (homemaker, student etc) 2%

AUTOMOBILE PREFERENCES

What does a Troon G&T Reader Drive

- a. Luxury Sedan 35%
- b. SUV 42%
- c. Sports Car 12%
- d. Own 91%
- e. Lease 9%

DO YOU OWN A SECOND HOME?

- a. Yes 46.5%

GOLF EQUIPMENT SPENDING

I. Golf Equipment Spending Levels (per year)

- a. \$100-500 14%
- b. \$501-\$1,000 25%
- c. \$1000+ 61%

II. Where do you most often buy golf equipment such as wedges, putters & drivers?

- a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores) 81.4%
- b. Green Grass Facilities (such as a Troon Course) 10.1%
- c. Online & other 8.6%

III. Where do you most often buy golf balls, gloves, etc.?

- a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores) 72.1%
- b. Green Grass Facilities (such as a Troon Course) 11.6%
- c. Online & other 16.3%

IV. Where do you most often buy golf apparel?

- a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores) 17.1%
- b. Green Grass Facilities (such as a Troon Course) 37.2%
- c. Online & other 9.3%
- d. Department Stores & Shopping Malls 36.4%

TRAVEL & VACATION & GOLF

I. Troon G&T Readers Rounds Played Per Year

- a. 1-20 rounds 16%
- b. 21-40 rounds 34%
- c. 40+ rounds per year 50%

II. How many rounds do Troon G&T Readers Play 100+ miles from home

- a. 1-20 rounds 82%
- b. 21+ rounds 18%

III. How many days per year do Troon G&T readers vacation

- a. 1- 10 days 16%
- b. 11-20 days 36%
- c. 21+ days 48%

IV. What are the international destinations of choice for Troon G&T Readers

- a. UK (Ireland, Scotland, Wales): 60%
- b. Mexico: 26%
- c. Canada: 23%
- d. Europe: 21%
- e. Other (Australia, Asia, Dubai, UAE): 23%

Troon Member Surveys / June & October 2010.

eMAGAZINE RATES

2012 eMagazine Rates

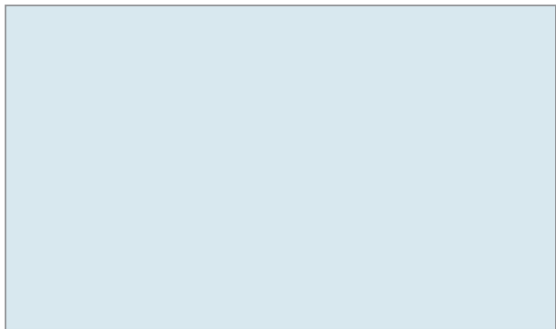
Ad Size	Frequency	Rate	Ad Size	Frequency	Rate	Add-Ons		
Full Page	1x	\$2,750	1/3 Page	1x	\$1,200	BRC	\$1,000 (per)	
	3x	\$2,060		3x	\$900	Video Blow-in.....	\$750 (per)	
	6x	\$1,650		6x	\$720	Video embedded.....	\$750 (per)	
Spread	1x	\$4,400					Banner in Digital Version.....	\$500 (per)
	3x	\$3,300						
	6x	\$2,640						
1/2 Page	1x	\$1,650						
	3x	\$1,238						
	6x	\$990						

Guaranteed circulation of 341,000+ via email to opted-in players of Troon courses. (eMagazine is blasted to entire list three times over the course of the two-month issue cycle: the initial email blast plus two reminder blasts.)

