

# GOLF

[GOLF.COM](https://www.golf.com)



## 2024 Media Kit

**GOLF Magazine  
Editorial Calendar**

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**Print Spec Sheet**

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**Rate Card**

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**Terms & Conditions**

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*Editorial plans are subject to change.*

The most widely read publication in golf.

ISSUE DATE	EDITORIAL HIGHLIGHTS	IN-HOME* (Subscribers)	ON-SALE* (Newsstand)	REGIONAL CLOSE & MATERIALS DUE	NATIONAL CLOSE & MATERIALS DUE
JANUARY/ FEBRUARY	'24 Season Preview Best Advice from Caddies	1/13-1/18	1/23/24	11/27/23	12/11/23
MARCH	ClubTest '24 Your Lives...Well Played Course Architecture 101	2/24-2/28	3/5/24	1/7/24	1/21/24
APRIL	Masters Preview Year of the Golf Ball	3/23-3/27	3/26/24	1/29/24	2/12/24
MAY	PGA Championship Preview Play Smarter Golf Top 100 Courses Under \$100	4/27-5/1	4/30/24	3/4/24	3/18/24
JUNE	U.S. Open Preview Ultimate Style Guide Best Trips	5/25-5/30	5/28/24	4/1/24	4/15/24
JULY/AUGUST	Open Championship Preview Small Ball (mini golf & par 3) Olympic Games Preview	6/29-7/3	7/2/24	5/6/24	5/20/24
SEPTEMBER/ OCTOBER	Presidents Cup Preview Golf In Korea	8/31-9/5	9/3/24	7/8/24	7/22/24
NOVEMBER/ DECEMBER	Best of Everything Golf in America Top 100 Courses	11/23-11/27	12/3/24	10/7/24	10/21/24

\* Approximately 95% or more of GOLF Magazine's monthly rate base are subscribers.

# GOLF

2024

## Print Spec Sheet

<b>RUN OF BOOK AD SIZE</b>	<b>BLEED</b>	<b>LIVE/SAFETY</b>	<b>TRIM</b>
<b>PAGE</b>	9.25 x 11.25	8.5 x 10.375	9 x 10.875
<b>SPREAD</b>	18.25 x 11.125	17.5 x 10.375	18 x 10.875
<b>½ PAGE VERTICAL</b>	4.6 x 11.125	4.1 x 10.375	4.35 x 10.875
<b>½ PAGE HORIZONTAL</b>	9.25 x 5.525	8.5 x 4.775	9 x 5.275
<b>1/3 PAGE VERTICAL (1 COLUMN)</b>	2.975 x 11.125	2.225 x 10.375	2.725 x 10.875
<b>2/3 PAGE VERTICAL (2 COLUMNS)</b>	5.708 x 11.125	5.458 x 10.375	5.958 x 10.875
<b>1/3 PAGE HORIZONTAL</b>	9.25 x 4.03	8.5 x 3.28	9 x 3.78
<b>1/3 PAGE HORIZONTAL SPREAD</b>	18.25 x 4.03	17.5 x 3.28	18 x 3.78
<b>1/3 SQUARE</b>	6.208 x 6.208	5.458 x 5.458	5.958 x 5.958

### Submission Instructions

<http://www.adshuttle.com/GOLF>

**Production Manager**

Kylie Cespedes

**Email**

kacespedes@quad.com

**Phone**

212-583-6544

## File Preparation

Please adhere to the guidelines below when preparing files.  
You can also refer to this ad creation guide for more details:

<http://www.adshuttle.com/Golf/file/StreamHelpResourceFile?fileType=AdCreationGuide>

