

# 225,000 CIRCULATION

// A UNIQUE OPPORTUNITY TO REACH MORE INFLUENCERS //

## DEMOGRAPHIC PROFILE

Mirroring Golf World's audience of affluent, avid players, these 25,000 non-subscribers have been identified from our proprietary Marketing Database.

### TARGET

Household Income \$125K+	Index 316
Completed Graduate School	Index 316
Median Home Value \$500K+	Index 374
Net Worth \$1 Million	Index 350
Investing-Real Estate	Index 442

### ISSUES

Equipment Issue	March 1
Masters Preview	April 5
Masters Coverage	April 19
The Players Preview	May 3
The Players Coverage	May 17
U.S. Open Preview	June 14
The Lists Issue	June 21
U.S. Open Coverage	June 28
British Open Preview	July 12
British Open Coverage	July 26
PGA Championship Preview	August 9
PGA Championship Coverage	August 23
Ryder Cup Preview/BMW Championship Coverage	September 20
Ryder Cup Coverage	October 11
Readers' Choice Awards Issue	November 1
Newsmakers Issue	December 13



// GOLF WORLD // UNINTERRUPTED ACCESS TO GOLF'S MOST IMPORTANT AUDIENCE.