

# Golfdom

The **#1 media choice** for marketers.

- ▶ Reaches More Superintendents Than Any Other Industry Publication\*
- ▶ Reaches More Owners and General Managers\*
- ▶ Fastest-Growing Publication in 2008\*\*
- ▶ Unmatchable ROI Programs Including Leads from Questex Connection
- ▶ Industry's Most-Experienced Editorial Team\*\*\*
- ▶ Digital Dominance—Visit [www.golfdom.com/godigital](http://www.golfdom.com/godigital) to see why
- ▶ Best Editorial & Design—More Awards Than Any Other Industry Publication\*\*\*\*
- ▶ Enhanced Design & Content for Print Edition and Web site, [www.golfdom.com](http://www.golfdom.com). Coming Summer '09

\*Publisher's Own Data (Golfdom); BPA Statements (GCM, GCI), Dec 2008.

\*\*IMS Auditor, Share of Ad Pages up 7%, Jan-Dec 2008.

\*\*\*Questex Research Department, 2008.

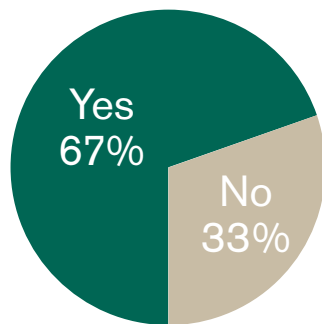
\*\*\*\*TOCA, ASBPE, Folio, SPJ and Press Club Awards (2006-2009).



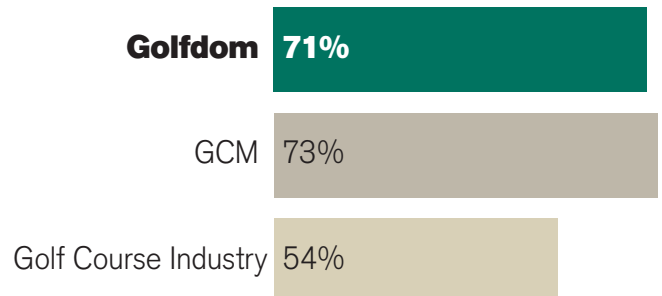
## Engaged Audience

A blind golf course maintenance publication readership survey conducted by Questex's Research Department in May 2008 resulted in 648 responses from primarily superintendents and golf course management titles.

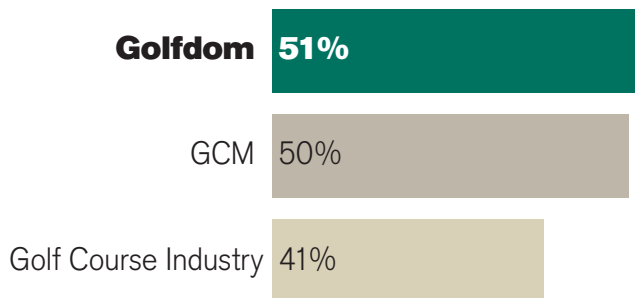
**Do you receive more golf course publications than you have time to read?**



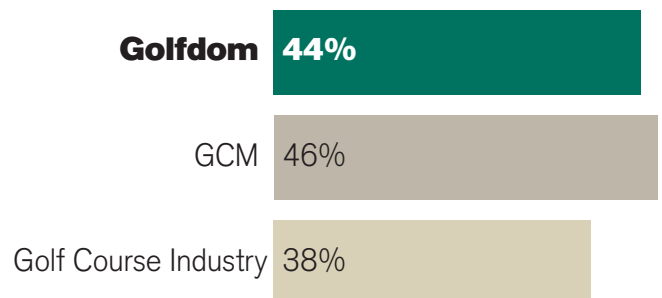
**If you could only receive TWO of these, which two would they be?**



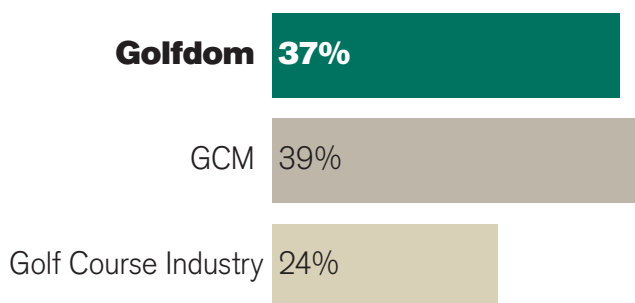
**Of the past four issues, how many have you read? Four or more...**



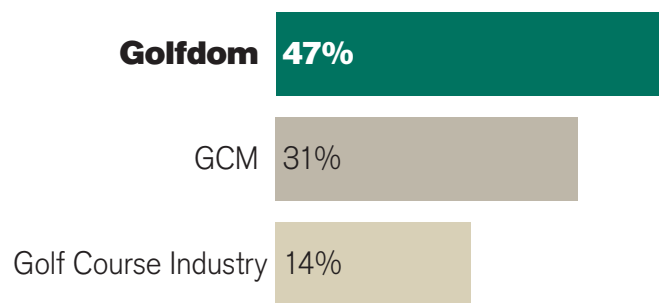
**Rate how thoroughly you have read each magazine. Read 1/2 or more...**



**Which one magazine is your overall favorite?**



**Which publication has the strongest editorial team?**



## Distinguished Audience

No other magazine tops *Golfdom* for total market coverage of the golf course maintenance industry.

