

TROON

golf
&
travel

DESTINATIONS / PURSUITS / LIFESTYLE



2015 MEDIA KIT



ABOUT TROON GOLF & TRAVEL

TROON GOLF & TRAVEL is a bi-monthly eMagazine and a twice-annual print magazine (with a digital component) geared to “avid/upscale” golfers who love the game and the lifestyle that surrounds it. Our editorial products focus on the magnificent places we play our favorite game and the fascinating and dynamic people we encounter along the way.

Through insightful reporting, vivid photography and contemporary design, our features and columns bring alive the world of golf from the lush, tropical golf courses of Hawaii to the mountain-ringed tracks in Colorado and Utah; from the orange leaves of fall in Vermont and the Northeast to the winter havens of Florida and Arizona.

But our editorial coverage does not stop in our own backyard. Since golf is an international game of travel and exciting destinations, and since Troon is an internationally renowned management company, other features of interest to our readers include idyllic golf escapes in such destinations as Scotland, the Caribbean, Mexico, Australia and Asia.

TROON GOLF & TRAVEL is designed to fuel its readers’ passion for the “spirit of the game” and the luxury lifestyle that envelops it. So in addition to spotlighting the best golf courses in the world, our coverage includes: the latest in golf equipment, golf balls, golf apparel and footwear, cuisine, wine and spirits, cigars and much more.

OUR MISSION:

*To deliver a memorable read
in an eye-catching package to
golfers who make the most of life.*



ABU DHABI GOLF CLUB



PRODUCTS & CIRCULATION

TROON GOLF & TRAVEL

—eMagazine

A bi-monthly electronic magazine focused on domestic and international travel destinations, the alluring lifestyle that surrounds the game of golf and "the spirit of the game." The eMagazine will be emailed to 325,000+ opted-in Troon Rewards members, Troon players and opt-in golfers. It will also be available for download in the iTunes store via iPad and iPhone apps.

TROON GOLF & TRAVEL

—Print

A print magazine (9" X 10.75") that publishes two times per year (with a digital component that is sent by email to 325,000 opted-in Troon readers) containing feature stories on destinations, columns by some of the world's most renowned golf writers, golf travel guides, a comprehensive directory of Troon facilities and more. The print magazine circulates 40,000 copies at Troon-managed courses, in-room at Troon partner hotels, national and international newsstands and by direct mail to Troon Card holders and other paid subscribers.

TROON PRIVÉ CONNECT

—eMagazine

An eMagazine centered around Troon's private club experience that circulates bi-monthly by email to 18,000+ members of Troon-managed private clubs. The content mirrors *TROON GOLF & TRAVEL*, but includes additional features and news on private clubs and their members in the Troon portfolio.

THE WORLD OF TROON

—Annual Directory

A Slim Jim (4" x 9") print directory of all Troon-managed courses. The content includes contact information for all facilities, along with upgrades to full-page and two-page listings with photos. Three hundred copies are distributed to every Troon course.





READER PROFILE

AGE/GENDER/EDUCATION

I. Troon G&T Reader Age

a. 18-34	9%
b. 25-49	35%
c. 35-54	44%
d. 55-64	34%
e. 65+	14%

II. Troon G&T Gender

a. Male	90%
b. Female	10%

III. Troon G&T Reader Education

a. Some College (Assoc. Degree)	24%
b. 4-Year College Degree (BA, BS)	44%
c. Masters, Doctoral, Prof. Degree	28%

MARITAL STATUS

a. Married	82%
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HOUSEHOLD INCOME

a. \$100-\$150K	34%
b. \$150-\$250K	26%
c. \$250K+	15%

EMPLOYMENT STATUS

I. Employment Status

a. Employed (wages, salary)	55%
b. Self-Employed (entrepreneurs)	22%
c. Retired	21%
d. Other (homemaker, student etc)	2%

AUTOMOBILE PREFERENCES

What does a Troon G&T Reader Drive

a. Luxury Sedan	35%
b. SUV	42%
c. Sports Car	12%
d. Own	91%
e. Lease	9%

DO YOU OWN A SECOND HOME?

a. Yes	46.5%
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GOLF EQUIPMENT SPENDING

