



2024
MEDIA
KIT

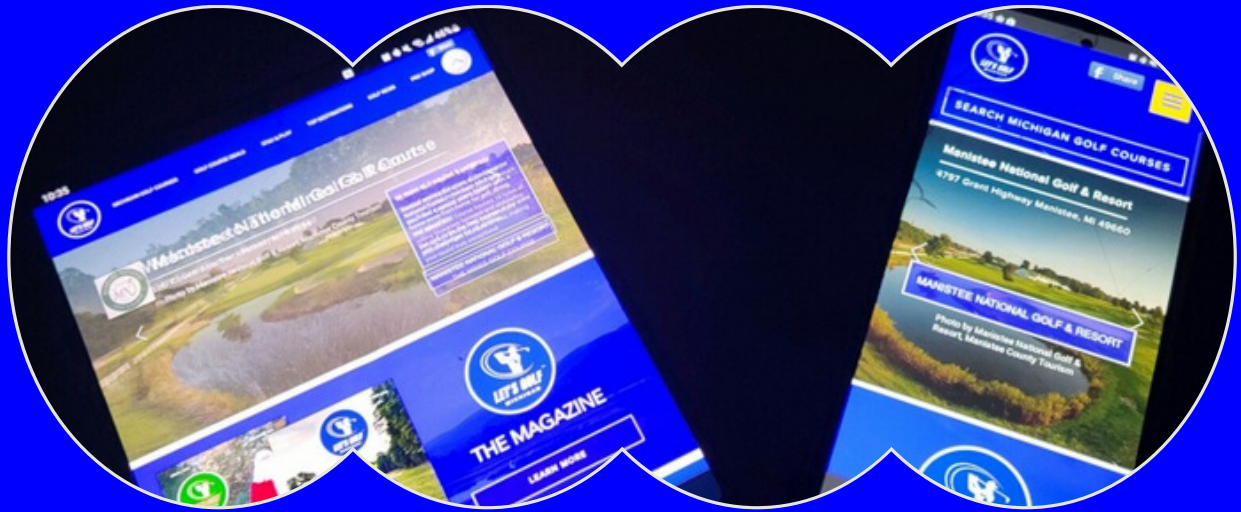
ELEVATE YOUR REACH.
ELEVATE YOUR BRAND.
ELEVATE YOUR GOLF COURSE.

"YOUR MESSAGE, OUR PLATFORMS – **A PERFECT MATCH**"



letsgolfmichigan.com

explore. Michigan Golf.



Welcome to ...





Connecting Michigan Golf Courses With Golfers. Anytime. Anywhere. 24/7

Our Content

Let's Golf Michigan is an "All-Inclusive" golf course online platform and magazine designed to help golf enthusiasts and tourist discover exceptional golf courses in Michigan and tourism opportunities around golf.

Over 600 Golf Courses - Familiarize yourself with the whereabouts of every golf course in Michigan, regardless of size, public or private.

Discover - Your next golf or family resort vacation destination with ease by connecting and exploring over 25 Michigan resort golf courses in just a few clicks.

Rise of Women in golf - Highlights the exceptional skills, dedication, and impact of women in this traditionally male-dominated realm.

Food & Spirits - Explore the dining and spirits offerings in Michigan within close proximity to the golf courses.

Golf Equipment - Helping people find the perfect golf equipment tailored to their skill level, preferences, and budget.

