

A photograph of a golf course under a clear blue sky. In the foreground, a white golf ball with a green tee marker sits on a green. A golf club with a red shaft and a black head is positioned next to the ball. The background features a line of palm trees and other greenery.

THE TEE TIMES

SOUTH FLORIDA GOLF LIFE

2021-22 MEDIA KIT

Why target golfers?

PURCHASING POWER

91%
of golfers
are home
owners,
18%
own at
least one
vacation
home.



WHO'S BUYING

IN THE NEXT 12 MONTHS



ONE out
of **FOUR**
golfers will buy
real estate



ONE out
of **FOUR**
will buy
fine jewelry



THREE out
of **FOUR** will
dine out a minimum
of twice a week

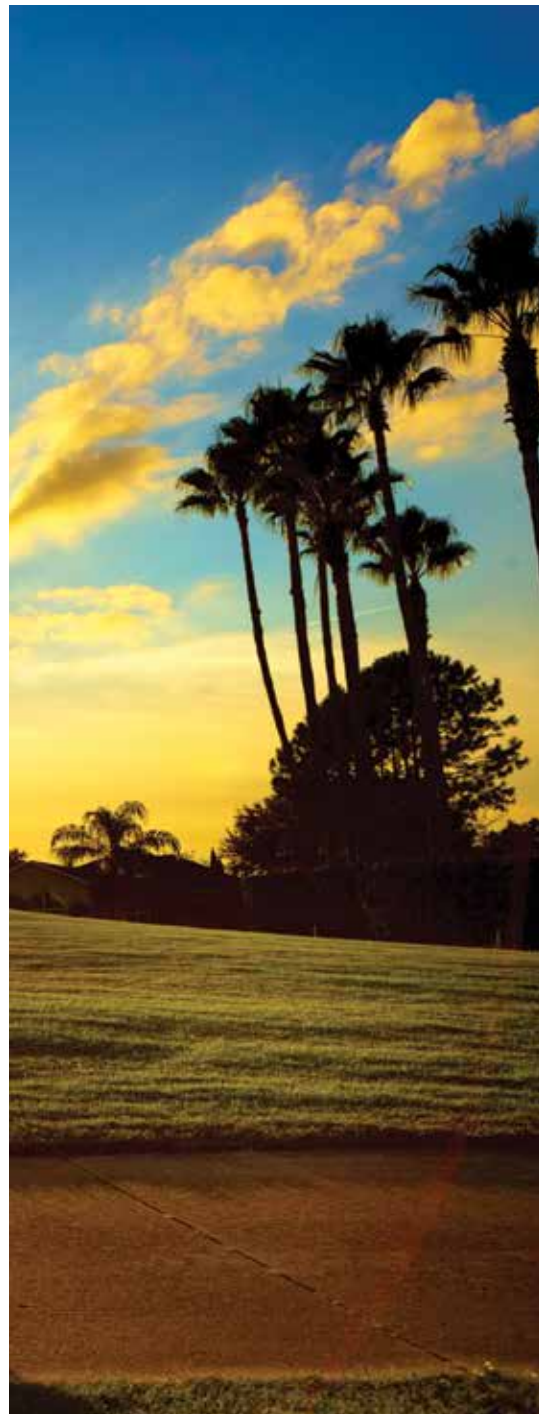
Is Golf Actually Growing?

YES

The number of “committed golfers” grew, as well. Committed golfers combines those who call golf either their favorite activity or one of several recreational pursuits. According to the National Golf Foundation, the committed golfer number rose to 20.1 million, the first year-over-year increase in five years.

The number of beginning golfers grew to 2.5 million, a nearly 14-percent increase from 2015. That number is an all-time high, breaking the previous mark of 2.4 million set in 2000, when Tiger Woods was at rapid ascent.

We have their needs covered.