I. Golf Equipment Spending Levels (per year)

a. \$100-500	14%
b. \$501-\$1,000	25%
c. \$1000+	61%

II. Where do you most often buy golf equipment such as wedges, putters & drivers?

a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores)	81.4%
b. Green Grass Facilities (such as a Troon Course)	10.1%
c. Online & other	8.6%

III. Where do you most often buy golf balls, gloves, etc.?

a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores)	72.1%
b. Green Grass Facilities (such as a Troon Course)	11.6%
c. Online & other	16.3%

IV. Where do you most often buy golf apparel?

a. Golf Specialty Stores (such as Golf Galaxy, GolfSmith, Edwin Watts, Dick's Sporting Goods, PGA Superstores)	17.1%
b. Green Grass Facilities (such as a Troon Course)	37.2%
c. Online & other	9.3%
d. Department Stores & Shopping Malls	36.4%

TRAVEL & VACATION & GOLF

I. Troon G&T Readers Rounds Played Per Year

a. 1-20 rounds	16%
b. 21-40 rounds	34%
c. 40+ rounds per year	50%

II. What is your handicap

a. 0-7	8%
b. 8-14	47%
c. 15+	45%

III. How many rounds do Troon G&T Readers Play 100+ miles from home

a. 1-20 rounds	82%
b. 21+ rounds	18%

IV. How many days per year do Troon G&T readers vacation

a. 1- 10 days	16%
b. 11-20 days	36%
c. 21+ days	48%

V. What are the international destinations of choice for Troon G&T Readers

a. UK (Ireland, Scotland, Wales):	60%
b. Mexico:	26%
c. Canada:	23%
d. Europe:	21%
e. Other (Australia, Asia, Dubai, UAE):	23%



eMAGAZINE RATES

2015 Digital Rates

Troon Golf & Travel

Ad Size	Frequency	Rate
Full Page	1x	\$1,750
Spread	1x	\$2,800
1/2 Page	1x	\$990
1/3 Page	1x	\$720

Troon Privé

Ad Size	Frequency	Rate
Full Page	1x	\$1,100
Spread	1x	\$1,900
1/2 Page	1x	\$750
1/3 Page	1x	\$520

Additional Advertiser Opportunities

Video Blow-in.....	\$400 (per)
Video embedded.....	\$400 (per)

Guaranteed circulation of 325,000+ via email to opted-in players of Troon courses. (eMagazine is blasted to entire list three times over the course of the two-month issue cycle: the initial email blast plus two reminder blasts.)

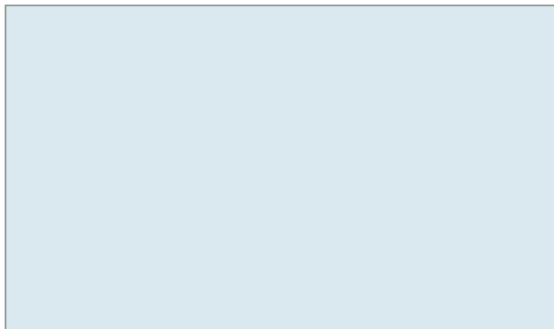
Guaranteed circulation of 18,000+ via email to opted in members of Troon-managed private clubs.

RATES ARE SHOWN IN NET U.S. DOLLARS.