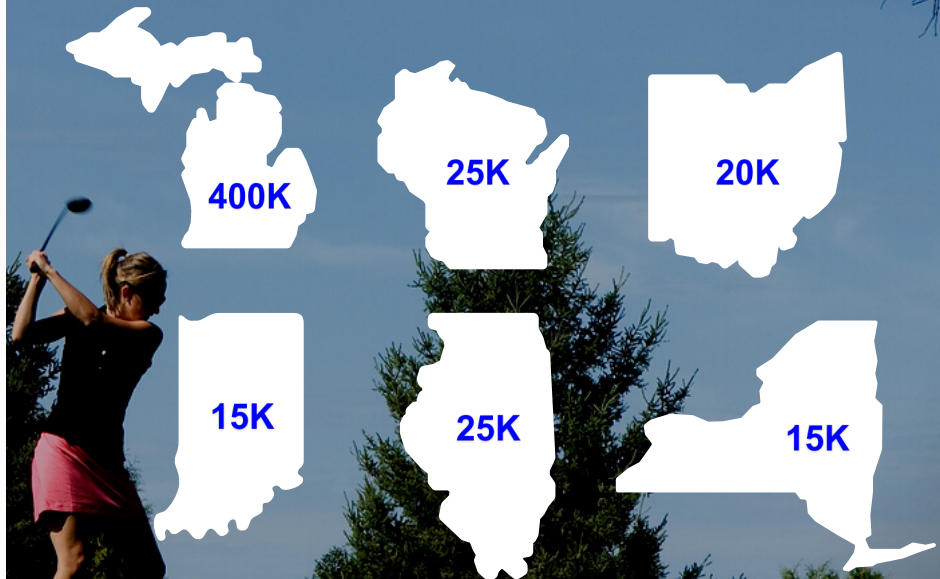
Youth in Golf - Aspire to foster the next generation of golf enthusiasts in Michigan by helping parents connect to the golf opportunities for youth.

500K

TOTAL BRAND REACH

CURRENT DIGITAL & PRINT
MAGAZINE DISTRIBUTION CHANNELS

2024 Distribution Areas



Other Core Content Areas Around Golf

- Travel & Tourism
- Finance & Insurance
- Real Estate
- Business Law
- Food & Dining
- Health



In 2024, we have obtained 750,000 recreational golf enthusiasts' email connections for digital distribution through our subscriber channels and collaborations with diverse golf marketing ventures. The open rate for our 2023 fall edition distribution, reaching over 65,000 golf enthusiasts and tourists, stood at an impressive 57%.

2024 DISTRIBUTION SCHEDULE



100K - (800K) PEAK SEASON

5.5 MINUTES

MARCH 2024: Spring Golf Season Edition
SEPTEMBER 2024: Fall Golf Season Edition
NOVEMBER: Holiday Season Golf Edition



SOCIAL CHANNELS WE USE FOR "PAID" CONTENT DISTRIBUTION



Let's Golf Michigan, The Magazine will be distributed to these emails in the Flipping Book platform with all of the engaging, linked quick connection ads and golf course spaces.

Select Advertising Space on Let's Golf Michigan Online is included with your purchase of ad space in our magazine.

Membership-level golf courses and Full-page advertising partners will receive 1 complimentary email distribution to our Michigan 400K golf enthusiast subscribers.

Contact Kevin at kevins@letsgolfusa.com



71%
KEEP ISSUES
ONE MONTH OR
LONGER



www.letsgolfmichigan.com

GOLF DEMOGRAPHICS



GOLF'S OVERALL REACH IN THE USA



119.2 MILLION

ONE IN 7 AMERICANS PLAYED GOLF

More than one-third of the U.S. population over the age of 5



**HOUSEHOLD
INCOME
\$100,950**



**68% OWN
A HOME**



**GENDER
75% MALE
25% FEMALE**

41.1 MILLION

There are over 41.1 million golfers in the United States.



**3.4 MILLION
JUNIORS**

Played golf on a course, its highest level since 2006.

865K

Over 865 thousand Golfers in Michigan

1.3 MILLION

Over 1.3 million Golfers across Ohio, Wisconsin, Illinois, Indiana and New York

GOLF PURCHASING DEMOGRAPHICS



PURCHASING HABITS OF THE AVID GOLFER (NEXT 12 MONTHS)



80% PLAY ON A GOLF COURSE



40% PLAN VACATIONS AROUND GOLF RESORTS



80% TRAVEL OR VACATION



73% DINE OUT ONCE PER WEEK OR MORE



53% GOLF EQUIPMENT



47% AUTOMOBILES



40% FINANCIAL SERVICES



42% REAL ESTATE SERVICES

Let's Golf Michigan collaborates with advertising partners to offer a compelling opportunity to amplify exposure through our magazine and online platform. This allows your brand to reach thousands of golfers and extend its presence to a dedicated golf community, enhancing its overall value.

