

GOLF

champion magazine
2020 Media Kit



#1 Korean American Golf Magazine

Founded in 2001, Golf Champion and Golfcm.com continues to be the #1 source for 3 million Korean American avid golfers in U.S. Golf Champion is a monthly subscription magazine aimed to address all sources related to golf. We strive to achieve the best to bring our readers from latest tour coverage to equipments.

Our headquarter is located in Orange County, California, with additional branches throughout U.S. and our overseas Asia office in Seoul, South Korea. In 2005 Golf Champion Magazine became in-flight feature magazine for Asiana Air's international flights, literally taking us off the ground. On the ground, our magazines are distributed west to east coast in various premier golf courses, golf institution, and subscriptions.



Golf Champion
Since 2001

Professional Golf Magazine
U.S.A. | KOREA | 골프코리아

GOLF

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T EE UP YOUR BUSINESS WITH GOLF CHAMPION



Celebrating 20 Year Anniversary

Golf Champion is a golf magazine publication aimed to address avid golfers and enthusiasts all related to golf.

Editorials

Editorial Reviews:

- Tournament Coverage
- Golf Equipment
- Profiles of Pros & Newsmakers
- Golf Course Reviews
- Instruction & Advice
- Travel & Resort
- Technology
- Fashion & Trends
- Accessory Reviews

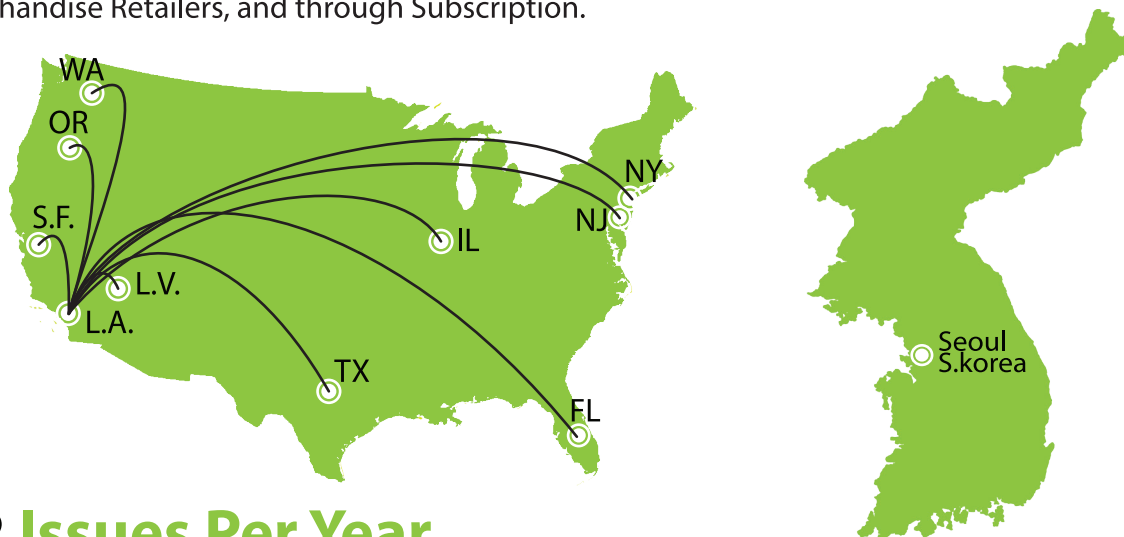


Special Features:

- Golf Course Vacation Packages
- Weddings and Holiday Banquets
- Tournament Guide
- Golf Schools and Instructors
- Club Technology
- Community Highlights

Circulation

Golf Champion is selectively distributed throughout Nationwide at Golf Courses, Golf Merchandise Retailers, and through Subscription.



12 Issues Per Year

70,000 Copies Per Issue

500,000 Readership Per Issue

We distribute throughout:

- So. California
- No. California
- Las Vegas, NV
- Washington
- Texas
- Florida
- Oregon
- New York, New York
- Seoul, South Korea
- Illinois
- New Jersey

Native home to many professional golfers in PGA and LPGA, we have expanded our office and distribution to Seoul, South Korea.

