

Since the creation of Golf Digest in 1950, its mission has been to provide readers with unrivaled access to titans of the sport and authoritative content on “What to Play, Where to Play and How to Play.”

GolfDigest.com continues to explore what to play, where to play and how to play, while adding richness and interactivity to the game, allowing users to customize, personalize and localize “MY GAME.”



## What to Play (Equipment):

### Definitive Equipment Coverage

Customization and Depth of Content

- **Build Your Own Bag:** Customizable
- **Hot List Helper:** Multimedia
- **What's in My Bag:** Depth
- **Bomb and Gouge:** Depth
- ▶ *More than 8 in 10 (85%) of all serious golfers\* read the Golf Digest “Hot List” vs. Golf Magazine’s Club Test (68%)*

## Where to Play (Travel & Courses):

### Access to the World’s Best Clubs & Courses

Localize “MY GAME”

- **Course Finder:** Customizable
- **Where’s Matty G?:** Depth
- **Buddies Golf:** Multimedia
- ▶ *Ron Whitten, 1996 recipient of the prestigious Donald Ross Award by the American Society of Golf Course Architects, is among the world’s foremost experts on golf course architecture and is the Senior Editor, Architecture*
- ▶ *Matt Ginella, Senior Travel Editor, is face of golf travel. Ambushing buddies golf trips and highlighting unique golfing locations in his Away Game feature, Matt has golf travel insight like no one else*

## How to Play (Instruction):

### Exclusive Access to the Best Pros and Instructors

Searchable Video Content and Customization

- **Tips+:** Multimedia
- **Make Me Better:** Customizable
- **Swing Sequence:** Depth of Content
- **iPhone App:** Customizable
- ▶ *Exclusive relationships with the Top 2 golfers in the World – Tiger Woods and Phil Mickelson*
- ▶ *Exclusive relationships with the World’s top 3 golf instructors: Butch Harmon, Hank Haney and David Leadbetter*

## News & Tour Coverage:

### Access to the Game’s Insiders

Detailed Coverage

- **Masters:** Customizable
- **Weekend Updates:** Up to date
- **Tour News:** Total Coverage
- ▶ *Tim Rosaforte: 11-time Golf Writers Association of America Award Winner*
- ▶ *Ron Sirak: 13-time Golf Writers Association of America Award Winner – including 1st place in 2008*
- ▶ *Jaime Diaz: 12-time Golf Writers Association of America Award Winner – including 1st place in 2009*

## A DESIRABLE AUDIENCE

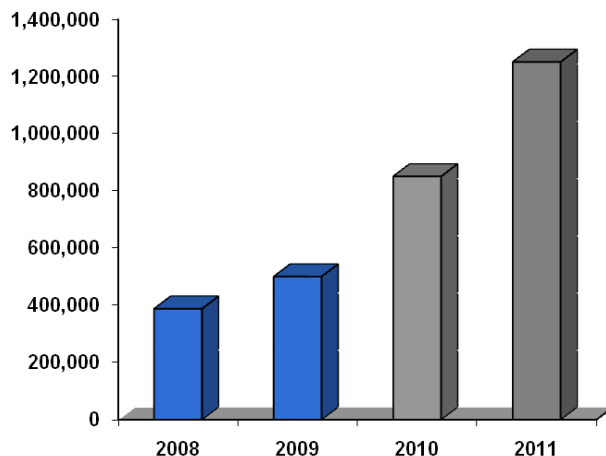
**More golfers are going online:** Growth 2006 – 2009

- ▶ Total Internet Population: 14%
- ▶ Golfers: **175%**

### GolfDigest.com Demos\*:

Male:	<b>84%</b>
Average age:	<b>52</b>
College Grad/Post Grads:	<b>53%</b>
C-Level Exec/Owner:	<b>Index 192</b>
EVP/SVP/VP:	<b>Index 178</b>
HHI: \$150K+:	<b>Index 16511</b>

GolfDigest.com Traffic Growth



## STRENGTH AGAINST THE COMPETITION

**% of users who visit GOLFDIGEST.COM but do NOT visit\*:**

TheGolfChannel.com	86%
PGA.com	80%
PGATour.com	79%
Golf.com	77%
GolfLink.com	61%

### POWERFUL CATEGORY INDEXES

#### FINANCIALS

- Current Market Value of Portfolio \$500K+: Index 229
- Current Market Value of Portfolio \$1M+: Index 228
- Frequently provide advice on financial information: Index 307

#### CONSUMER ELECTRONICS

- Purchase home electronics online (30 days): Index 298
- Frequently provide advice on electronics: Index 264

#### FOOD AND SPIRITS

- Purchase beer/wine/liquor (30 days): Index 306
- Frequently provide advice on restaurants or bars: Index 157

#### AUTO

- Currently own a sports luxury car: Index 424
- Automobile purchase (6 mo.): Index 320
- Frequently provide advice on cars/automotives: Index 203

#### TRAVEL

- Heavy spending online for hotel/motel reservations (6 mo.): Index 236
- Frequently provide advice on travel: Index 171
- Purchased airline tickets/reservations online (30 days): Index 162