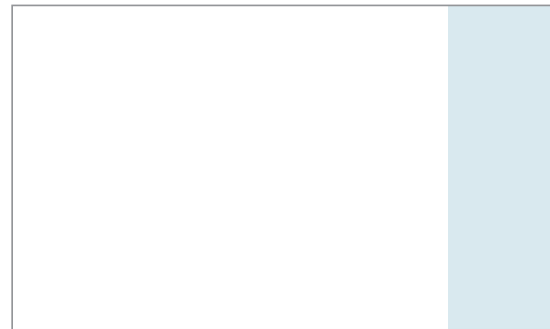




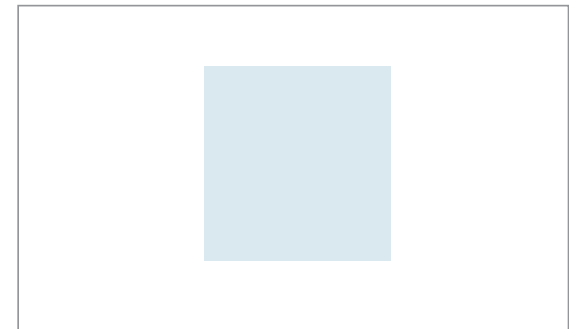
eMAGAZINE MECHANICAL SPECS



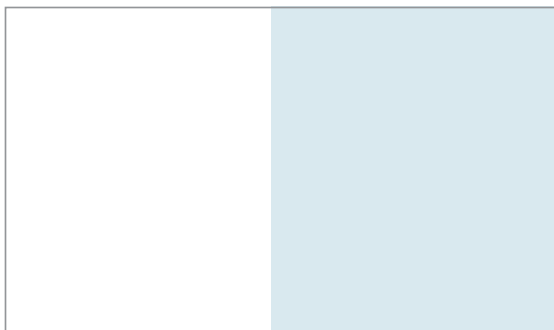
SPREAD
(Width x Height) 18" x 10.75"



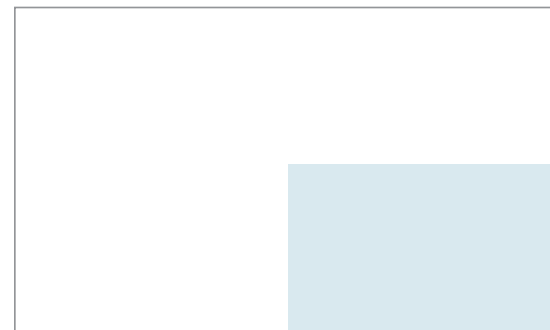
1/3 VERTICAL
3" x 10.75"



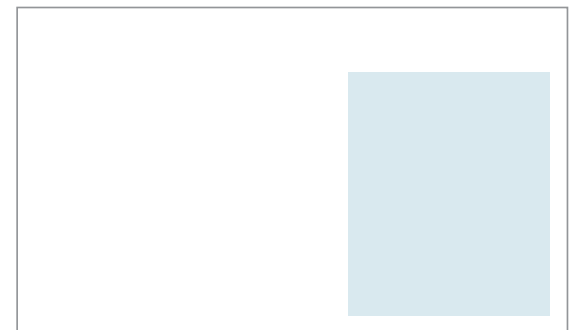
BRC POP-UP
4" x 6"



FULL PAGE
9" x 10.75"



1/2 PAGE HORIZONTAL
9" x 5.375"



1/2 PAGE ISLAND
5.45" x 7.5"

Ads to come PDF X-1a formatted with high resolution (300dpi) images, and all fonts and links embedded.
Space/materials close is 7 days prior to first insertion.
Send via email to: gilbertkevin@mac.com



PRINT MAGAZINE DISPLAY RATES

2015 Print Rates (with digital component)

GUARANTEED CIRCULATION

PRINT with DIGITAL—383,000

- 40,000 copies distributed on newsstands, Troon-managed green grass facilities, in-room at partner hotels, and by direct mail to premium Troon Rewards members and Troon Card holders.
- 343,000 digital copies of the print magazine are sent by email to opted-in Troon Rewards members and golfers.

DISPLAY RATES

	1x
Full Page	\$4,000
Spread	\$7,500
1/2 Page Horizontal or Island	\$2,400
1/3 Page Vertical	\$1,600

Additional 25% premium on covers and special positioning.





CUSTOM EDITORIALS TROON COURSES (*digital*)

DIGITAL eMagazine—343,000 Circulation

- 325,000 copies of the bi-monthly eMagazine Troon Golf & Travel are sent by email to opted in Troon readers and golfers.
- 18,000 copies of the bi-monthly eMagazine Troon Privé Connect are sent to members of Troon Privé private clubs.

NOTE: ADVERTISERS IN TROON GOLF & TRAVEL eMAGAZINE AUTOMATICALLY RUN IN TROON PRIVÉ CONNECT AT NO ADDITIONAL CHARGE.

	1x
1-page	\$1,500
2-page.....	\$2,675
4-page	\$3,475

NOTE: WORLD OF TROON CUSTOM EDITORIALS ARE DESIGNED TO SUIT THE NEEDS OF EACH INDIVIDUAL COURSE. THE CLIENT SUPPLIES TEXT AND IMAGES AND IS PROVIDED WITH PROOFS FOR APPROVAL PRIOR TO PUBLICATION.