EDIT CALENDAR



Our editorial calendar meticulously outlines the incredible content we have in store for our readers. It serves as a roadmap, with a keen eye on keeping golf course information and offerings updated, upcoming events, seasons, and trends, our calendar ensures that our publication remains not just relevant but anticipatory of our readers' interests.

March 2024 Golf Season Kickoff Edition

Ad Close: 3/22/24 Release: 3/30/24

September 2024 Fall Golf Season Edition

Ad Close: 8/26/24 Release: 9/9/24

November 2024 Holiday Season Gift Edition

Ad Close: 10/31/24 Release: 11/20/24

March 2025 Golf Season Kickoff Edition

Ad Close: 2/29/25 Release: 3/10/25

AD RATES



Let's Golf Michigan offers competitive and flexible advertising rates that cater to a variety of marketing budgets. Whether you're a local business looking to boost your presence or a national brand seeking to connect with Michigan's golf enthusiasts, our advertising packages are designed to accommodate your needs.

Let's Golf Michigan, The Magazine Current Ad Rates

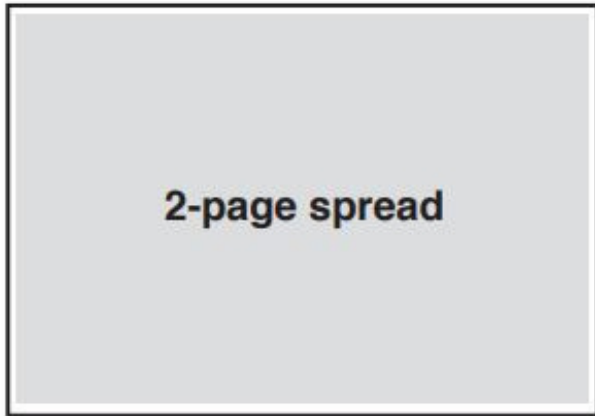
AD SPEC	RATE 1X	RATE 3X
FULL PAGE	\$1499	\$1199
FULL PAGE (spotlight)	\$1999	\$1499
HALF PAGE	\$799	\$649
BASE GOLF LISTINGS	\$199	\$149
BUSINESS LISTINGS	\$199	\$149

Full Page 3X Rate - 3 ad runs, 20% off *Full Page & Half Page Only*

Need more custom advertising options? Contact us today!
clientrelations@letsgolfusa.com

www.letsgolfmichigan.com

MAGAZINE AD SPACE SPECIFICATIONS



2-Page Spread (with bleed)

Bleed: 17" x 11.125"

Trim: 16.75" x 10.875"

Live: 16.125" x 10.25"

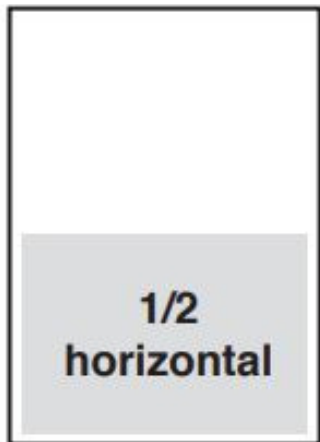


1-Page Spread (with bleed)

Bleed: 8.625" x 11.125"

Trim: 8.375" x 10.875"

Live: 7.75" x 10.25"



1/2 Half Page (No Bleed)

7.875" x 5.0625"

In the contemporary landscape of online and visual interaction, it's crucial for your golf course and business model to capitalize on accessible connection opportunities, expanding your reach, enhancing brand awareness, and unlocking potential revenue streams. Our strategically placed ads aim to facilitate seamless access to any golf course or business, employing swift connections and, most importantly, engaging placements that capture the interest of our vibrant golf community.

