

**NOW**  
*more than ever.*



When  
**push  
comes  
to shove,**  
people sometimes  
have to pick  
their passions.



ONLY **13%**  
OF GOLFERS CAN BE CONSIDERED GOLF'S  
BEST CUSTOMERS

THE GOLF MARKET

During these  
times it is  
vital to  
**market  
efficiently.**

Although the golf market continues to be attractive overall, the majority of players are casual golfers. Players who are less passionate about the sport are more likely to put golf on the back burner during economic turmoil.

Source: 2008 Spring MRI; Golf's best customers defined as playing 2-3 times a month (They make up only 13% of the golf market, but account for 56% of total golf spending.).

BUT GOLF'S BEST CUSTOMERS  
MAKE UP **95%** OF  
GOLF WORLD SUBSCRIBERS

GOLF WORLD

Golf World's audience is  
comprised of the sport's  
**most  
committed  
players**

86% are private club members // Average 100 rounds played a year  
41% have won a club championship // Average Handicap: 11

Source: 2008 Golf World Subscriber Study, Base: Men; Golf's Best Customers defined as playing 24+ times a year



who are also some  
of society's  
**most  
lucrative  
consumers.**

Avg. Age: 51 // Avg. HHI: \$241,860 // 32% are owners/C-titles // Top management: 52%  
76% of Golf World subscribers say they feel highly respected by their peers.  
Among Golf World subscribers who say they are spending less than a year ago, 90% said that their  
spending has only decreased by 25% or less.

Source: 2008 Golf World Subscriber Study; Core Players defined as 24+ rounds a year



# Golf is our readers' passion.

“ Even when it’s good, you’re never there. People ask me, “Are you there yet?” all the time. No. You never get there and that’s the great thing about it. You can always be better the next day. That’s how I look at golf and how I look at life. You can always be better. -Tiger Woods

**GolfWorld**

// FEEDBACK

**TELL US YOUR  
THOUGHTS.**

// Contact information:

Tom Nolan  
Publisher, Golf World

750 Third Avenue  
New York, NY 10017

T 212.630.2483

F 212.630.3321

@golfworld.com

// We are always **LOOKING FOR WAYS TO IMPROVE.**

With your help we can evaluate our progress at Golf World.  
We encourage you to contact Golf World's  
Publisher to share your comments, stories and/or  
suggestions. He looks forward to hearing from you!

**Now more than ever,**  
Golf World is a great weekly  
reminder about the good life.

And every week,  
Golf World is  
**their  
reward.**

“Golf World keeps it simple. It is efficient to read and, unlike others, I always read cover to cover because it's not overbearing.

I read [Golf World] for the unique insights that the writers bring to the game. These guys are really 'inside the ropes' and know things you can't get anywhere else.

Golf World gives me **everything I want.**



Own **the right**  
**200,000**  
**people**  
rather than rent  
the wrong million.

# GolfWorld

**GolfWorld**

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