PDF	<ul style="list-style-type: none"><li>Please create <b>PDF/X1a compliant files, CMYK</b>.</li><li>Ensure that only one ad is included per PDF/X1a file.</li><li>Please submit/upload to <a href="http://www.adshuttle.com/Golf">http://www.adshuttle.com/Golf</a>.</li></ul>
FILE SPECIFICATION/ GENERAL GUIDELINES	<ul style="list-style-type: none"><li>— Include/embed all fonts and artwork.</li><li>— Min 150 DPI and Max 300 DPI for images and 2400 DPI for line work.</li><li>— CMYK or Grayscale only. Convert any Spot colors not intended to print into CMYK.</li><li>— All RGB elements must be converted to CMYK. Pantone Elements must be limited to ONLY the spot color that is printing. Otherwise convert to CMYK. Please make sure to contact Kylie Cespedes (kacespedes@qg.com) in Production if you plan to use a PMS (Pantone/Spot Color) as special consideration must be taken.</li><li>— Apply image trapping as needed.</li><li>— Do not nest PDF files in other PDFs, EPS files in other EPSs.</li><li>— Do not use illegal characters in file names.</li></ul>
FONTS	<ul style="list-style-type: none"><li>— 4 Color black type should not be used. If used, note there is a potential for registration concerns.</li><li>— Free fonts or system fonts should not be used. If used, they must be outlined.</li><li>— Use the actual font, do not apply styles to basic fonts.</li><li>— 4 Color type should not exceed 300% density.</li><li>— Set type in InDesign or Illustrator and not in Photoshop to avoid low res (soft type) or 4 Color black type.</li><li>— Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.</li><li>— Color or reverse type and line art should not be less than .007 at the thinnest area. Single color type and line art should not be less than .004 at the thinnest area.</li></ul>
DOCUMENT SETTINGS	<ul style="list-style-type: none"><li>— Ads should be built at 100% trim size.</li><li>— Bleed ads, extend bleed to 1/8" beyond trim on all sides.</li><li>— Printer marks should be offset .167" when creating PDFX1a files. Marks must not touch live image or bleed areas.</li></ul>

## File Preparation (continued)

Please adhere to the guidelines below when preparing files.  
You can also refer to this ad creation guide for more details:

<http://www.adshuttle.com/Golf/file/StreamHelpResourceFile?fileType=AdCreationGuide>

### PROOFS

GOLF MAGAZINE uses Press side Virtual Proofing at its printing plant and is no longer accepting hard proofs from advertisers.

### BINDING

GOLF MAGAZINE is perfect bound.

### IMPORTANT NOTES

If you are designing an ad with the expectation of an equal border on all sides, there is a 1/16" allowable tolerance in the trimming of our magazine. We require using a border with a minimum width of 3/8".

- For Full Page Ads, all live content intended to print must be kept at least .25" inside Trim (see Live/Safety above).
- For Spread Ads, all live content should be kept at least .25" from gutter for each side.
- For safety information on Partial Ads, please refer to the chart above.
- Please upload as PDF/X1a file.

Special consideration MUST be taken if you are designing any special units or ads with PMS, Varnish or Scented area. Please email Kylie Cespedes ([kacespedes@qg.com](mailto:kacespedes@qg.com)) for special instructions and considerations.

# GOLF

2024

## National Rate Card

### National Advertising

### 4-Color Rates

#### RATE BASE

	RATE BASE
—	1,200,000
<b>Full Page</b>	\$120,000
<b>2/3 Page</b>	\$96,000
<b>1/2 Page</b>	\$78,000
<b>1/3 Page</b>	\$54,000
<b>Cover 2</b>	\$138,000
<b>Cover 3</b>	\$132,000
<b>Cover 4</b>	\$156,000

### Black & White Rates

<b>Full Page</b>	\$84,000
<b>2/3 Page</b>	\$67,200
<b>1/2 Page</b>	\$54,600
<b>1/3 Page</b>	\$37,800

Circulation includes the print and digital editions of the magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options. Dates & rates subject to change.

## Regional Rate Card

### Northeast Circulation: 317,000

	4-COLOR RATES	B/W RATES	REGIONS
FULL PAGE	\$38,000	\$26,600	CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV, East Canada, APO/FPO (Military)
2/3 PAGE	\$30,400	\$21,280	
1/2 PAGE	\$24,700	\$17,290	
1/3 PAGE	\$17,100	\$11,970	

### South Circulation: 303,000

	4-COLOR RATES	B/W RATES	REGIONS
FULL PAGE	\$36,360	\$25,450	AL, AR, FL, GA, LA, MS, NC, SC, TN, TX, Puerto Rico
2/3 PAGE	\$29,090	\$20,360	
1/2 PAGE	\$23,630	\$16,540	
1/3 PAGE	\$16,360	\$11,450	

Circulation includes the print and digital editions of the magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options. Dates & rates subject to change.