Expanding our readership internationally. Our Magazines are also found at various business centers, restaurants, medical offices, trade shows, and golf centers. We are also proud to be Feature In-Flight Magazine for Asiana Air's International flights.

GOLF champion magazine [Online]

Online

www.golfc.com

Golf is our passion and obsession. Our website is an extension and supplement of our magazine for our readers to engage.

Our website features:

- Tournament News
- Player News
- Golf Course Reviews
- Destination Golf
- Discussion Board
- Tee Time Reservation
- Banner Advertising
- Online Community
- Shopping Mall / nowgolfshop.com

Special Webzine Features

Full access to our monthly and previously published magazines over the web.

- Embedded Video Advertisement
- Video Instructions
- Player Interviews
- Golf Course

Social Media

Stay connected and updated with Golf Champion through Facebook and Twitter.

E-Campaigns

Events or sales, promotions, etc.



www.golfc.com

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Golf Champion
Since 2001

Readership Profile

In Challenging game of Golf, our target audience of 30 to 55 year old golf enthusiasts, rely on GC magazine to stay on top of their game.

MEDIAN AGE: 44

92% of readers are between 25 and 54 years old.

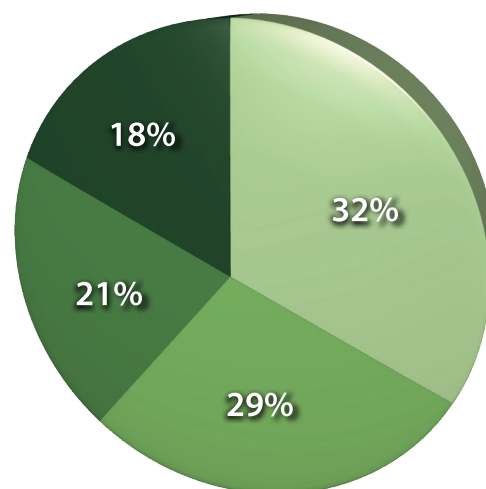
Male **63%**

Female **37%**

Reader Profile

Golf Champion reader profile preference in three categories.

- Tournament Coverage **32%**
- Equipments **29%**
- Lessons and Tips **21%**
- Travel and Leisure **18%**



Audience Income

INCOME:

Golf Champion reaches **30%** readers with household income over **\$150,000**

Average household income is **\$130,000**

AFFLUENCE:

Total audience with home valued at \$1 million and up **22.3%**

Total audience with home valued at \$500,000 to \$999,000 **62%**

Purchasing Power

94% Purchased advertised or featured Golf Champion product.



92.6% Relies on Golf Champion Magazine when making purchase decisions.



88% Golf Champion readers golf twice a week.



81.8% Readers are primary financial decision makers in their family.



GC Readers Average Annual Expense

\$2000+ Green Fees

\$700+ Apparels and Accessories

\$1000+ Clubs and Equipments

\$250+ Balls

Influential Readers

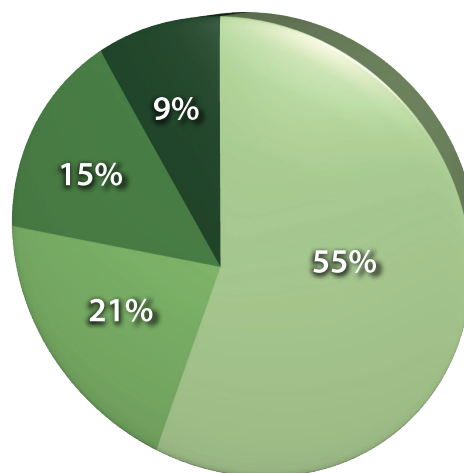
92% of GC readers are middle management to business owners