RATES ARE SHOWN IN NET U.S. DOLLARS.

1-PAGE PACKAGE



2-PAGE PACKAGE



4-PAGE PACKAGE





PRINT MAGAZINE MECHANICAL SPECS

MAGAZINE DIMENSIONS

	WIDTH	HEIGHT
Trim	9"	10.75"
Live Area	8"	9.75"
Bleed Size	9.5"	11.25"

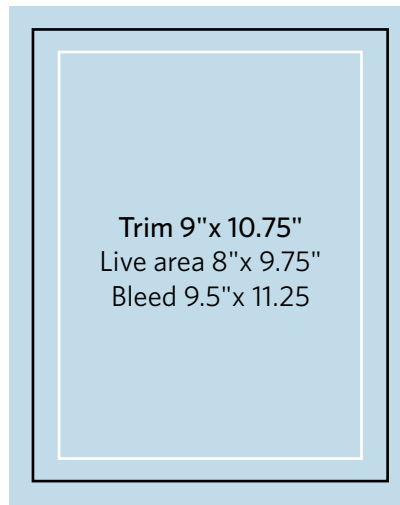
LIVE AREA

All live copy should be kept within this area. 1/2" inside from all trim edges

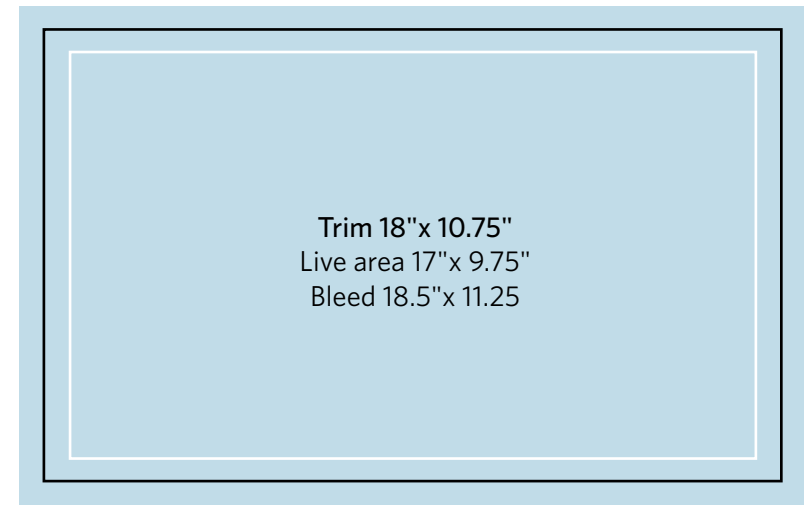
BLEED SIZE

extends 1/2" out from all edges

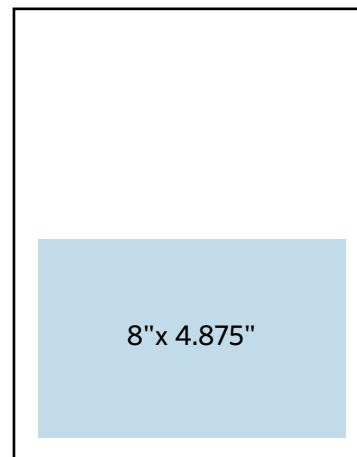
FULL PAGE AD



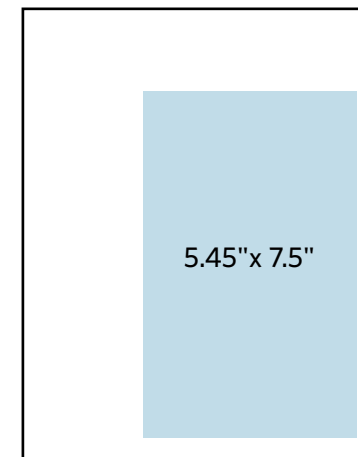
FULL PAGE SPREAD AD



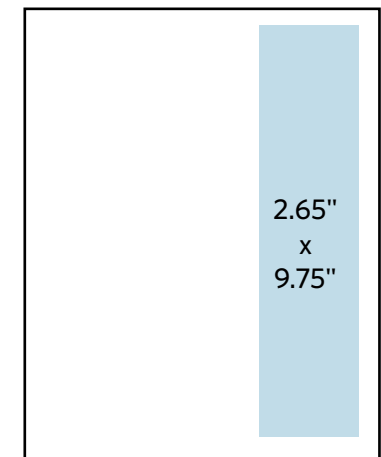
1/2 HORIZONTAL AD



1/2 ISLAND AD



1/3 VERTICAL AD



Submitted Ads should be PDF X-1a formatted with high resolution (300dpi) images, and all fonts and links embedded.

Send via email to: gilbertkevin@mac.com

Files exceeding 10MB should be delivered via YouSendIt (or similar service); or contact email above for FTP instructions.

Space/materials close is 7 days prior to first insertion.



2015 AD CLOSING DATES & ISSUE SCHEDULE

PRINT		eMAGAZINES			
Winter/Spring <i>January thru April</i>		<i>January/February</i>		<i>July/August</i>	
Dec. 5	Custom Covers close	Dec. 19	Ad Sales close	June 19	Ad Sales close
Jan. 5	Ad Sales close/materials due	Jan. 10	eMag blasts	July 11	eMag blasts
Jan. 20	Printed magazines mail to database; ship to courses	Jan. 22	Reminder email	July 23	Reminder email
Spring/Summer <i>May thru August</i>		<i>March/April</i>		<i>September/October</i>	
April 7	Custom Covers close	Feb. 20	Ad Sales close	Aug. 21	Ad Sales close
April 30	Ad Sales close/materials due	Mar. 7	eMag blasts	Sept. 5	eMag blasts
May 14	Printed magazines mail to database; ship to courses	Mar. 19	Reminder email	Sept. 17	Reminder email
Annual <i>The World of Troon Facilities Directory</i>		<i>May/June</i>		<i>November/December</i>	
Sept. 5	Ad Sales close/materials due	Apr. 17	Ad Sales close	Oct. 23	Ad Sales close
