

2009 MEDIA KIT

ABOUT TEE IT UP MAGAZINE...

Announcing a New Kind of Golf Publication



- DOUBLE-BARRELED EXPOSURE VIA RADIO AND PRINT •
- REACHING “AVID/AFFLUENT” GOLFERS IN SOUTHERN CALIFORNIA AND BEYOND •
- COMBINING THE BROAD REACH OF RADIO WITH THE PRECISION OF CONTROLLED PRINT CIRCULATION •
 - CELEBRATING THE “LIFESTYLE OF GOLF” •
 - 13 YEARS OF BRAND BUILDING VIA THE TEE IT UP RADIO SHOW •
 - WHERE TO PLAY VS. HOW TO PLAY •
 - CARS, CIGARS, SPAS, DINING, WINE AND SPIRITS, TRAVEL, REAL ESTATE •
 - READERS WHO DESCRIBE THEMSELVES AS “AVID GOLFERS” •
 - PROMOTED NATIONALLY ON TEE IT UP RADIO NETWORK •
- ONLY THE BEST CIRCULATION: SELECT NEWSSTAND, SUBSCRIBER, IN-ROOM AT •
GOLF RESORTS, TOURNAMENTS, UPSCALE GREEN GRASS, PRIVATE CLUBS

818.849.3630

WWW.TEEITUPMAGAZINE.COM

About TEE IT UP Magazine...



FOR THOSE WHO LOVE THE GAME OF GOLF...

TEE IT UP Magazine is geared primarily to “avid/upscale” golfers in Southern California who live and love the game and the lifestyle that surrounds it. Our interviews, profiles, reviews and articles—many of which will also be featured on our nationally-syndicated radio broadcast partner, *TEE IT UP Show*—capture the wonderful people we meet in golf and the magnificent places we play through insightful reporting, vivid photography and contemporary design.

... THE LIFESTYLE THAT SURROUNDS IT...

In addition to focusing on the game itself (equipment, professional tours, instruction) *TEE IT UP Magazine* fuels its readers’ passion for the “spirit of the game” and the luxury lifestyle that draws us to it. This coverage embraces: resorts, spas, food, wine and spirits, cigars, fashion, electronics, vacation homes, automobiles, jewelry and other luxury products.

... IN THE WEST AND BEYOND.

The climate, beauty and open spaces of the West make it the hot region for the golf lifestyle, with an astounding variety of courses from which to choose, from lush, tropical golf courses in Hawaii to mountain-ringed tracks in Montana to winter havens in Arizona. But our editorial coverage does not stop in our own backyard. Since golf is a game of travel and exciting destinations, other features of interest to our readers include flyaway escapes (Scotland, the Caribbean, Australia) and real estate opportunities (South Carolina, Florida, Mexico).

OUR MISSION: TO DELIVER A GOOD READ
IN A LIVELY DESIGN TO PEOPLE WHO CARE.

CEO and President:

Alan & Adam Gottfried

TEE IT UP Radio Network, LLC., under the direction of Alan and Adam Gottfried, founded the TEE IT UP Radio Show more than 12 years ago, and continue to broadcast an exciting live golf and lifestyle show every Sunday morning from 6-8am. After 10 years of being heard solely in Southern California, the TEE IT UP Radio Network now reaches many other great golf markets across the U.S. and Canada.

Publisher/Editor-in-Chief: George Fuller

George Fuller founded Simply Brilliant Publishing with partner Kevin Gilbert in 2007. He has been in the publishing business specializing in luxury and golf for more than 15 years. Former editor of *LINKS—The Best of Golf Magazine*, and founder of *GOLF LIVING Magazine*, over the years Fuller has contributed regularly to many respected newspapers and magazines, including *Robb Report*, *Wall Street Journal*, *Los Angeles Times*, *GOLF Magazine*, *Travel & Leisure Golf* and many others.

Art Director: Kevin Gilbert

Having graduated from Platt College in 1991, Kevin Gilbert spent 15 years at the *Los Angeles Times* as a graphic design specialist. By 2002, he had risen to manage a thriving twelve-person creative department and was responsible for leading all *Los Angeles Times* marketing and promotional materials. He has over 18 years of design experience and is now a partner in Simply Brilliant Publishing.



Who's Reading TEE IT UP Magazine?