The Mines Golf Club | Grand Rapids, Michigan

330 Covell Ave SW Grand Rapids, MI 49534 | Phone: (616) 791-7544 | www.theminesgolfclub.com

Sample 1/2 Page Ad Placements

\$649

1X AD RATE

Up North feel, minutes from Grand Rapids, MI



Photo by The Mines Golf Club

5 Southwest Michigan Golf Courses to Play This Fall

The Mines Golf Club houses 18 holes of rolling bluegrass fairways and undulating bent grass greens. Ranked #20 in Michigan's Best Public Access Courses, Golfweek 2013 America's Best New Courses, Golf Digest.

Michigan's Largest Buick GMC Auto Group

Sample 1/2 Page Ad Business Class Placements



\$649

1X AD RATE



JAMIE WALTERS
Sales Consultant
Todd Wenzel Buick GMC
Call Me: (616) 307-2012

All-New 2024 Buick Envista



Bringing You Home.



Northpointe Bank

Sample Full Page Ad
Business Class Placements

\$1499

1X AD RATE

Jon strives to bring value to customers by offering client focused financial products and services. Northpointe Bank does this by empowering our employees to exceed our customer expectations, delivering convenient innovative technology, and supporting our employees and the communities we serve.

SCAN ME



Michigan Resort Golf Course

MICHIGAN'S MOST SPECTACULAR RESORT STAY AND PLAY PACKAGE

Starting at \$199



Welcome to a retreat where the allure of golf meets the embrace of natural beauty, where every moment is an opportunity to create cherished memories. Welcome to our golf course resort, where the extraordinary becomes an everyday occurrence.

Sample Full Page Ad
Golf Course Spotlight Placements

\$1999

1X AD RATE

You can discover golf courses, golf deals, and stay-and-play packages online at [Let's Golf Michigan](#).

Sample Golf Course Placement | Michigan Golf Course

1000 Wilkinson Road, Gaylord, MI 49735

Phone: (989) 732-0000

Web: www.michigangolf.com



SOUTHWEST MICHIGAN GOLF COURSES



By City/Township Location A to Z

Page 1 of



Egypt Valley Country Club
7333 Knapp Street Srv Rd NE
Ada, MI 49301
(269) 673-2882
Course Type: **Private**
County: **Kent**
egyptvalley.com/



SCAN ME



Quail Ridge Golf Club
8375 36th St SE
Ada, MI 49301
(616) 676-2000
Course Type: **Public**
County: **Kent**
quailridgegc.com/



SCAN ME



Cheshire Hills Golf Course
3829 102nd Ave,
Allegan, MI 49010
(269) 673-2882
Course Type: **Public**
County: **Allegan**
www.cheshirehills.com/



SCAN ME



The Meadows at GVSU
4645 W Campus Dr
Allendale Charter Twp, MI 49401
(616) 331-1004
Course Type: **Public/College**
County: **Ottawa**
www.gvsu.edu/meadows/



SCAN ME



Tyler Creek Golf Club
13495 92nd St SE
Alto, MI 49302
(616) 868-6751
Course Type: **Public**
County: **Kent**
tylercreekgolfandcamp.com/



SCAN ME

Saskatoon Golf Club
9038 92nd St SE
Alto, MI 49302
Course Type: **Public**
County: **Kent**

Complementary Ad Placement (Free)

RESTAURANT LISTINGS | SAMPLE AD LISTINGS

Southwest Michigan Corridor Restaurants Near Golf Courses



Bostwick Lake Inn | 616.874.7290
8521 Belding Road NE Rockford, MI 49341 | thegilmorecollection.com

\$349
1X AD RATE

SCAN OR CLICK HERE

Creatively prepared
American Cuisine

\$199
1X AD RATE

Bostwick Lake Inn
8521 Belding Road NE
Rockford, MI 49341
(616) 874-7290



Grattan Irish Pub
11817 Old Belding Rd Ne
Belding, MI 48809
(616) 691-8221



Honey Creek Inn
8025 Cannonsburg Rd NE
Cannonsburg, MI 493179
(616) 874-7849



Timbers Inn & Restaurant
6555 Belding Rd NE,
Rockford, MI 49341
(616) 874-5553



Food for Thought....