Sept. 19	Ships to courses	May 2	eMag blasts	Nov. 7	eMag blasts
		May 14	Reminder email	Nov. 19	Reminder email



TROON GOLF & TRAVEL PUBLISHING TEAM

PUBLISHERS

Flagship Custom Publishing
A group of dynamic publishing professionals headed by George Fuller, Flagship Custom Publishing specializes in luxury travel and lifestyle, golf and hospitality publications. In addition to Troon Golf, clients include Del Mar Development, Huntsman Springs, FORE Magazine (Southern California Golf Association), Golfpac Travel, Integrity Golf, Mauna Kea Beach Hotel, Waikoloa Beach Resort, and others

EDITORIAL TEAM

Publisher
Richard 'Dick' Holcomb

Editorial Director
Geo. Fuller

Editorial Advisory Board
Brett Brooks
Scott Van Newkirk
Cyndi Bush
Ian Bullied

Creative Director
Kevin Gilbert

Managing Editor
Tom Mackin

Editor-at-Large
Scott Kauffman

Travel Editor
Tom Bedell

Equipment & Apparel Editor
Scott Kramer

Columnists
Malcolm Campbell
Jeff Williams

EDITORIAL DIRECTOR

George Fuller
GEORGE FULLER has been editing and publishing luxury lifestyle and golf titles for more than 20 years. Former editor of LINKS—The Best of Golf, and founder of GOLF LIVING Magazine (for the *Los Angeles Times*), over the years Fuller has contributed to many respected newspapers and magazines, including *Robb Report*, *Wall Street Journal*, *GOLF Magazine*, *Travel & Leisure Golf*, *Virtuoso Life* and many others.

PUBLISHER

Richard E Holcomb
RICHARD E HOLCOMB is a 1966 graduate of the University of Miami. He established his advertising sales career with Petersen Publishing Company in 1973, and served for a combined 17 years in advertising sales on a variety of consumer titles in the Petersen Magazine Network. He has also held positions as publisher of *Petersen's GOLFING* magazine, and Kachina Publications' *Golf Illustrated*. He joined Flagship Custom Publishing in 2010.

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