

# Bay Area Golfing MAGAZINE



## Celebrating the Golf Lifestyle North of the GTA

### Who reads Bay Area Golfing magazine?

The Bay Area Golfing reader is one who lives, vacations or day trips north of the GTA and has a passion for golf and travel.

### Why do they turn to Bay Area Golfing magazine?

Golfing enthusiasts look to Bay Area Golfing for information on how to enhance their golfing experience in the region. Whether they are planning to relocate to a golf community, sourcing golf course and stay & play packages, or looking for some après golf fun, each edition supplies this information and more.

### Where can they find Bay Area Golfing magazine?

With a total circulation of 18,500 copies, Bay Area Golfing is distributed through golf courses, tourist outlets, resorts, hotels and retailers from the northern edges of the GTA throughout the greater Georgian Bay, Lake Simcoe and cottage country regions.

Additional copies can also be found at provincial tourist information centres, select GTA golf courses, retailers and industry related consumer trade shows along with targeted home delivery to Southwestern Ontario. A detailed distribution plan is available upon request.

### 2008 Editorial Snapshot

#### SPRING

Mastery of Her Domain: Women in Golf  
Route 93: The Barrie to Midland Golf Strip  
Junior Instruction Meets Technological Innovation  
Golf Real Estate: Rental Pools  
The Golf Courses of Hills of Headwaters

#### MID SUMMER

Creating Competition: Junior Development  
Golf Packages: Don't Forget the Chain Gang  
Stay & Play Muskoka  
Golf Real Estate: By the Bay  
The Golf Courses of Cottage Country

#### LATE SUMMER

The Imaginative Eye: The Art of Golf  
Family Fun on Huron Shores  
Surviving Q. School  
Making the Corporate Retreat More Than Memorable  
The Golf Courses of the Southern Georgian Bay

**Regular columns include:** News, Views & Results; Instruction; Junior Report; Gizmo Guide; Real Estate Review; Resort Report; Après Golf; Health & Fitness and more.



Stay and Play Ontario magazine focuses on trip planning for couples, families, groups of friends and corporate travelers. Going beyond just "what to do", Stay and Play Ontario strives to deliver a local perspective that captures the flavour of Ontario's destinations.



The BAGS Junior Golf Tour will celebrate its 15th year of supporting the growth and development of junior golf with 14 tournaments held at some of the finest venues across the region. Tournament sponsorship opportunities are available. Details available upon request.

"Excellent publication and job well done all season. I will definitely be including Bay Area Golfing magazine in my '08 advertising budget!"

- Scott Harradine: Georgian Summer Suites

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[www.bags.on.ca](http://www.bags.on.ca)

# Bay Area Golfing MAGAZINE



2008 DISPLAY AD RATES	1x	3x
Inside Back	2400	2255
Outside Back	2520	2375
Inside Front	2470	2325
Page Three	2470	2325
Full Page	2050	1955
Double Page	3800	3400
1/2 Page	1235	1150
1/3 Page	1050	925
1/4 Page	720	625
1/6 Page	610	535
1/9 Page	425	380

Full Page	7.375" X 9.875"	1/3 Page	Sq: 4.667" x 4.875"
Trim Page	8.375" X 10.875"	1/3 Page	H: 7.375" X 3"
Bleed Page	8.625" X 11.125"	1/3 Page	V: 2.25" X 9.875"
Double Page	16.75" x 10.875"	1/4 Page	3.5" x 4.875"
1/2 Page	V: 3.5" X 9.875"	1/6 Page	2.375" X 4.875"
1/2 Page	H: 7.375" X 4.875"	1/9 Page	2.375" X 3"

MARKETPLACE AD RATES	1x
1/8 Page (3.5" x 2.4")	400

DIRECTORY UNIT RATES	1x
Single Unit (5.3893" x 1.3507")	200
Double Unit (5.3893" x 2.7378")	375
Web Listing	125

## SAMPLE DIRECTORY UNIT:



**NORTHERN DUNES GOLF CLUB** XX  
**665 Bruce Street, Hepworth Ontario, N0H 1P0 519-935-3000**  
**www.northerndunes.com, golf@northerndunes.com**

**Description:** Located in the scenic South Bruce Peninsula Northern Dunes is a par 72, 18-Hole Championship golf course that reaches 6,400 yards. The course challenges all levels of golfer with mature trees, water hazards and sand traps on every hole with well groomed fairways and manicured greens. Tournaments welcome.

**Activities:** Licensed Clubhouse with enclosed heated patio and on site practice facilities. Just minutes to Sauble Beach, Owen Sound and Wiarton  
**Stay & Play:** N/A for now, more to come

**RATES: From \$37**

## 2008 MATERIAL & BOOKING DEADLINES

Issue	Booking	Material	Distribution
Spring	April 10	April 15	May 9
Mid Summer	May 23	May 28	June 23
Late Summer	July 23	July 28	August 21

## Directory Options and Descriptions:

### GOLF COURSE DIRECTORY UNITS

Available in the directory section of each issue and includes: Photo, facility name and contact info, map identification, plus information pertaining to rates, stay & play affiliations, yardages and par.

### STAY AND PLAY DIRECTORY UNITS

Available in the directory section of each issue and includes: Photo, facility name and contact info, map identification, plus information pertaining to package rates, golf course affiliations and other onsite amenities.

### ONLINE LISTINGS:

**www.bags.on.ca**

Online listings appear in the appropriate directory category section\* of bags.on.ca for one year and includes: Facility name and contact info, links, logo, photo, plus a 50 word description, directions and stay & play affiliations if appropriate.

\*Categories include: Golf Courses, Stay & Play, Practice Facilities, Academies & Junior Camps, Golf Retail Outlets, Real Estate Developments, Après Golf and more.

All ad cancellations must be delivered in writing to the publisher prior to one month before publication date. Failure to do so will result in a full charge for booked space.

Please submit all images in CMYK at a minimum of 300 dpi. Ensure that all files are supplied in one of the following formats: .tif, .ai, .eps, .jpg or .psd. Print ready acrobat files are also accepted. Please ensure all fonts have been converted to outlines and all spot colours have been converted to CMYK.

Production charges: Ads that require reformatting or resizing are subject to a \$50 production charge.

FTP: Ad material can be uploaded to our FTP site. Contact your sales rep for your password and instructions.