



Tee Times is Minnesota's monthly golf and lifestyle publication dedicated to keeping local golfers connected with the Minnesota golf scene both on and off the course.



MEDIA KIT 2017

Contact Tee Times
for more information
p: 651-304-1140
e: info@teetimespress.com



DEMOGRAPHICS

OUR READER

- The average household income is \$122,360
- 24.2% of households have income of \$75,000 - \$99,999
- 26.3% of households have income of \$100,000 - \$149,999
- 17.0% of households have income of \$150,000+
- 91% of are homeowners
- 78% are married
- 32% have at least one child in the house

MALE CORE GOLFERS (80%)

- Average age 44.5
- 70% are employed full-time
- 55% have an A.S., B.S. or grad degree
- 44% are managers/professionals/execs

FEMALE CORE GOLFERS (20%)

- Average age 53
- 42% are employed full-time
- 48% have an A.S., B.S. or grad degree
- 33% are managers/professionals/execs

CORE GOLFER FACTS

- 98% use the internet to search for golf information
- 64% play golf 1-2 times per week
- 60% eat out regularly
- 45% choose courses based on the quality and conditions of the course
- 42% play more than 10 different courses every season
- 41% play in tournaments
- 40% travel on a regular basis
- 39% make tee times online

Tee Times provides a targeted tool to reach Minnesota's affluent golfers, their families and their friends over 240,000 times each month. Unlike general interest publications, Tee Times is delivered directly to Twin Cities golfers. Subscriptions are available or local golfers can pick the publication up at over 1,600 locations including golf courses (public & private), golf retailers, major corporations, restaurants, luxury car dealers, coffee shops, liquor stores, barbershops, etc.



OUR TEAM

Steve Wetzler / Publisher

Steve has a Business Operations Degree from the University of St. Thomas. He has over 21 years of experience developing and operating niche marketing publications and creating marketing strategies for over 5,500 clients across the country. Steve plays golf - let's just keep it at that.

Kim Benjamin / Editor

Kim brings Tee Times 27 years of experience in people and operations management at various Fortune 500 companies. Her organizational skills and high level of professionalism supports our goal of producing a high quality publication. Kim has been playing golf since she was 8 and currently participates in many charitable and women's events throughout the Twin Cities.

Jimmy Rockelman / Director of Instruction

Jimmy is a 19 year PGA Professional with over 22 years of teaching experience to all levels of play. Jimmy is the Lead Golf Instructor at Coral Ridge Country Club in Fort Lauderdale, FL. Jimmy is also a member of the National PGA Education Faculty. Jimmy is originally from Milwaukee, WI.



Jim Mikolajczak / National Sales Director

Jim has over 30 years experience in the hospitality and sales industries. Jim is committed to exceeding his customer's expectations, understanding his clients goals, being instrumental in helping to grow their business, and always creating a win-win situation. Jim loves to play golf, but like Steve, neither should give up their day jobs.

* CORE golfers are defined as those who have played 8-24 rounds of golf in the past 12 months. Data from the 2001 PGA & 20/20 Survey, National Golf Foundation and TwinCitiesGolf.com survey.



EDITORIAL CALENDAR

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Tee Times focuses on the Minnesota golfer's game and lifestyle. In addition to regular monthly features, each issue has a unique focus to showcase relevant Minnesota and regional golf courses, resorts, events, tournaments and happenings.

ISSUE	DATE	EDITORIAL CALENDAR*
1	January**	New Year's Resolutions Planning For Improvement, 2017 Tournament Primer, Indoor Facilities, Golf Course Restaurants, Tee Times Travel Club - Alabama, Arizona, Las Vegas
2	February**	Valentine's Day Valentine's Day Gift Ideas, Private Clubs, Tee Times Travel Club - Las Vegas
3	March	Minnesota Golf Show Minnesota Golf Show Guide, 2017 U.S. Open, What's New At The 2017 PGA Merchandise Show, One Tank Trips - Iowa, Joining A League, Junior Programs
4	April	Minnesota Golf Resorts A Look At Minnesota's Top Golf Resorts, Planning Your 2017 Golf Outing, Tee Times Travel Club - Missouri
5	May	Wisconsin Golf & Mother's Day Wisconsin Golf, Mother's Day Gift Ideas, Kid Friendly Courses, Explore Minnesota, One Tank Trips - Road To Erin Hills & University Ridge
6	June	Father's Day Father's Day Gift Ideas, Golf Course Wedding Guide, Must Play Courses, 2017 U.S. Open, American Family Championship, LPGA, One Tank Trips - The Dakotas, Nebraska
7	July	Casino Courses Casino Courses, Links Style Courses Here In Minnesota, 3M Championship, 2017 Solheim Cup, Explore Minnesota, One Tank Trips - Michigan,
8	August	3M Championship 3M Championship, One Tank Trips, 2017 Solheim Cup, 2017 BMW Championship, Tee Times Travel Club - Illinois
9	September	Fall Golf Fall Golf, Planning Your Holiday Party At The Golf Course, Tee Times Travel Club - Alabama, Mississippi
10	October	2018 Tournaments Planning Your 2018 Tournament, Off Season Training, 2017 Readers' Choice Awards, Tee Times Travel Club - Alabama, Arizona, California, Florida, South Carolina, Texas
11	November**	The Season Doesn't Have To End Golf Course Restaurants, Indoor Facilities, Tee Times Travel Club - Hawaii
12	December**	Holiday Gift Ideas For The Golfer Holiday Gift Ideas, Tee Times Travel Club - Nevada, New Mexico

