

# Golfweek

THE

**INTEGRATED MEDIA SOURCE**  
for reaching consumer influencers

## WHY GOLFWEEK?

THREE INDEPENDENT STUDIES SHOW  
WHY GOLFWEEK IS THE SOURCE FOR  
REACHING GOLF CONSUMERS.

**STUDY: MEDIAMARK RESEARCH, INC.**  
**2007 MRI DOUBLEBASE**

- Each week *Golfweek* is read by **more than 1 million readers**.
- *Golfweek* offers a higher pass-along readership than any other golf publication.

<i>Golfweek</i>	<b>6.81 readers</b>
<i>Golf World</i>	5.03 readers
<i>Golf Magazine</i>	4.30 readers
<i>Golf Digest</i>	4.00 readers
<i>SI Golf Plus</i>	Not measured

- Other key findings from MRI Doublebase study:

	<i>Golfweek</i>	<i>Golf World</i>	<i>Golf Magazine</i>	<i>Golf Digest</i>	<i>SI Golf Plus</i>
Average Value of Primary Residence	<b>\$339,674</b>	\$338,043	\$327,798	\$318,534	\$281,918
Average Age	<b>46.7</b>	49.1	46.5	48.0	39.7

Source: Mediamark Research, Inc., Doublebase 2007 National Study Adults 18+

For a full comparison of the key demographics for all golf publications, please refer to MRI's latest Doublebase study.

**STUDY: GOLF DATATECH**  
**ASSESSING THE PYRAMID STUDY**  
 SPRING 2007

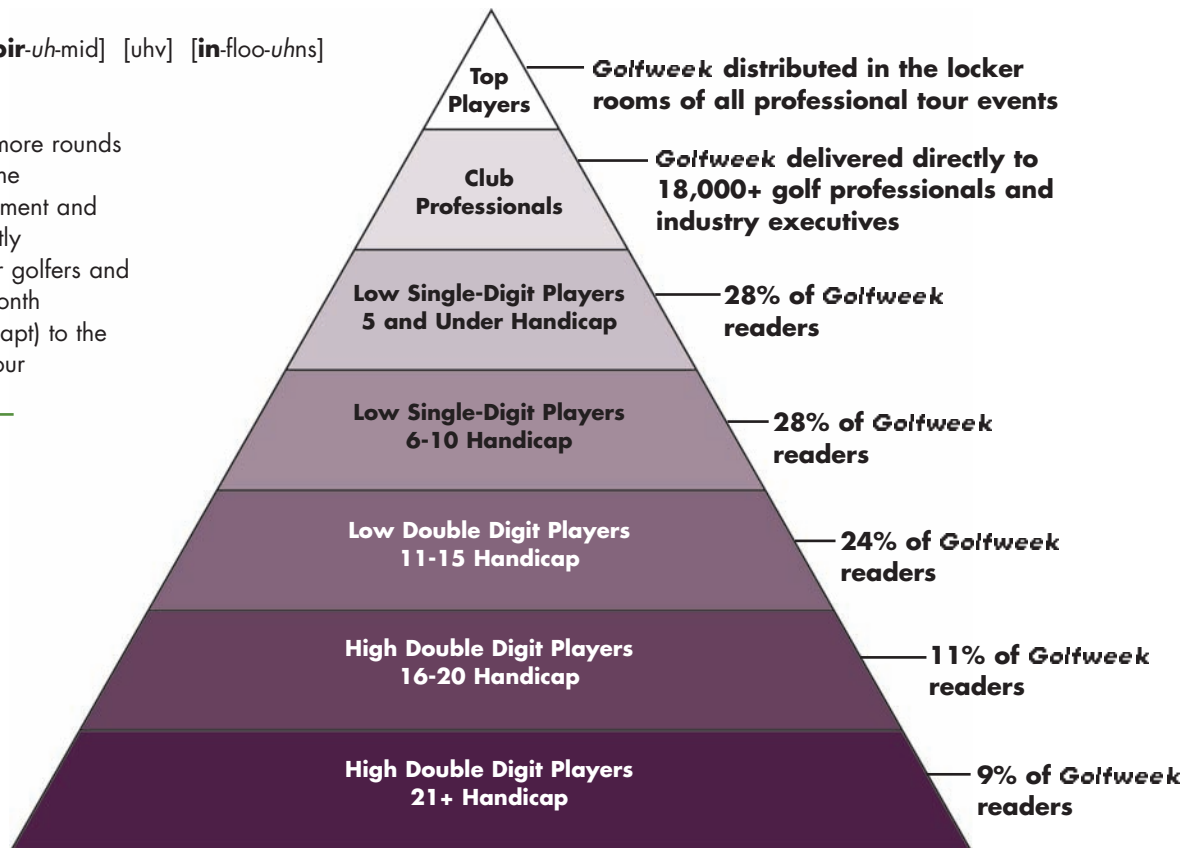
**Pyramid of Influence**

**pyr-a-mid of in-flu-ence** [pir-uh-mid] [uhv] [in-floo-uhns]  
 noun

Those higher on the pyramid:

1. Are better players and play more rounds
2. Have higher household income
3. Spend more money on equipment and buy equipment more frequently
4. Have more contact with other golfers and influence more golfers per month
5. More likely to follow (and adapt) to the equipment being played on tour

*Golfweek has more readers covered at the top of the Pyramid of Influence and provides a highly desired market of consumers and peer influencers.*