TOTAL CIRCULATION: 40,000 COPIES

OUR CIRCULATION REACHES “AVID/AFFLUENT” GOLFERS IN SOUTHERN CALIFORNIA AND BEYOND:

- CONTROLLED MAILING (75%)
- SELECT GREEN GRASS DROP POINTS (5%)
- IN-ROOM AT SELECT GOLF RESORTS (6%)
- SELECT NATIONAL NEWSSTANDS (10%)
- TOURNAMENTS & FUNDRAISERS (2%)

OUR READERS:

- NET WORTH: \$2.5 MILLION
- HHI: \$250,000+
- PLAY: 25+ ROUNDS OF GOLF/YEAR
- SELF-REPORTED: “AVID” GOLF INTEREST
- OWN: PRIMARY RESIDENCE—VALUE \$1.5 MILLION+
- OWN: SECOND/VACATION HOME
- AGE: 29-59
- MALE/FEMALE RATIO: 70/30

TEE IT UP Magazine is also present with live, nationally syndicated radio broadcasts via the *Tee It Up Show* (6-8 a.m. on KLAC radio, AM 570 in Southern California) at several PGA Tour, LPGA Tour, Champions Tour, and charity golf tournaments throughout the year, including:

- The Northern Trust Open (Riviera Country Club, Pacific Palisades, CA)
- Chevron World Challenge (Sherwood Country Club, Thousand Oaks, CA)
- Accenture Match Play Championship (The Gallery Golf Club, Tucson AZ)
- AT&T National Hosted by Tiger Woods (Congressional CC, Washington, DC)

ISN'T THIS THE READERSHIP YOU WANT TO KNOW ABOUT YOU?



2009 Editorial Highlights



JAN-MAR

- The Golf Guide to Major Sporting Events (Pro Bowl -Hawaii; Spring Training - AZ/FL; NCAA Champ - Miami; Superbowl - Tampa Bay)
- 19th Hole: Ariz. Steakhouse Madness
- The Green Highway: Las Vegas & Surrounds
- Flyaway: San Antonio, Texas
- Next Time You're In: Montreal
- Big Shot: Mad About Islands
Ad Space Deadline: Nov. 24, 2008
Materials Deadline: Nov. 28, 2008

APR-JUN

- Next Time You're in: Albuquerque
- 19th Hole: Copper River Salmon
- The Green Highway: Arizona - Tubac & Tucson
- Flyaway: Big Island, Hawaii
- Guest Columnist: Tom Harak Goes to Sweden
- Big Shot: Scottish Rite
Ad Space Deadline: Feb. 16, 2009
Materials Deadline: Feb. 20, 2009

IN EVERY ISSUE

- The Buzz (lifestyle)
- TEE IT UP Show On-Air (radio highlights)
- Commentary and Columns
- Tour Preview
- Where to Play: Travel
- Where to Live: Real Estate
- Photo Portfolios
- Equipment
- The TEE IT UP Reader

Edit Calendar Subject to Change

JULY-SEPT

- 19th Hole: Best Beer and Wine Lists in the West
- The Golf Guide to Summer Festivals
- The Green Highway: Kauai
- Flyaway: Jackson, Wyoming
- Retreat: Vancouver Island
- Big Shot: Middle of Nowhere
Ad Space Deadline: May 20, 2009
Materials Deadline: May 25, 2009

OCT-DEC

- Next Time You're In: Bandon
- 19th Hole: Best Eats After Vegas's best rounds
- Turk Pipkin - Postcards From Planet Golf
- The Green Highway: Monterey Peninsula
- Flyaway: Buenos Aires & Uruguay (Bill Kravitz)
- Retreat: Palm Desert Delight
- Big Shot: Fall Foliage
Ad Space Deadline: Aug. 21, 2009
Materials Deadline: Aug. 26, 2009



2009 Rates

Regional Rates (NET)



FOUR - COLOR

AD SIZE	1X	2X	3X	4X
FULL PAGE	\$4,500	\$4,250	\$4,000	\$3,750
2-PAGE SPREAD	\$8,000	\$7,750	\$7,500	\$7,250
1/2 (HORIZONTAL OR ISLAND)	\$3,000	\$2,750	\$2,500	\$2,000
1/3 PAGE (VERTICAL)	\$2,000	\$1,750	\$1,500	\$1,250
1/4 PAGE (FORMATTED)	\$500			

PREMIUM POSITIONS

COVER TWO (INSIDE FRONT)	\$5,000	\$4,750	\$4,500	\$4,250
COVER TWO/PAGE 1 SPREAD	\$9,000	\$8,750	\$8,500	\$8,250
COVER THREE (INSIDE BACK)	\$4,750	\$4,500	\$4,250	\$4,000
COVER FOUR (BACK COVER)	\$5,500	\$5,250	\$5,000	\$4,750

BUSINESS REPLY CARDS (3x5 bind-in)

\$4,600 INCLUDES 4-COLOR PRINTING AND INSERTION FOR FIRST ISSUE.

\$2,600 FOR EACH INSERTION AFTER THE INITIAL INSERTION.

NOTE: MUST ACCOMPANY A FULL PAGE AD.

NOTE: SPONSORS/ADVERTISERS OF THE TEE IT UP RADIO SHOW
RECEIVE 10% DISCOUNT FROM THE ABOVE RATES.

2009 DEADLINES

JAN/MAR

AD SPACE DEADLINE: NOV. 24, 2008
MATERIALS DEADLINE: NOV. 28, 2008

APR/JUN

AD SPACE DEADLINE: FEB. 16, 2009
MATERIALS DEADLINE: FEB. 20, 2009

JUL/SEPT

AD SPACE DEADLINE: MAY 20, 2009
MATERIALS DEADLINE: MAY 25, 2009

OCT/DEC

AD SPACE DEADLINE: AUG. 21, 2009
MATERIALS DEADLINE: AUG. 26, 2009

CONTACTS

GEORGE FULLER
310.245.9550
gfuller@earthlink.net

TERMS AND CONDITIONS

The following "Terms and Conditions" shall be incorporated by reference into all insertion orders submitted to TEE IT UP Magazine by Advertiser or its agency.