*Editorial calendar subject to change, equipment and apparel TBD

**January, February, November and December are e-editions only

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PRINT

AD SIZE	W	H	CI	\$
Back Page-Full	10.375	12.750	76.500	\$4380
Back Page-1/2	10.375	6.313	38.250	\$2190
Back Page-1/4	5.125	6.313	19.000	\$1095
2 Page Center Spread	21.750	12.750	153.00	\$7000
Full Page	10.375	12.750	76.500	\$3500
1/2 Page	5.125	11.500	34.500	\$1750
1/2 Page	6.875	8.688	34.500	\$1750
1/2 Page	10.375	5.688	34.500	\$1750
1/4 Page	3.375	8.688	17.250	\$875
1/4 Page	5.125	5.688	17.250	\$875
1/4 Page	6.875	4.438	17.250	\$875
1/6 Page	3.375	5.688	11.500	\$575
1/6 Page	5.125	3.688	11.500	\$575
1/8 Page	3.375	4.438	8.625	\$435
1/8 Page	5.125	2.688	8.625	\$435
1/12 Page	3.375	2.688	5.750	\$290
1/12 Page	5.125	1.938	5.750	\$290
Business Card	3.375	1.938	4.000	\$175

PUBLICATION PROFILE

Circulation: 30,000 / Greater Twin Cities Metro
Format/Size: Tabloid / 11.375 x 13.750
Page Count: 44-60 4-Color
Frequency: Monthly
Distribution: Rack / Direct Mail
Publish Date: First Wednesday of the Month
Deadline: Last Wednesday of the Month
Terms: Billed Monthly - Net 30

CIRCULATION

30,000 rack distribution at over 1,500 locations including, private golf clubs, local golf courses, golf retailers, 60 major corporations, restaurants, luxury car dealers, coffee shops, smoke shops, barber shops, other retailers, I35, I94, St. Cloud, Duluth and more. Emailed to 60,000 golfers in MN and 30,000 golfers in WI.

OPEN RATES

4 Color Display: \$46 per ci
Preferred Placement: +15%
Inserts: \$110 per 1,000 Min. 10,000

Rates subject to change without notice.

FREQUENCY DISCOUNTS

2 Issues 5%
3-5 Issues 10%
6-7 Issues 15%
8-11 Issues 20%
12 Issues 25%

COLUMN WIDTHS

1 col = 1.625" 4 col = 6.875"
2 col = 3.375" 5 col = 8.625"
3 col = 5.125" 6 col = 10.375"

CREATIVE

Tee Times can design your ad.
Full Page: Two hours free design time
1/2 Page or less: One hour free design time
Hourly Rate: \$120

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VIDEO



SHOW MINNESOTA GOLFERS THE “BIG PICTURE”
OF WHAT YOUR FACILITY HAS TO OFFER.

TEE TIMES’ VIDEO SERVICES

Tee Times now offers video production to allow you the opportunity to give local golfers an inside look at the golf experience you are able to provide. You own the video. Use the videos for social media, on your website, on YouTube, for your email blasts, on our website, etc.

FACILITY OVERVIEW

A two minute commercial that gives golfers the “big picture” of your facility.
\$995

FEATURE SEGMENTS

Two minute segments that focus on each aspect of your facility. Featured segments can include: Golf course overview, Tournaments & Outings, Customer Testimonials, Weddings, Banquets, PGA Pro Instruction, Pro Shop, Restaurant
\$995 per segment (1-5 segments)
\$895 per segment (6-10 segments)
\$795 per segment (11+ segments)

TEE TIMES TV PODCAST

We come to your course and film an infomercial that we email blast to over 60,000 Tee Times readers. This three minute video can include a Facility Overview and any Feature Segment you would like to promote.
\$1,995

VIDEO COURSE TOUR

We fly over each hole. Great to use for your online hole by hole tour!
\$1,995

PRO TIPS

Video golf tips done by your pro. Great for social media, email blasts and your website!
6 Tips \$995 - 12 Tips \$1,495 - 24 Tips \$1,995

EVENT VIDEOS

Have a special event or activity you’d like to have on video for current or future promotions? Use this two minute video to promote events at your course.
\$995



ONLINE

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WWW.TEETIMESPRESS.COM

Tee Times' website allows us to expand our coverage of Minnesota's golf market.

Readers can go to www.teetimepress.com for expanded coverage of local golf, golf courses, instruction and destination golf information.

ONLINE FEATURES INCLUDE:

- Digital e-edition of Tee Times magazine
- Golf course reviews
- Instruction
- Golf profiles
- Golf videos
- Golf course event calendar
- Local tournament calendar
- Golf course directory
- PGA Professional directory
- Destination golf
- Online contests, blogs and polls
- And much more

We look forward to helping you market your product to the affluent golfer in the Twin Cities. Please contact us for more information.



ONLINE ADS

Banner Ad (740 x 140)

Tile Ad (200 x 100)

\$/MONTH

\$1,000

\$500

RETARGETING

All Ads

CPC

\$2

SPONSORS

Site Sponsor

Search Sponsor

Weather Sponsor

Calendar Sponsor

Video Sponsor

\$/MONTH

\$499

\$249

\$249

\$249

\$249

EMAIL BLASTS

Dedicated E-Blast

Shared E-Blast

\$/BLAST

\$1,800

\$700

CONTACT



Tee Times

Minnesota Golf & Living



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