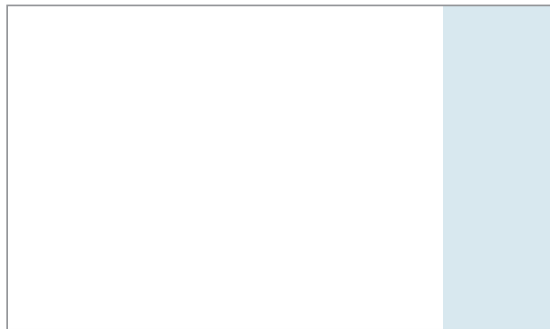




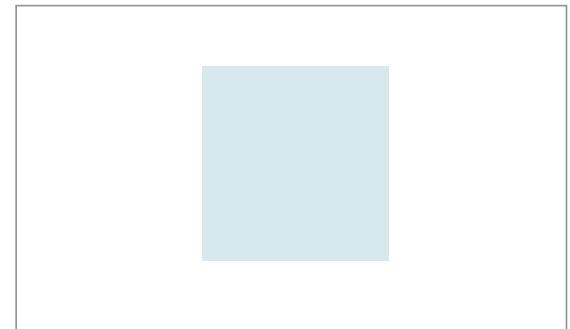
eMAGAZINE MECHANICAL SPECS



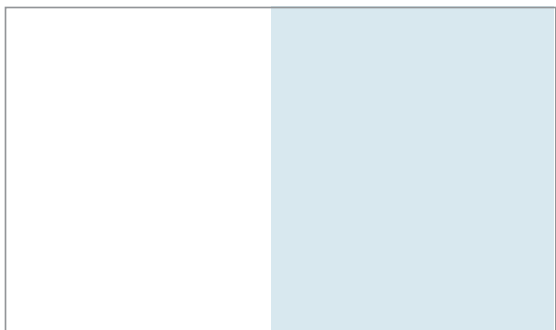
SPREAD
(Width x Height) 18" x 10.75"



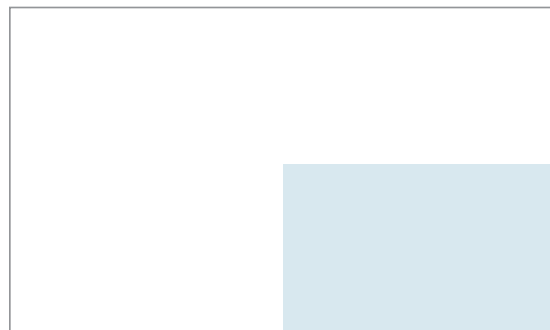
1/3 VERTICAL
3" x 10.75"



BRC POP-UP
4" x 6"



FULL PAGE
9" x 10.75"



1/2 PAGE HORIZONTAL
9" x 5.375"



1/2 PAGE ISLAND
5.45" x 7.5"

Ads to come PDF X-1a formatted with high resolution (300dpi) images, and all fonts and links embedded.
Space/materials close is 7 days prior to first insertion.

PRINT MAGAZINE RATES

2012 Print Rates

ADVERTORIAL

1-page package	\$1,500
2-page package	\$3,000
4-page package	\$4,500

NOTE: TROON COURSE PACKAGES ARE CUSTOM DESIGNED ADVERTORIALS. CLIENT SUPPLIES TEXT AND IMAGES AND IS PROVIDED A PROOF FOR APPROVAL PRIOR TO PRINTING. THESE FEATURES WILL APPEAR AS PART OF THE WORLD OF TROON DIRECTORY IN THE BACK OF THE MAGAZINE.

1-PAGE PACKAGE



2-PAGE PACKAGE



4-PAGE PACKAGE

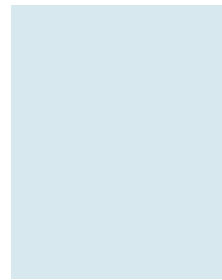


DISPLAY RATES

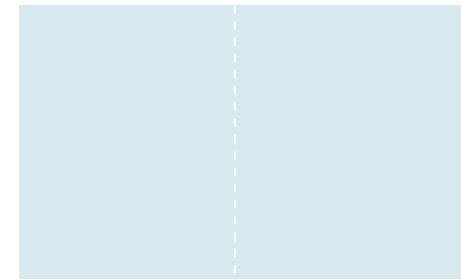
	1x	2x	4x
Full Page	\$10,000	\$7,500	\$6,000
Spread	\$18,250	\$13,688	\$10,950
1/2 Page Horizontal or Island	\$5,500	\$4,125	\$2,475
1/3 Page Vertical	\$3,750	\$2,815	\$1,690

Additional 25% premium on covers and special positioning.