IN THE NEXT 12 MONTHS



ABOUT HALF OF ALL GOLFERS WILL

purchase
a new
automobile

buy health,
auto or life
insurance

hire a
financial
planner

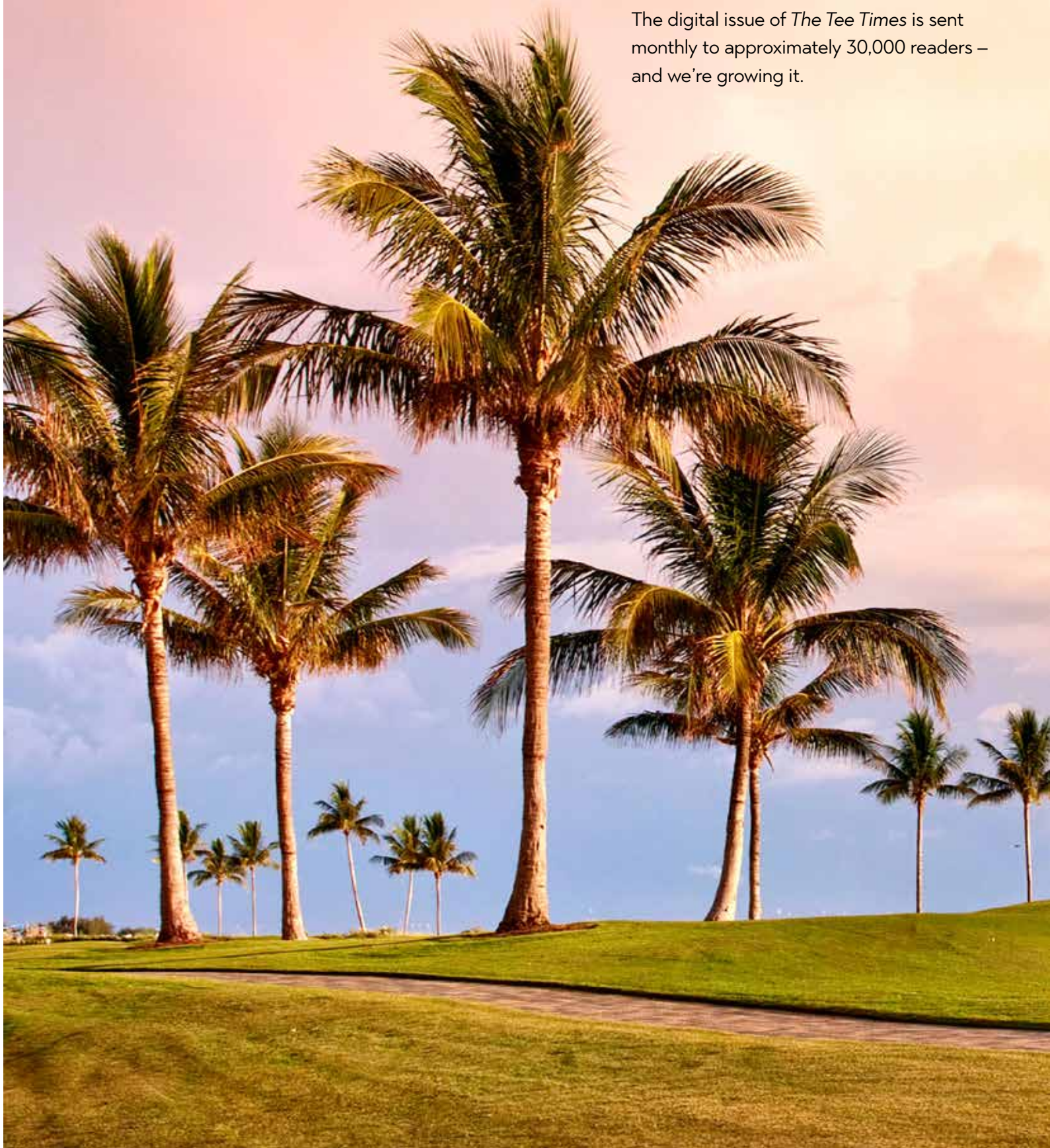
play golf
at a resort
course

PREFERRED CHOICES FOR READING ABOUT GOLF

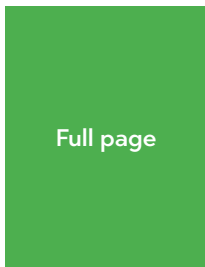
PRINT	83%
DIGITAL	47%
DIGITAL MAGAZINES	30%
E-NEWSLETTERS	26%
FACEBOOK	4%
TWITTER	3%
INSTAGRAM	3%

We print 12,500 copies a month, 12 months a year, and distribute them at hundreds of outlets – golf businesses and professional locations – across South Florida.

