





-  GolfWest magazine
-  mygolfwest.com
-  myGolfWest.com/eMagazine
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# GOLFWEST

Reach over **191,029**  
avid golfers with our powerful  
marketing package



**//Attractions:** Whether it's a road trip with the family, an individual getaway or a golf retreat with your buddies, Western Canada is home to every level of golf course that will fulfill your dreams and aspirations. Clockwise from top left: **Shadow Mountain Golf Course; Bear Mountain Golf Resort; Silvertip Resort; Cranbrook Golf Club; Kelowna Springs Golf Course; and St. Eugene Golf Resort & Casino.**

# GOLFWEST

## Our readers. Your customers.

### // Targeted golfing market:

Our readers are planning to spend

# \$27 MILLION

on golf trips this season

95% of 15,000 (annual distribution) = 14,250 x \$202 x 9.4 (average number of golf courses played/season) = \$27,057,900

**95%**  
of readers used GolfWest  
to plan a trip

Our readers spent  
**\$202**  
per day on golf trips

### What are the most frequent golf destinations for our readers?

British Columbia	46%
Alberta	30%
United States	16%
Other	5%

### // Products:

Our readers will spend

# \$1.4 MILLION

on products & accessories

# \$287.50

Average amount GolfWest readers spend on products and accessories per season

15,000 (copies annually) / 3 (our readers buy new equipment once every 3 years on average) = 5,000  
5,000 (readers who will buy new equipment) x \$287.50 (average price of what our readers spend each season) = \$1,437,500.

### // Readers:

**97%**  
of readers are 35 and older

**93%**  
of readers golfed  
at more than 10 courses

**43%**  
of readers have memberships  
to a golf course

This information was compiled from our 2012 GolfWest survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.



// Hole-in-one: “So for the next few minutes, there was a tremendous amount of mystery surrounding the resting place of my ball. Michael and Randy drove ahead of us and were first to the green. They walked directly to the hole, looked down and screamed—it’s in the hole!” — Fred Greene, The Arroyo Course, Red Rock Country Club

# GOLFWEST

Our distribution personally delivers  
**your message.**



## MAGAZINE DISTRIBUTION

Minimum circulation numbers by issue

**Direct mail copies:** Golf club members and other individual subscribers ..... 5,000

**TARGETED MEDIA DELIVERY:** Newsstands, info centres, hotels, airports, high-traffic locations, AMA offices & golf courses ..... 10,000  
Distribution ..... 15,000

## MAGAZINE READERSHIP

**Annual audience** ..... 51,000  
Average readers per copy (survey data) ....3.4



## eMAGAZINE USAGE

Sent to a network of our magazine e-subscribers

**GolfWest** ..... 2,406  
Plus additional magazine distribution:  
Kootenay Business .....3,846  
SnoRiders .....5,359  
RidersWest .....5,274  
RVwest .....8,547



## WEBSITE USAGE

Yearly trackable page views (2011) ...120,781

\*Combined with RVwest and GolfWest



## eNEWSLETTER

GolfWest subscribers .....2,406  
7x over the course of the summer ....16,842

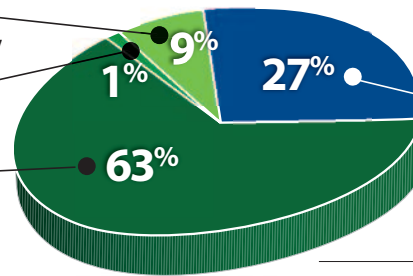
## Printernet packages

= Total Market Coverage & 191,029 Avid Golfers

GolfWest eNewsletter  
16,842 readers annually

GolfWest eMagazine  
2,406 viewers annually

myGolfWest.com  
120,781  
annual page views



GolfWest magazine  
51,000  
readers  
annually

Total web coverage  
= 73%

Total print coverage  
= 27%

## We directly mail to over 5,000 avid golfers



### Giving you the most direct mail access to golf course members

#### Our commitment to you

We've really done the work for you when it comes to reaching GOLFERS. Our distribution tells the story. That means you don't have to worry about whether your message will reach them. It will.

#### No unsold copies

Direct mail to golfers means never having to account for unsold newsstand copies.

#### More readers per issue

GolfWest makes contact with the golfers who matter: from club members who get

your message by direct mail to golfers who pick up their copy from golf courses, resorts, visitor information centres, airports and other high-traffic locations.

#### The best part!

Each issue of GolfWest is shared by an average of 3.4 golfers, so your print message alone can reach 51,000 active, passionate golfers! Add a PRINTERNET package and you'll reach 191,029 golfers from Canada, the U.S. and around the world.

# GOLFWEST

www.myGolfWest.com

Give us a call today » **TOLL FREE 1.800.663.8555**

Fax 250.426.4125 » info@kpimedia.com