A) Invoices are rendered at date of publication. All prices are quoted as NET. B) Publisher holds the Advertiser and its ad agency jointly responsible for paying all duly authorized advertising inserted or attached to TEE IT UP Magazine. C) Invoices are due upon receipt unless otherwise specified under Insertion Order "Terms." Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees. D) All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. E) Advertiser grants Publisher the right and license to use, reproduce, transmit and distribute all creative materials supplied by or on behalf of the Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that it has the necessary rights in the Creative, the Creative does not violate any rights in applicable law or regulation and the Creative does not infringe upon any third party right in any manner or contain any material or information that is defamatory, slanderous, that violates any person's right of privacy or personality or may cause harm or damage any person. F) Orders may be cancelled without liability within 30 days of the issue's close date. G) Advertiser will be "short-rated" if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings have been based. H) Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless whether or not the ad runs. I) Publisher reserves the right to refuse advertising materials that do not meet magazine standards.



Mechanical Specifications



PREFERRED DIGITAL AD MATERIALS:

High-resolution PDF or PDF/X1 file

FILES CAN BE SENT IN ANY OF THE FOLLOWING WAYS:

E-mail — If the file is less than 12MB, it can be emailed to kgilbert@teeitupmagazine.com

FTP — Call 626.354.3452 or E-mail: kgilbert@teeitupmagazine.com for instructions

CD-ROM/DVD — Please save your files either on a CD or DVD clearly marked with client/design firm return information. Include a print-out.

FILE SPECIFICATIONS:

All high-resolution images and fonts must be included in the file.

Only use Type1 fonts No TrueType fonts or font substitution.

Images should be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450dpi.

No RGB or JPEG images. Do not nest EPS file into other EPS files.

All required image trapping must be included in the file.

File should include standard trim, bleed and center marks, 1/2" outside trim (no marks included in "live" image area) Template layouts on following page

PROOFS:

A Matchprint or Kodak approval are required to match color. Otherwise a color laser output or B&W proof are absolutely required.

REMOVABLE MEDIA:

Please save your files either on a CD or DVD clearly marked with client/design firm return information.

CONTACT INFORMATION

To MAIL FILES AND SUBMIT PROOFS:

TEE IT UP MAGAZINE
13223 VENTURA BLVD.,
SUITE H, STUDIO CITY, CA 91604

FOR TECHNICAL ASSISTANCE:

KEVIN GILBERT, 626.354.3452

To RESERVE AD SPACE:

GEORGE FULLER, 310.245.9550



Mechanical Specifications



MAGAZINE DIMENSIONS:

	WIDTH	HEIGHT
TRIM SIZE	8.5"	10.75"
LIVE AREA	7.5"	9.75"
BLEED SIZE	8.75"	11.00"

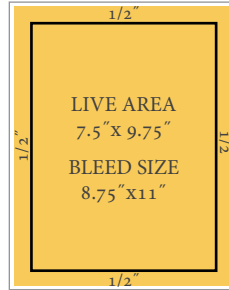
LIVE AREA:

1/2" FROM TRIM ON TOP, SIDES AND BOTTOM.

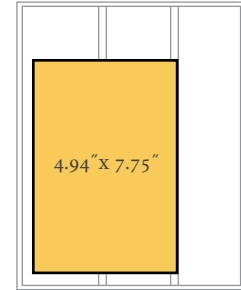
BLEED:

EXTENDS .125" OUT FROM ALL TRIM EDGES

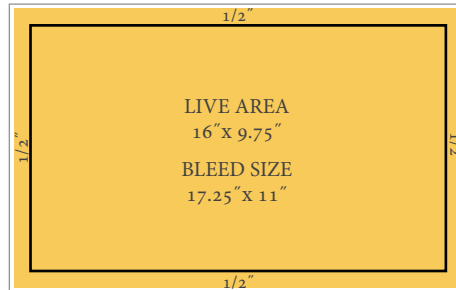
FULL PAGE



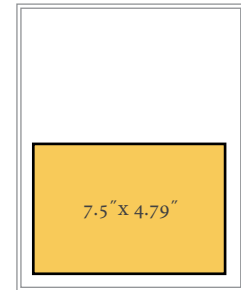
HALF PAGE ISLAND



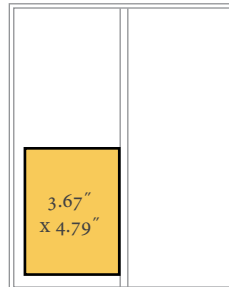
FULL PAGE SPREAD



HALF PAGE HORIZONTAL



QUARTER PAGE



1/3 VERTICAL PAGE

