

Subscriber Profile/ Circulation

Subscriber Profile

Golfweek subscribers are made up of the most sought after target audience

Well Educated and Affluent

- 95% Male, 5% Female
28% of subscribers share each issue with a female resident of the household
- Average age: 52
- Average HHI: \$185,700
- Average Net Worth: \$1,683,300
- 93% currently hold investments
Average sum of investments owned: \$665,600
65% own common or preferred stock
56% own mutual funds
50% own money market funds
- 33% have total household assets of \$1 million or more
- 89% hold degrees or have attended college
- 27% hold a master's degree or higher
- 93% own their principal residence
Average market value: \$457,800
- 19% own a second home or condo
Average market value: \$416,600
- 21% plan to purchase real estate in the next 3 years
- 32% own or plan to purchase golf course real estate

Influential Business Decision Makers

- 74% are currently employed
- 73% of those employed are in top management
- 24% hold C-level positions (Chairman, CEO, CFO, etc.)
- 43% own their own business or are a partner
- 41% personally influence or make decisions about where corporate meetings/retreats are held
- 46% hold a corporate credit card. Types of cards held:
50% American Express
48% Visa
25% Mastercard

Subscriber Profile/ Circulation

Sophisticated Consumers Passionate About their Golf Lifestyle

Golfweek readers purchase an average of \$2,017 in golf equipment, apparel and accessories each year.

Average amount of golf balls purchased in the last 12 months:
9 dozen

Average number of golf shirts purchased each year: 8

Average number of golf gloves purchased (last 12 months): 7

Average number of pairs of golf shoes owned: 4

- 65% own or plan to buy custom-fitted clubs

Consumer Spending

- 28% spent \$40,000 or more on their last vehicle purchase
Average amount spent on most recent vehicle purchase: \$33,000
Each household owns/leases an average of 2 vehicles
- 46% plan to purchase/lease a new vehicle in the next 2 years
- 73% dine out once a week or more
Average number of times dining out per month: 5
- 90% Took domestic trips in the last year
Average number domestic trips taken: 9
Spend an average of \$9,100 on domestic travel each year
Spend an average of 23 nights in a hotel each year
79% fly commercial an average of 7 times each year
45% rent a car an average of 6 times each year
79% utilize their own personal automobile an average of 5 times each year
- 61% own a valid passport
- Average amount spent on watch purchases (last 12 months): \$809
- 86% drink bottle water or seltzer an average of 10 times per week
- 83% drink soft drinks an average of 10 times per week
- 72% drink beer an average of 6 times per week
63% drink domestic beer
36% drink imported beer
- 54% drink wine an average of 4 glasses per week
50% drink domestic wine
30% drink imported wine
- 25% drink energy drinks an average of 6 times per month
- 44% drink white liquors an average of 8 times per month
- 32% drink whiskey/bourbon an average of 8 times per month

Subscriber Profile/ Circulation

An Exclusive Market of Loyal Subscribers

Golfweek subscribers who DO NOT subscribe to the following publications:

- 92% *Golf for Women*
- 91% *Travel & Leisure Golf*
- 83% *Sports Illustrated Golf Plus*
- 82% *Links*
- 72% *Golf World*
- 51% *Golf Magazine*

Preferred resources for golf information:

- 90% print
- 74% television
- 65% online services
- 5% radio

- 57% of subscribers have subscribed 3 or more years
- 56% of *Golfweek* subscribers spent more than 1 hour with each issue
Average time spent reading each weekly issue: 1 hour, 19 minutes
- 93% of readers indicated they picked up a typical issue of *Golfweek* more than twice.
Average number of times referring to each weekly issue: 4
- 88% of *Golfweek* subscribers have taken action as a result of reading *Golfweek*:
 - 58% made a purchase based on an article or ad
 - 65% discussed an article or referred it to someone
 - 50% visited an advertiser's Web site
 - 41% passed *Golfweek* along to a friend
- 90% have played golf for 10 or more years
Average number of years playing golf: 19
Average rounds played (last 12 months): 87
Average number of different courses played in the last year: 14
Average USGA Handicap index: 9.9
Average number of competitive tournaments played: 6
- 82% have taken golf trips in the last 12 months
On average they take 4 golf trips per year
71% are planning a golf trip in the next 12 months
- 70% of *Golfweek* subscribers are members of a golf club
19% of *Golfweek* subscribers have a membership at two or more golf clubs