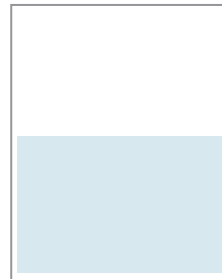
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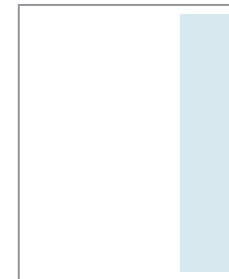
SPREAD



1/2-PAGE HORIZONTAL



1/3-PAGE VERTICAL



Guaranteed circulation of 381,000 which is a combination of 40,000 print copies (newsstand, green grass, in-room at partner hotels, direct mail) and 341,000+ digital copies sent to opted-in players of Troon courses.

PRINT MAGAZINE MECHANICAL SPECS

MAGAZINE DIMENSIONS

	WIDTH	HEIGHT
Trim	9"	10.75"
Live Area	8"	9.75"
Bleed Size	9.5"	11.25"

LIVE AREA

All live copy should be kept within this area. 1/2" inside from all trim edges

BLEED SIZE

extends 1/2" out from all edges

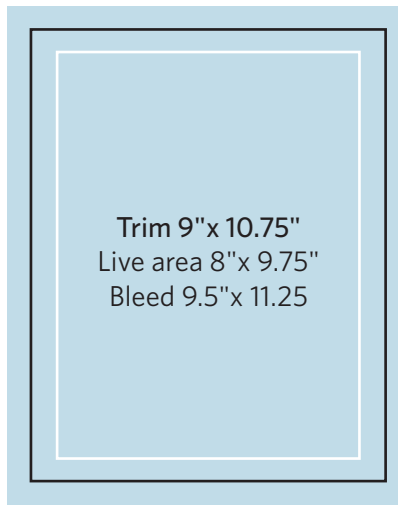
Submitted Ads should be PDF X-1a formatted with high resolution (300dpi) images, and all fonts and links embedded.

Send via email to: gilbertkevin@mac.com

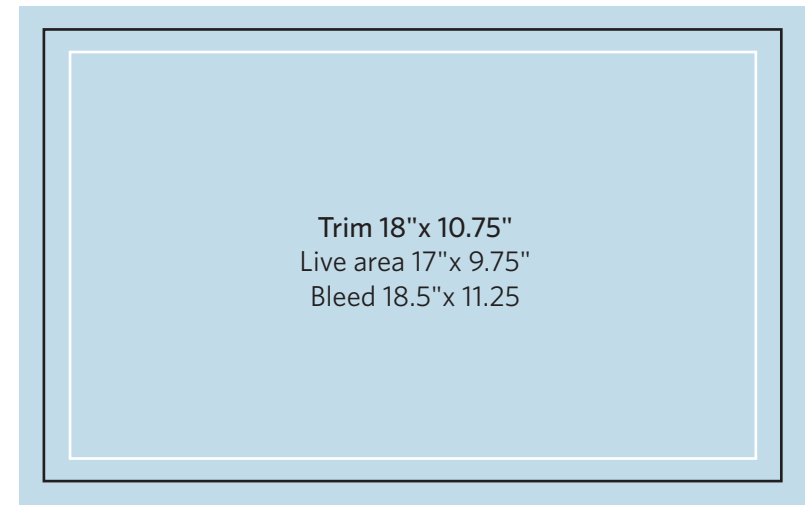
Files exceeding 10MB should be delivered via YouSendIt (or similar service); or contact email above for FTP instructions.

Space/materials close is 7 days prior to first insertion.