## Alpha Consumers

**al·pha con·sum·er** [kuh n-soo-mer] [kuh n-soo-mer]

noun

1. Ultra-heavy consumers of golf equipment
2. Play more golf than average golfer
3. Spend more on equipment than average golfer
4. Much more in tune with technology and the Internet than average golfer
5. More contact with and influence on other golfers

*In most categories, the Golfweek subscriber far exceeds the demographics for an Alpha Consumer.*

Golf Datatech established categories of Alpha Consumers in each of the five major equipment categories (Drivers, Irons, Putters, Balls and Shoes). Below represents the demographics of Alpha Consumers in each category:

	<b>Drivers</b>	<b>Irons</b>	<b>Putters</b>	<b>Balls</b>	<b>Shoes</b>	<b>Golfweek</b>	<b>Golfweek.com</b>
Handicap	12.1	11.4	11.7	13.2	12.6	<b>9.9</b>	<b>11</b>
Annual Rounds	82	90	77	94	90	<b>87</b>	<b>76</b>
Household Income	\$157,000	\$160,000	\$134,000	\$178,000	\$159,000	<b>\$185,700</b>	<b>\$152,371</b>
Annual Equipment Expenditures	\$1,771	\$2,205	\$1,615	\$1,705	\$1,566	<b>\$2,017</b>	<b>\$1,501</b>
Ever Won a Club Championship	40%	44%	41%	38%	45%	<b>42%</b>	<b>50%</b>
Play Competitive Golf	46%	48%	50%	44%	51%	<b>78%</b>	<b>75%</b>

## Leading Edge Innovators

**lead·ing edge in·no·va·tor** [leed-ing] [ej] [in-uh-veyt-or]

noun

1. Elite in golf equipment purchasing food chain
2. Technology-intense consumers
3. Innovation-oriented golfers who buy often
4. Spend twice as much on golf equipment
5. More contact with and influence on other golfers
6. Four times more likely to buy a new driver per year
7. Eight times more likely to buy new irons per year
8. Three times more likely to buy a new putter per year
9. Two times as likely to buy 12 dozen balls per year
10. Two times as likely to buy two or more pairs of shoes per year

*Once again, Golfweek readers better represent leading edge innovators than other golf publications.*

Below represents the key demographics of leading edge innovators as determined by Golf Datatech:

	<b>Leading Edge Innovators</b>	<b>Golfweek</b>	<b>Golfweek.com</b>
Handicap	12.7	<b>9.9</b>	<b>11</b>
Annual Rounds	80	<b>87</b>	<b>76</b>
Household Income	\$161,750	<b>\$185,700</b>	<b>\$152,371</b>
Net Worth	\$1,248,992	<b>\$1,683,300</b>	<b>\$1,483,757</b>
Annual Equipment Expenditures	\$1,798	<b>\$2,017</b>	<b>\$1,501</b>
Ever Won a Club Championship	35%	<b>42%</b>	<b>50%</b>
Play Competitive Golf	37%	<b>78%</b>	<b>75%</b>

## MEDIA USAGE

Of all segments surveyed from Low Single-Digit Handicap players on The Traditional Pyramid to Leading Edge Innovators, **90%** said they frequently utilized golf publications as their primary source for golf and equipment information.

Across all segments, Golf Datatech's study identified **GOLFWEEK** as the best source for information about golf technology and equipment among weekly golf publications.

	THE TRADITIONAL PYRAMID OF INFLUENCE			ALPHA CONSUMERS					LEADING EDGE
	5 and under	6-10	11-15	Drivers	Irons	Putters	Balls	Shoes	
Golfweek	<b>27%</b>	<b>12%</b>	<b>9%</b>	<b>16%</b>	<b>18%</b>	<b>18%</b>	<b>16%</b>	<b>17%</b>	<b>5%</b>
Golf World	9%	4%	4%	9%	15%	8%	6%	6%	3%

	FACILITY PLAYED SEGMENTATION			AGE SEGMENTATION			GENDER SEGMENT	
	Private	Public	Semi-private/Resort	31-40	41-50	51-60	Male	Female
Golfweek	<b>17%</b>	<b>8%</b>	<b>10%</b>	<b>10%</b>	<b>11%</b>	<b>10%</b>	<b>10%</b>	<b>9%</b>
Golf World	6%	3%	4%	5%	3%	4%	4%	2%

Source: Golf Datatech, Spring 2007 Assessing the Pyramid Study

## STUDY: GOLF DATATECH

### GOLF PRODUCT ATTITUDES AND USAGE STUDY

SPRING 2007

The Golf Product Attitudes and Usage Study is conducted by Golf Datatech twice a year and provides an overall snapshot of the golf industry. Surveys are conducted of "Serious Golfers," which are identified as those playing 16 or more rounds per year.

## MARKETING AND MEDIA

### WHICH GOLF PUBLICATION IS YOUR FAVORITE?

First mentions of favorite golf publication

	Spring 2007	Summer 2006
Golfweek	<b>6%</b>	<b>7%</b>
Golf For Women	4%	3%
Golf World	3%	5%
Golf Tips	1%	2%
Golf Illustrated	1%	1%
Links	0%	0%
SI Golf Plus	0%	0%

### FREQUENCY OF READING

Those that identified as having read a publication very frequently

	Spring 2007	Summer 2006
Golfweek	<b>10%</b>	<b>14%</b>
Golf World	7%	9%

Source: Golf Datatech, Spring 2007 Golf Products Attitudes and Usage Study

