



Golf Digest

The #1 Golf Publication

Golf Digest is the #1 most widely read golf publication in the world and the authority on how to play, what to play and where to play. Golf Digest's mantra is THINK YOUNG/PLAY HARD, a philosophy that defines both its reader and editorial alike, and is what differentiates Golf Digest from the competition. It's not just about swing speed—it's a way of life.

2020 CONTENT CALENDAR

January	Winter Prep
February	Hot list
March	Players Championship/ PGA Tour Preview
April	Masters Preview
May	Instruction/ PGA Championship Preview
June	All American Issue/ US Open Preview
July	Open Championship Preview
August	Gamechangers
September	Ryder Cup Preview
October	Teachers Issue
November	Golfers Who Give Back

Golf Digest

Rate Base	1,650,000
Subscriber Base	97.0%
Median Age	51
Age Breakdown	
18-24	9%
25-34	13%
35-54	35%
55+	43%
Avg. Household Income	\$132,058
Female / Male Readers	18% / 82%
Readers Per Copy	3.0

Source: MRI/ComScore2019

OUR SUBSCRIBERS

69% more likely to be super influential consumers of business travel

73% more likely to spent \$250+ on sports clothing & equipment

49% more likely to invest in stocks, bonds or mutual funds

Nearly **2 times** as likely to be an enterprise BDM