



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



Tee Times

Wisconsin Golf & Living

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 Wisconsin's affluent golfers, their families and their friends over 210,000 times each month. Unlike general interest publications, Tee Times is delivered directly via email to Wisconsin golfers.



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, and the National Golf Foundation.



EDITORIAL CALENDAR

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Tee Times focuses on the Wisconsin golfer's game and lifestyle. In addition to regular monthly features, each issue has a unique focus to showcase relevant Wisconsin 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, California |
| 2 | February | Valentine's Day Valentine's Day Gift Ideas, Private Clubs, Tee Times Travel Club - Florida, Las Vegas |
| 3 | March | Ready, Set, Swing - The Golf Season Is Coming 2017 U.S. Open, What's New At The 2017 PGA Merchandise Show, One Tank Trips - Iowa, Joining A League, Junior Programs |
| 4 | April | Wisconsin Golf Resorts A Look At Wisconsin's Top Golf Resorts, Planning Your 2017 Golf Outing, One Tank Trips - Illinois |
| 5 | May | Minnesota Golf & Mother's Day Minnesota Golf, Mother's Day Gift Ideas, 2017 U.S. Open, 2017 American Family Championship, LPGA at Thornberry Creek, Must Play Courses, Kid Friendly Courses |
| 6 | June | Father's Day & The 2017 U.S. Open Father's Day Gift Ideas, 2017 U.S. Open, 2017 American Family Championship, Golf Course Wedding Guide, Must Play Courses, One Tank Trips - Michigan |
| 7 | July | Casino Courses Casino Courses, Links Style Courses Here In Wisconsin, 2017 Solheim Cup, Tee Times Travel Club - Indiana, Ohio |
| 8 | August | Bucket List Golf Play Courses On Your Bucket List Before The Season Is Over, 2017 Solheim Cup, 2017 BMW Championship, Tee Times Travel Club - Kentucky, Missouri |
| 9 | September | Fall Golf Fall Golf, 2017 BMW Championship, Planning Your Holiday Party At The Golf Course, Tee Times Travel Club - Alabama, Mississippi |
| 10 | October | 2018 Tournaments Planning Your 2018 Outing, Off Season Training, 2017 Readers' Choice Awards, Tee Times Travel Club - 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, Off Season Fitness, Tee Times Travel Club - California, Florida |

*Editorial calendar subject to change, equipment and apparel TBD

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E-EDITION

| AD SIZE | W | H | CI | \$ |
|----------------------|--------|--------|--------|--------|
| Back Page-Full | 10.375 | 12.750 | 76.500 | \$2495 |
| Back Page-1/2 | 10.375 | 6.313 | 38.250 | \$1250 |
| Back Page-1/4 | 5.125 | 6.313 | 19.000 | \$625 |
| 2 Page Center Spread | 21.750 | 12.750 | 153.00 | \$4595 |
| Full Page | 10.375 | 12.750 | 76.500 | \$1975 |
| 1/2 Page | 5.125 | 11.500 | 34.500 | \$995 |
| 1/2 Page | 6.875 | 8.688 | 34.500 | \$995 |
| 1/2 Page | 10.375 | 5.688 | 34.500 | \$995 |
| 1/4 Page | 3.375 | 8.688 | 17.250 | \$495 |
| 1/4 Page | 5.125 | 5.688 | 17.250 | \$495 |
| 1/4 Page | 6.875 | 4.438 | 17.250 | \$495 |
| 1/6 Page | 3.375 | 5.688 | 11.500 | \$375 |
| 1/6 Page | 5.125 | 3.688 | 11.500 | \$375 |
| 1/8 Page | 3.375 | 4.438 | 8.625 | \$250 |
| 1/8 Page | 5.125 | 2.688 | 8.625 | \$250 |
| 1/12 Page | 3.375 | 2.688 | 5.750 | \$195 |
| 1/12 Page | 5.125 | 1.938 | 5.750 | \$195 |
| Business Card | 3.375 | 1.938 | 4.000 | \$145 |

PUBLICATION PROFILE

Circulation: Emailed to 30,000 golfer's email addresses in Wisconsin and 60,000 golfer's email addresses in Minnesota
 Format/Size: Tabloid / 11.375 x 13.750
 Page Count: 32-40 4-Color
 Frequency: Monthly
 Distribution: Emailed Directly To Golfers In WI & MN
 Publish Date: First Wednesday of the Month
 Deadline: Last Wednesday of the Month
 Terms: Billed Monthly - Net 30

OPEN RATES

4 Color Display: \$30 per ci
 Preferred Placement: +15%

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: \$125



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VIDEO



SHOW WISCONSIN 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 Wisconsin'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 Wisconsin's affluent golfer. 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



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