

Golfweek®

Connect:

The multi-platform solution for reaching golf's most important audience.

In Print

Online

On The Air

On The Go

On The Tee

2007
Opportunity Kit

On The Go

GolfweekDigital

Golfweek Podcasts

Golfweek's affluent audience of core avid golfers are constantly on the go. Whether it's traveling for business or pleasure, *Golfweek's* readers are on the move. To connect with these highly mobile subscribers, *Golfweek* has expanded its reach far into the age of technology for a more convenient take on an old favorite. In addition to having the ability to watch *Golfweek* webcasts from anywhere in the world on their laptops, PDAs and mp3 players, golfers can also view interactive digital versions of the magazine, as well as download audio and video podcasts from *Golfweek*. *Golfweek's* rich multi-media content is available for the golfer on the go.

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On The Go

Golfweek Digital

An exact digital replica of *Golfweek* sent to subscribers' computers, *Golfweek Digital* is ideal for international readers or those who are simply always on the go. By transforming *Golfweek* into digital format, *Golfweek* gives readers the same look and content of the print version, but with an added twist – an interactive experience that engages and involves readers in a new way.

Each issue is delivered to the subscriber's computer via the Internet, granting them unlimited access to not only the current issue, but also enhanced coverage of junior, college and international golf. Readers can enjoy their digital edition anytime, anywhere and as often as they want. They can even save the issues to their hard drive or forward it to family, friends and associates via email!

With a simple, free software download, *Golfweek Digital* subscribers get fast delivery of the same trusted and valuable *Golfweek* content anywhere in the world. *Golfweek Digital* readers can interact with the content using:

- o Smart Zoom
- o Full Text Search
- o Table of Contents Hyperlinking
- o Text Highlights
- o Electronic Notes



Sample *Golfweek Digital* for
FREE at Golfweek.com/Digital

*"Having already had the pleasure of receiving *Golfweek Digital* for several weeks, I am writing to tell you how delighted I am that you have decided to distribute the magazine in this way. Living in China, it is possible to get the print version, but issues usually arrive after readers get theirs in the US! The digital version is vastly superior – it's prompt, live links, no rips, no smears – it makes you wonder how long the printed version can survive! Well done."*

-David Lloyd, Zhong Shan, Guangdong Province, China

For more information, contact digital business manager, Stacey Oleck,
at 407.563.7053 or SOleck@Golfweek.com.

Golfweek 2007 Opportunity Kit

GolfweekDigital

Golfweek Podcasts

Golfweek Podcasts

Staying ahead of the emerging trends in technology and communication is key to keeping audiences engaged, involved and continually coming back for more. The world is now more mobile than ever, and golfers rely heavily on portable media to keep them tuned into the world of golf. *Golfweek* embraces this progression by offering audiences golf information and coverage via the newest communication vehicle on the market – the podcast.

Easily accessible by anyone in the world at any time, GolfweekTV programming is available through topical audio and video podcasts that can be effortlessly downloaded by golfers on the go.

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Golfweek Podcasts

Podcast Advertising

Advertisers are turning to more mobile advertising mediums for their campaigns, and with good reason!

Of the mainstream advertisers polled:

- 14% currently sponsor podcasts
- 32% will sponsor podcasts over the next 12 months

Source: Marketing Sherpa as cited by eMarketer from a January 2006 study of ad:tech attendees



Podcast Market

The podcasting market is growing exponentially each day:

- iTunes®, receives 15,508,000 unique visitors per month, which is a 182% increase of unique monthly visitors from just one year ago.

Source: ComScore Media Matrix, February 2006

- U.S. Podcast Audience

- Total Podcast Audience (individuals who have ever downloaded a podcast)

▶ 2006	10 million
▶ 2007	25 million
▶ 2008	50 million

- Active Podcast Audience (individuals who have downloaded one or more podcasts per week)

▶ 2006	3 million
▶ 2007	7.5 million
▶ 2008	15 million

Source: eMarketer, Inc., February 2006

- Apple®, led the way in Portable Digital Player sales in 2005. Of the 19.1 million portable digital players sold, 72.7% were produced by Apple®.

Source: NPD Group for U.S. Sales in Calendar 2005

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