

Time Inc.

Reach 6MM+ Golfers with Time Inc's Great Golf Files

Time Inc. offers several opportunities to connect with subscribers who are interested in reading about the game of golf, major golf events, profiles of their favorite players, and the best places to find their favorite courses. These men and women are wealthy, mature, and like to travel in order to continue to pursue their love of the game!

Golf Magazine

508,000 Active Subscribers (Postal Address)

171,000 Active Subscribers (Email Address)

Golf Magazine contains comprehensive articles covering how-to instruction, tournament coverage, new equipment reviews, articles on travel and more.

Average Age 51, Average Income \$88,000, 80% Male / 17% Female

Golf Magazine Affluent Edition

168,000 Active Subscribers (Postal Address)

60,000 Active Subscribers (Email Address)

The Affluent Edition reaches Golf Magazine's wealthiest subscribers. They are members of the finest country clubs, are the highest level of corporate executives, and powerful investors.

Average Age 52, Average Income \$202,000, 87% Male / 13% Female

Golf Magazine Players Club

15,000 Active Members

The Golf Magazine Players Club focuses on the most discerning golf and travel enthusiasts. For \$24.95 monthly, members receive golf, travel, and lifestyle benefits as well as exclusive offers throughout the year.

Median Age 50, Average Income \$178,000, 66% Male / 30% Female

GOLF
MAGAZINE

**Sports
Illustrated**



Time Inc.

Sports Illustrated Golf Plus

635,000 Active Subscribers (Postal)

191,000 Active Subscribers (Email)

Sports Illustrated Golf Plus offers 4 stand-alone issues along with selectively bound inserts into 32 issues of Sports Illustrated Magazine. Each issue previews golf's largest events giving coverage of the tournaments, profiles of the players, and more. SI subscribers qualify to receive this edition by requesting it either online or calling customer service.

Median Age 40, Median Income \$82,000, 77% Male / 23% Female

Time Inc. Golf Super Masterfile

4,150,000 Active Subscribers (Postal)

862,000 Active Subscribers (Email)

This Masterfile gives the opportunity to reach golf enthusiasts from other Time Inc. properties who are not current subscribers to an active golf affinity title. Through their golf enhancement, Time Inc. has identified subscribers with a golf interest so that mailers can reach readers who want to learn golf tips, read about sports coverage, and see photos of the best courses they should travel to on their next vacation. Additional enhancements can be added to this file for best targeting, such as age and income.

Average Age 58, Average Income \$60,000, 44% Male / 55% Female

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