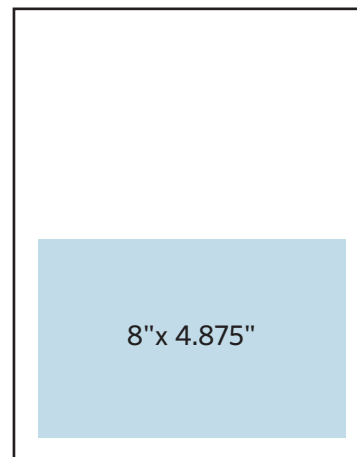
FULL PAGE AD



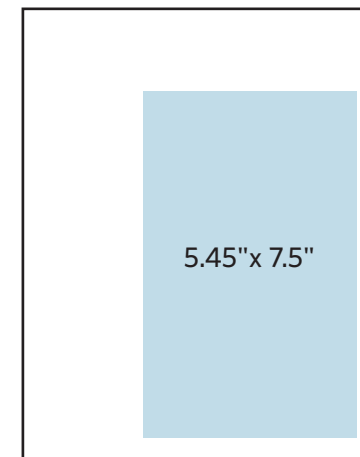
FULL PAGE SPREAD AD



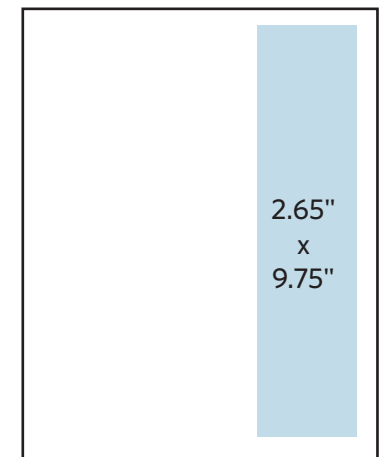
1/2 HORIZONTAL AD



1/2 ISLAND AD



1/3 VERTICAL AD



2012 AD CLOSING DATES & ISSUE SCHEDULE

PRINT

SPRING *February/April*

Dec. 5 Custom Covers close
 Jan. 5 Ad Sales close/materials due
 Jan. 17 Printed magazines mail to database;
 ship to courses

SUMMER *May/July*

March 6 Custom Covers close
 March 27 Ad Sales close/materials due
 April 17 Printed magazines mail to database;
 ship to courses

FALL *August/October*

June 5 Custom Covers close
 June 26 Ad Sales close/materials due
 July 17 Printed magazines mail to database;
 ship to courses

WINTER *November/January*

Sept. 4 Custom Covers close
 Sept. 25 Ad Sales close/materials due
 Nov. 15 Printed magazines mail to database;
 ship to courses

eMAGAZINE

January/February

Dec. 20 Ad Sales close
 Jan. 14 eMag blasts
 Jan. 19 Reminder email 1
 Feb. 1 Reminder email 2

March/April

Feb. 20 Ad Sales close
 Mar. 3 eMag blasts
 Mar. 8 Reminder email 1
 Apr. 3 Reminder email 2

May/June

Apr. 20 Ad Sales close
 May 5 eMag blasts
 May 10 Reminder email 1
 June 5 Reminder email 2

July/August

June 20 Ad Sales close
 July 7 eMag blasts
 July 12 Reminder email 1
 Aug. 2 Reminder email 2

September/October

Aug. 20 Ad Sales close
 Sept. 6 eMag blasts
 Sept. 13 Reminder email 1
 Oct. 4 Reminder email 2

November/December

Oct. 19 Ad Sales close
 Nov. 1 eMag blasts
 Nov. 8 Reminder email 1
 Dec. 4 Reminder email 2

TROON GOLF & TRAVEL PUBLISHING TEAM

PUBLISHERS

Flagship Custom Publishing

A group of dynamic publishing professionals headed by George Fuller, Trae Walker and Kristin Heaton, Flagship Custom Publishing specializes in luxury travel and lifestyle, golf and hospitality publications. In addition to Troon Golf, clients include The Waldorf-Astoria Collection, St. Regis Hotels & Resorts, Destination Hotels & Resorts and many others.

EDITORIAL TEAM

Publisher

Richard 'Dick' Holcomb

Editorial Director

Geo. Fuller

Editorial Advisory Board

Brett Brooks

Tim Greenwell

Cyndi Bush

Creative Director

Kevin Gilbert

Business Editor

Scott Kauffman

Travel Editor

Tom Bedell

Equipment Editor

Scott Kramer

Lifestyle Editor

Jason Kerkmans

Columnists

Malcolm Campbell

Jeff Williams

EDITORIAL DIRECTOR

George Fuller

George Fuller has been editing and publishing luxury lifestyle and golf titles for more than 20 years. Former editor of LINKS—The Best of Golf, and founder of GOLF LIVING Magazine (for the Los Angeles Times), over the years Fuller has contributed to many respected newspapers and magazines, including Robb Report, Wall Street Journal, GOLF Magazine, Travel & Leisure Golf, Virtuoso Life and many others.

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TERENCE J. UHL

700 West St. Clair, #414, Cleveland, OH 44113
phone: 216-912-2863 cell: 216-780-5104 fax: 216-771-5206
email: terryuhl@troongolfandtravel.com
website: troongolfandtravel.com