On average, golfers may spend anywhere from \$20 to \$100 or more on dining and spirits, pre and post-golf course rounds. This estimate includes expenses related to meals, snacks, beverages, and alcoholic drinks.

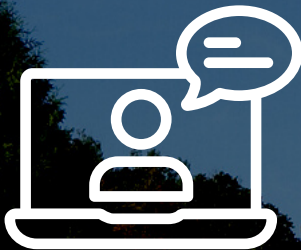
VALUE PROPOSITION

GOLF COURSES



Increased Visibility: Being placed on Let's Golf Michigan's online platform and magazine instantly improves any golf course's visibility. Potential golfers often search for courses in specific locations, and our dedicated Michigan golf course ecosystem provides a centralized platform to connect with your golf course more easily.

Better Connections to Attracting Golf Travelers: Tourists and travelers often turn to internet searches to find courses in the areas they are visiting. Let's Golf Michigan is built on connecting your golf course with golfers who may not be familiar with the local golf scene.



Improved Online Presence: In the digital age, an online presence is crucial. A golf course directory provides an online platform for golf courses to showcase their facilities, amenities, and other relevant information.

Competition Awareness: Golf course owners can use Let's Golf Michigan to stay in the know when it comes to the competition. Aids in making informed decisions about marketing strategies, pricing, and more.



Search Engine Optimization (SEO): Let's Golf Michigan contributes to better search engine visibility for your golf course. It will improve the chances of your golf course appearing in search results when users are looking for courses in Michigan.

VALUE PROPOSITION

ADVERTISERS



Advertising your restaurant or business on Let's Golf Michigan is good business and advertising dollars well spent. Placing your business next to your area golf courses will attract golfers and other potential customers who frequent the course.



VALUE CREATION FOR ADVERTISERS

Let's Golf Michigan is the place for golfers and consumers to find all Michigan golf courses, large or small, public or private. Job number one for us is to give Michigan golf courses priority to reach a unique golfer community by putting them in front of golfers in one engaging, attractive place.

This includes our advertising partners and helping you open the same door to connecting with more potential customers. It's all about building relationships, and why not start advertising on Let's Golf Michigan and build relationships with golfers who could spend money on your products or services?

Enhance Your Marketing Strategy: Let's Golf Michigan introduces a cutting-edge marketing and promotional tool for product or service businesses. This innovative platform empowers business owners to showcase their offerings to a broader audience, making it especially valuable for attracting both local and visiting golf enthusiasts.



ADDITIONAL SERVICES



Let's Golf Michigan eNewsletter (Delivered Once Monthly)

- Delivered to an average of 35k emails
- 48.1% Open Rate
- Ad size: 300 x 600, RGB color for the web

Email Marketing Services

- Delivered to an average of 75k emails
- Open rate varies

Website Design & Management Services

- Website Design
- Website Update Consulting
- Monthly Maintenance & Updating
- SEO Consulting & Related Services



CONTACT US



Let's Golf Michigan Contact Information

Kevin Scott

CMO | Client Acquisitions Representative

Email: kevins@letsgolfusa.com

C: 616.634.9438

O: 616.929.0615

At Let's Golf Michigan, our mission is to promote and celebrate the game of golf while fostering a community of passionate golfers. We are dedicated to connecting golf enthusiasts with golf courses across Michigan and beyond, providing a platform for sharing experiences, knowledge, and the love for the sport.

Our commitment extends to making golf more accessible and inclusive, irrespective of age, gender, or background. We aim to inspire, educate, and unite golfers by offering valuable insights, information, and resources.

It's a shared journey, a community, and a celebration of the rich tapestry of golf in our great state of Michigan.

www.letsgolfmichigan.com

405 W. GREENLAWN AVE. #G11 LANSING, MI 48910 USA