### FACT

*Golfdom* reaches 790 more superintendents than the nearest competitor.\*

#### #1 Reach to Superintendents

	<i>Golfdom</i> *	<i>Golf Course Management</i> **	<i>Golf Course Industry</i> **
<b>Superintendents</b>	<b>16,878</b>	16,088	16,065
<b>Assistant Superintendents</b>	<b>3,007</b>	4,287	1,744

#### #1 Reach to Owners and Management

Top Owner & Mgmt. Titles	<i>Golfdom</i> *	<i>Golf Course Management</i> **	<i>Golf Course Industry</i> **
<b>Owner, Mgmt. Co. Executive</b>	<b>3,212</b>	38	3,193
<b>General Manager</b>	<b>4,905</b>	0	4,455

Source: \*Publishers Own Data, Dec. 2008. \*\*BPA Statements, Dec. 2008.

### FACT

*Golfdom* has reached more superintendents than any other industry publication for the last 10 years.\*  
Why? Simple. It's the content.

\**Golfdom* relaunched in Jan/Feb 1999



**TOCA**

Turf and Ornamental Communications Association

In the past 10 years,  
*Golfdom* has won more  
TOCA awards than  
its competitors.

## Highest-Quality, Award-Winning Editorial

### A Sampling of Recent Awards

#### 2009 Awards

##### Turf & Ornamental Communicators Association

- First Place, Writing for Commercial Publications: Operations Profile
- Merit, Writing for Commercial Publications: A Down-Home Approach
- Merit, Writing for Commercial Publications: Environmental Stewardship Article
- Merit, Best Photograph: Print Magazine Cover
- First Place, Miscellaneous Special Projects: 2009 Dog Days of Golf Calendar

##### Ohio Excellence in Journalism

- First Place, A Down-Home Approach
- Second Place, Best Trade Magazine
- Second Place, Water Wise
- Second Place, The Natural

#### 2008 Awards

##### Turf & Ornamental Communicators Association

- Winner, Gardner Award (Best of Show), Writing/Publishing
- First Place, Printed Magazines: Cover Page Design
- First Place, Writing for Commercial Publications: Turf Feature Article
- First Place, Writing for Commercial Publications: Operations Profile
- First Place, Writing for Commercial Publications: Series
- Merit, Writing for Commercial Publications: General Feature Article
- Merit, Writing for Commercial Publications: Environmental Stewardship Article
- Merit, Writing for Electronic Newsletter: Original Content
- Merit, Writing for Special Projects

##### Folio

- Silver, Magazine Eddie Award: The *Golfdom* Report

# Experience Counts...

## Golfdom's Editorial Staff Knows Its Subject Well

### Editorial Staff

#### Larry Aylward

Larry began his career as a sportswriter for a newspaper in 1985 and covered golf as part of his duties. Larry has worked as a magazine editor since 1990. He joined Golfdom at its outset in 1998, and has consistently been the recipient of numerous editorial awards.



#### Karl Danneberger

Karl Danneberger, Ph.D., is a professor in the department of horticulture and crop science at The Ohio State University. He is author of the popular "Turf M.D." column that appears monthly in Golfdom. Karl writes on topics ranging from Poa annua to pest control.



#### Geoff Shackelford

Geoff is the author of 10 books on golf course design, including "Grounds for Golf: The History and Fundamentals



of Golf Course Design." He also co-designed Rustic Canyon Golf Course with architect Gil Hanse. Rustic Canyon was named Golf Digest's Best New Public Course for 2002. Geoff also teaches a Harvard Graduate School of Design seminar on restoration with architect Brian Silva.

#### Christopher S. Gray Sr.

Chris is the General Manager and the Director of Golf Course Operations at Marvel Golf Club in Benton, KY.



With more than 15 years experience in the golf course management industry, Chris is member of both the GCSAA and the GCBAA. He is the only two-time overall winner of the "Environmental Leaders in Golf Awards" and the 2008 Winner of Rain Bird's "Intelligent Use of Water" Award.

#### Joel Jackson

Currently serving as the Executive Director for the Florida Golf Course Superintendents Association, Joel was honored with the GCSAA's Distinguished Service Award in 2003. Joel, a certified superintendent, also edits and writes columns and feature articles for the FGCSA's award winning Florida Green magazine and three other state and local golf/turf publications.



#### Ron Furlong

Ron Furlong, superintendent of Avalon Golf Club in Burlington, Wash., is a longtime contributing editor to Golfdom. Furlong has a two-year golf course and turfgrass management degree from Anoka Hennepin Technical College in Minnesota. His humorous writing style provides Golfdom with a style not found in other magazines.



### Advisory Staff

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JAMES BARRETT ASSOCIATES

**Pat Blum**  
COLONIAL ACRES GC

**Joe Boe**  
WINDERMERE GC

**Terry Bonar**, CGCS  
CANTERBURY GC

**David Davis**, FASIC  
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**Shawn Emerson**  
DESERT MOUNTAIN CLUB

**John Gurke**, CGCS  
AURORA CC

**Steve Hammon**  
TRAVERSE CITY G&CC

**Jim Husting**, CGCS  
WOODBRIIDGE G&CC

**Jim Loke**, CGCS  
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**Walter Mattison**  
(IN MEMORY)

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LANDSCAPES UNLIMITED

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HAZELTINE NATIONAL GC

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**Bobby Weed**, ASGCA  
WEED GOLF COURSE DESIGN

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