## Regional Rate Card

### Midwest Circulation: 279,000

	4-COLOR RATES	B/W RATES	REGIONS
FULL PAGE	\$33,480	\$23,440	IA, IN, IL, KY, MI, MN, MO, OH, WI
2/3 PAGE	\$26,780	\$18,750	
1/2 PAGE	\$21,760	\$15,230	
1/3 PAGE	\$15,070	\$10,550	

### West Circulation: 305,000

	4-COLOR RATES	B/W RATES	REGIONS
FULL PAGE	\$36,600	\$25,620	AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OK, OR, SD, UT, WA, WY, West Canada, Foreign
2/3 PAGE	\$29,280	\$20,500	
1/2 PAGE	\$23,790	\$16,650	
1/3 PAGE	\$16,470	\$11,530	

Circulation includes the print and digital editions of the magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options. Dates & rates subject to change.



## Additional Information

1. Regional advertising may be available in select issues. Please contact your GOLF sales representative for information.
2. Supplied Inserts are acceptable. Rates, specifications and availabilities on request.
3. Premium Charges. Special advertising production premiums are non-commissionable and do not earn any discounts. Rebates received on space charges may not be applied to premium charges.
4. For advertising specs, visit <https://www.golf.com/mediakit>

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of GOLF Magazine (the "Magazine") published by EB Golf Media LLC (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January, 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms. The digital edition of the magazines may be viewed in one of two formats depending on the storefront (i.e. App Store, Google Play, Amazon, Texture, etc.): (i) a digital replica of the print version, which is an exact reproduction of the design and content of the print version of the magazine; or (ii) a digital replica of the print version combined with a touch-activated "reader view," which allows the user to scroll the article text. Please consult a magazine representative for details of format availability. Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a magazine representative for details. Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform. Qualifying advertisements running in the digital edition of the magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a magazine representative for details. URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a magazine representative for further details on URL activation.
4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazine.
5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

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### Additional Information (continued)

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the magazine subject to the representation by the agency and advertiser that they have good and valid title to the materials, are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the magazine and that such publication will not violate any law, regulation or advertising code, are not libelous or obscene, or knowingly violates the right of privacy or publicity of any person, firm or entity or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher, its successors and permitted assigns, parent, subsidiaries and affiliates and the shareholders, directors, officers, employees, agents, subcontractors, and representatives of each of the foregoing harmless from and against any and all claims, actions, causes of action, damages, losses, charges, costs, liabilities (including, but not limited to, reasonable attorneys' fees), and expenses including judgments, fines, penalties, amounts paid in settlement which may be made or brought against (collectively, "Losses") arising directly or indirectly from or resulting out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, libel, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). Publisher's and its representatives' indemnification rights shall survive indefinitely following the date of the publication.

**These Advertising Terms and Conditions were issued November 1, 2018.**

## Issue-By-Issue Tally (IBIT) Pricing System

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by EB Golf Media LLC and its affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the magazine's Publisher's Statement issued by the Alliance for Audited Media ("AAM") or the Brand Report issued by BPA Worldwide ("BPA") for the first or second half of the 2018 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher's Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Brand Reports for second half of the 2018 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified plus analyzed non-paid. Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazines Advertising Terms and Conditions.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows:  
 $\$100,000 \times (3\% - 2\%) = \$1,000$ .
6. IBIT credit must be used against future insertions and must be used within 12 months after the issuance of the Publisher's Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2018 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run circulation advertising in regular issues as reported in the Publisher's Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in AAM Publisher's Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.
13. Publisher reserves the right to modify these terms at any time in its sole and absolute discretion.

**Issued: November 1, 2018**

GOLF

GOLF.COM