Subscriber Profile/ Circulation

- 41% have served on a golf club board or committee

Active in other recreational activities and involved in the community

- 79% attend sporting events
- 39% attended live theater
- 38% gamble in a casino
- 28% attended museums
- 28% volunteer in their communities (non-political)
- 27% jog/run
- 25% fish (salt or freshwater)
- 22% swim
- 21% practice photography
- 17% bicycle
- 16% have visited a spa
- 14% boat (power)
- 12% snow ski
- 8% play tennis

Internet Usage

46% of subscribers spend 10 or more hours per week on the internet
On average subscribers spend 11 hours per week

Activities which subscribers frequently conduct on the Internet:

Purchase products/services	80%
Get financial information	57%
Get travel information/services	79%
Do online banking	55%
Research real estate information	26%

Golf information subscribers access on the Internet:

Product information	67%
Product shopping/pricing	52%
Tee times	24%
Weather	59%
Golf scores	63%
Golf news	69%
Golf travel	38%
Golf course real estate	11%
Instruction/playing tips	20%
Amateur golf	23%
College golf	17%

Subscriber Profile/ Circulation

Methodology: 2005 *Golfweek* Subscriber Studies

Demographic & Non-Endemic Study

Mediamark Research Inc. (MRI)
75 Ninth Avenue, 5th Floor, New York, NY 10011

Methodology

A survey package containing an 8-page questionnaire, a cover letter explaining research objectives, \$1 as a token of appreciation, and a stamped reply envelope was mailed to a random sample of 1,500 *Golfweek* subscribers.

Tabulation

All returns were mailed to, opened and tabulated by MRI Research Inc. in accordance with standard research techniques.

Response

A total of 0 post office returns were eliminated for a net effective mailing of 1,500. At the field closing date of June 27, 2005, there were 674 questionnaires available for a total response rate of 44.9%.

Endemic Study

Golf Datatech
204 South Rose Avenue, Kissimmee, FL 34741

Methodology

An email invitation was sent for participation in an 85 question online survey. The email outlined the objectives of the research and everyone who responded with a completed survey was entered in a sweepstakes drawing for premium golf equipment. The email was sent to a random sample of 5,000 *Golfweek* subscribers.

Tabulation

All returns were emailed to, opened and tabulated by Golf Datatech in accordance with standard research techniques.

Response

At the field closing date of February 23, 2005 a total of 1,582 people responded to the invitation, of which 1,536 were current *Golfweek* subscribers. These 1,536 questionnaires serve as the basis of this analysis for an effective total response rate of 31%.

Subscriber Profile/ Circulation

Circulation

Golfweek subscribers are golf's most affluent, passionate and dedicated audience, and *Golfweek* is the common thread that connects them to their passion.

Golfweek readers are sophisticated, avid, affluent golfers with diverse interests. They seek destinations and courses that reward and inspire—around the world, or an hour away. They relish the opportunity to take cruises, visit spas and tour the countryside. They desire the complete golf lifestyle.

Golfweek's circulation has the most coveted mix of skilled players and professionals in the industry.

Golfweek is THE publication avid golfers and industry professionals view as their "must have" golf publication.

The *Golfweek* subscriber is skilled, affluent and dedicated to golf.

2006 Circulation Breakdown

Core Avid Golf Consumers	137,770
AJGA Members	3,753
Trade	18,783
<hr/>	
TOTAL CIRCULATION	160,306

Advertising rates are calculated off an annual rate base circulation of 155,000.

Contact your sales representative or visit www.bpai.com for *Golfweek's* most recent B.P.A. statement.

Golfweek
2007
Opportunity Kit