



SUMMER/FALL ISSUE RATES & DISTRIBUTION

The "baby boomer" generation is this nations most affluent population segment. The first of these "baby boomers" was born in 1946 and is just now eligible to collect Social Security. Millions more will soon follow.

They are a major economic force on Cape Cod and the Islands because this region offers them a desirable place to live, play and to retire. They have long been a part of the region's tourist economy and these "boomers" are now leading the home remodeling boom in the region.

Business owners, retirees and professionals living on Cape Cod have long supported the regions 50 private, semi-private and municipal golf courses. Today the number one baby boomer leisure activity is golf.

Golf on Cape Cod magazine is the most efficient and effective way to reach business owners, professionals and second homeowners on Cape Cod and the Islands. Since your advertising message is surrounded by editorial that golfers want to read, your ad message finds a more receptive audience.

Golfing households are this regions most affluent demographic.

SUMMER/FALL ISSUE DISTRIBUTION

Paid, Individual Request Subscribers & Direct Mail	5,000
Country Clubs & Pro Shops	4,000
Visitors Centers	3,000
Airline & Airline Clubs (Delta, Continental)	3,000
Tournaments (Charity/Business Golfers & Events) & Professional Offices	2,500
In-Room Distribution (Hotels, Motels, Inns & Resorts)	2,500
Total Distribution/Circulation	20,000

ADVERTISING RATES SUMMER/FALL ISSUE

GENERAL ADVERTISING RATES (COLOR)

Size

Full Page	\$2,500
2/3 page	\$1,850
1/2 page	\$1,400
1/3 page	\$995
1/6 page	\$525

REAL ESTATE/FINANCE ADVERTISING RATES (COLOR)

Full page	\$1850
1/2 page	\$1095
1/4 page	\$695

ON SALE & CLOSING DATES

SUMMER/FALL 2009

Ad Deadline
7/25/09

On Sale Date
August 2009

READER PROFILE

Avid Golfing Households

Average Rounds Per Year: 50

Average Years Playing Golf: 28

Golfers Per Household: 1.7

Private Club Membership: 38%

Will Visit a Golf Destination: 56%

Purchased Golf Equipment/Services: 92%

Affluent Golf Households

Home Ownership: 89%

Own a Second Home: 56%

Average Home Value: 487,600

Average Portfolio: \$1,330,000

Purchasing Power

Average Household Income: \$136,200

GEOGRAPHIC DISTRIBUTION

New England: **80.9%**

Massachusetts: **67%**

Mid Atlantic: **7.0%**

Southeast: **6.5%**

Midwest/West: **3.7%**

Source: Readership Study 2003

