



IDAHO GOLF - PRINT & DIGITAL PROGRAMS

According to the **Western Golf Survey** conducted in September 2011:
 31% of Northwest Rockies golfers took 5 golf trips in one year
 67% of Northwest Rockies golfers took 3 golf trips in one year
 53% of Northwest Rockies golfers stated golf was played as just one of the vacation activities
 41% of Northwest Rockies golfers travel 400 miles or more on their golf adventures

Capitalize on the NEW BUSINESS opportunity by advertising to this active traveling consumer.

PRINT

Circulation: **245,459**
 States: **CA, OR, ID, WA, UT & W. Canada**
 Golf Digest Issue: **MAY 2013**
 Advertising Space Close: **FEBRUARY 2013**
 Pricing: **FOUR COLOR RATES (2011) - NET**
 Full page..... \$ 19,772
 1/2 Page..... \$ 11,379
 1/3 Page..... \$ 7,573
 1/6 Page..... \$ 3,505

DIGITAL

Impressions: **1.5 million**
ROS plus geo-targeted
 Flight: **March-June 2013**
 Pricing: **\$10,000 AND UP NET**

Idaho Golf Reaches Your Core Markets:



Added Value:

Full integrated media support across GolfDigest.com, Golf Digest Tablet and Golf Digest social media outlets.

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