The digital issue of *The Tee Times* is sent monthly to approximately 30,000 readers – and we're growing it.



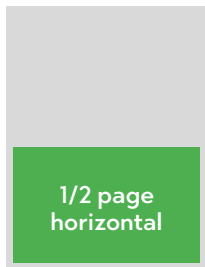
AD SIZES



Full page

File size
8.5625 x 10.875
(includes .25"
bleed on all sides)

Trim size
8.125" x 10.375"



1/2 page
horizontal

7.5" x 4.875"
(no bleed)



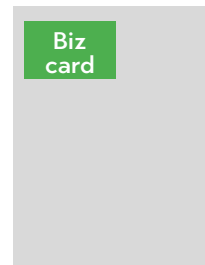
1/2
page
vertical

3.75" x 9.5"
(no bleed)



1/4
page

3.75" x 4.875"
(no bleed)



Biz
card

3.5" x 2"
(no bleed)

RATES

AD SIZE	PRICE
Full page	\$1,400
1/2 page horizontal	\$825
1/2 page vertical	\$825
1/4 page	\$500
Business card	\$150

Have a plan with your advertising. Our readers need to see your name often to become your customers, so think in terms of committing to 3, 6, 9 and 12 months. We'll discount the final ad in your series.

Inquire to get your ad premium placement (back page, inside front cover and center spread.)

DESIGN AND CREATIVE WORK

Our talented designer can use your logo and photographs to create a custom ad.

Design work: \$60 per hour

First-time ads require a minimum of one hour to create or resize.

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DAILY

AFTER 3PM
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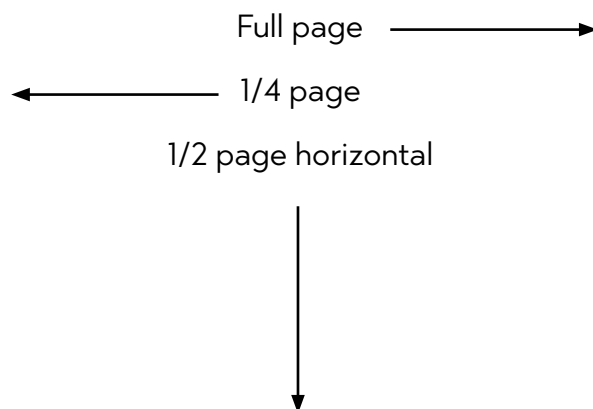
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2

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3

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FOR TEE TIMES

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THE TEE
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SOUTH FLORIDA GOLF LIFE

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The First Tee of the Treasure Coast, the Palm Beaches and Broward County has chosen *The Tee Times* as its official media partner, and helps distribute the digital issue monthly, along with the South Florida PGA.



PGA

South Florida Section

PARTNERSHIPS

AD MATERIALS CALENDAR

ISSUE	SAVE SPACE	CREATIVE DEADLINE	MAGAZINES DELIVERED
JAN '21	11 DEC	16 DEC	23 DEC
FEB	13 JAN	18 JAN	28 JAN
MAR	10 FEB	15 FEB	25 FEB
APR	17 MAR	22 MAR	1 APR
MAY	14 APR	19 APR	29 APR
JUN	12 MAY	17 MAY	27 MAY
JUL	16 JUN	21 JUN	1 JUL
AUG	14 JUL	19 JUL	29 JUL
SEP	18 AUG	23 AUG	2 SEP
OCT	15 SEP	20 SEP	30 SEP
NOV	13 OCT	18 OCT	28 OCT
DEC	9 NOV	14 NOV	24 NOV

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