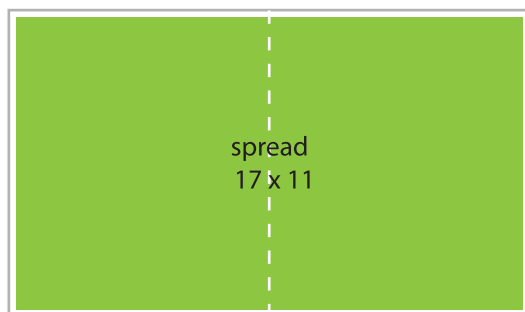
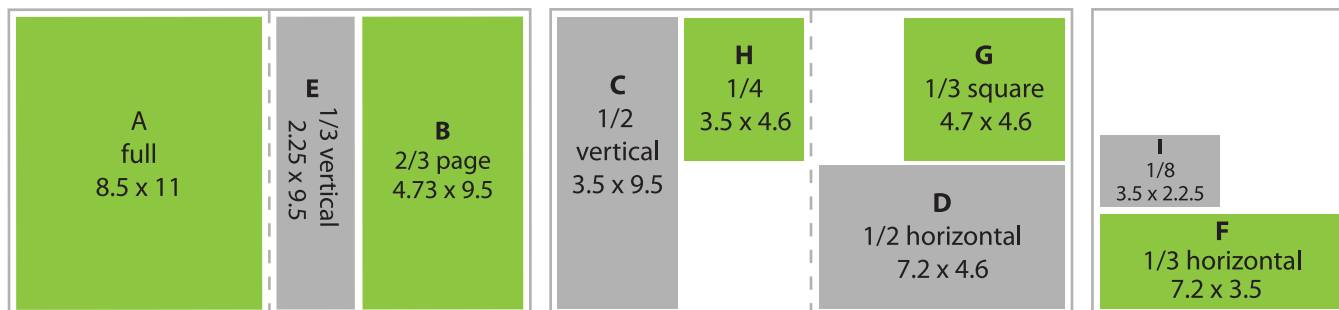
Business Owners **55.3%**

Executives **21%**

Management **15.2%**

Other **8.5%**





Specifications

Page Area	(in inches)		
A Full Page*	8.5 x 11	F 1/3 page horizontal	7.2 x 3.5
B 2/3 page	4.73 x 9.5	G 1/3 page square	4.7 x 4.6
C 1/2 page vertical	3.5 x 9.5	H 1/4 page	3.5 x 4.6
D 1/2 page horizontal	7.2 x 4.6	I 1/8 page	3.5 x 2.25
E 1/3 page vertical	2.25 x 9.5	two page spread*	17 x 11

Book Trim Size: 8.5" x 11" *Please note 1/8 inch for all bleeds.

Mechanical Requirements

Resolution: 300 dpi no less will be accepted.

Ads may be submitted only as native layered files:
PDF, EPS, AI, PSD, JPG, TIF

Files can be also uploaded through our FTP site. Please contact us for instructions.

The PDF files must have:

- * All fonts MUST be embedded .
- * The color space must be in CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles) will be accepted.

FILE STORAGE:

The original proof and an archived copy of the digital ad file will be kept for 13 months after printing before being discarded.

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch). Minimum size knockout type should be 8 point.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

GENERAL MATERIAL DEADLINE:

Materials are due at ad close. For extensions and deadline, please contact Golf Champion Media.

General Advertising Rates

Rate Base 70,000

Effective January 2019 Issue

Volume Discount		15%	25%	40%
Color ADS	Open	3x	6x	x12
Full	\$4,500	\$3,825	\$3,375	\$2,700
2/3	\$3,750	\$3,187	\$2,812	\$2,250
1/2	\$3,000	\$2,550	\$2,250	\$1,800
1/3 Vertical	\$1,800	\$1,530	\$1,350	\$1,080
1/3 Square	\$1,800	\$1,530	\$1,350	\$1,080
1/4	\$1,500	\$1,275	\$1,125	\$900
1/8	\$1,200	\$1,020	\$900	\$720
Spread	\$8,000	\$6,800	\$6,000	\$4,800
Premium ADS	Open	3x	6x	x12
Back Cover	\$7,500	\$6,375	\$5,625	\$4,500
Inside Front	\$6,000	\$5,100	\$4,500	\$3,600
Inside Back	\$5,500	\$4,675	\$4,125	\$3,300

Guaranteed Position - Additional 10% of total ad rate for 1/2 page or larger



The Champion Media, Inc.



To Advertise Please Contact 657.354.7346

905 S. Euclid St. #105 Fullerton, CA 92832

www.golfcmm.com

www.pgamedia.com

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Advertisement | ad@kpgatour.org

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