

SOUTHLAND
GOLF

Editorial & Media Planning Guide 2012





JANUARY *BONUS DISTRIBUTION
WEST COAST SWING

The PGA Tour's elite return to Southern California
Plus: Fitness and Golf: What's New in 2012

DIRECTORIES: Player's Club Programs

DESTINATIONS: Arizona

SOUTHLAND SPOTLIGHT: Coachella Valley, San Diego

MATERIALS DEADLINE: DEC 13
DISTRIBUTION: JAN 2

FEBRUARY
CHAMPIONS TOUR

Orange County welcomes golf legends at the Toshiba Classic
Plus: Baseball and Golf: Arizona's Grand Slam

DIRECTORIES: Player's Club Programs

DESTINATIONS: Las Vegas, Hawaii, Arizona

SOUTHLAND SPOTLIGHT: Los Angeles

MATERIALS DEADLINE: JAN 17
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MARCH *BONUS DISTRIBUTION
WOMEN IN GOLF

LPGA Tour stars arrive for two marquee events
Plus: The Best of the LPGA and Resort Escapes for Women

DIRECTORIES: Wedding and Banquet Facilities

DESTINATIONS: Arizona, Las Vegas

SOUTHLAND SPOTLIGHT: Coachella Valley, Orange County

MATERIALS DEADLINE: FEB 14
DISTRIBUTION: MAR 1

APRIL
SUMMER TRAVEL

Top destinations in Southern California and beyond
Plus: Great Stay-and-Play Vacations at Home and Away

DIRECTORIES: Twilight Golf, Stay-and-Play Packages

SOUTHLAND SPOTLIGHT: Coachella Valley, Inland Empire

MATERIALS DEADLINE: MAR 13
DISTRIBUTION: MAR 29

MAY
JUNIOR GOLF

Profiling the best local players, and advice for success
Plus: Everything About, and For, Up-and-Coming Golf Stars

DIRECTORIES: Stay-and-Play Packages, Mother's Day Gift Guide, Twilight Golf, Junior Golf, Camps and Clinics

DESTINATIONS: Las Vegas, the High Sierra, Hawaii

SOUTHLAND SPOTLIGHT: San Diego

MATERIALS DEADLINE: APR 17
DISTRIBUTION: MAY 3

JUNE
EQUIPMENT & ACCESSORIES

What's new, hot and game-changing
Plus: Resort Golf: Luxury Destinations and Great Courses

DIRECTORIES: Stay-and-Play Packages, Father's Day Gift Guide

DESTINATIONS: Northern California, the Eastern Sierra

SOUTHLAND SPOTLIGHT: Los Angeles

MATERIALS DEADLINE: MAY 15
DISTRIBUTION: MAY 31

*DATES ARE SUBJECT TO CHANGE

IN EVERY ISSUE: LOCAL NEWS, CELEBRITY PROFILES, COURSE REVIEWS, EXCLUSIVE INSTRUCTION AND HOT PRODUCTS

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JULY INSTRUCTION

Plenty of tips from the region's top pros

Plus: Super Golfing Getaways in San Diego

DIRECTORIES: Golf Schools and Instruction

DESTINATIONS: Pacific Northwest, South of the Border, Central California

SOUTHLAND SPOTLIGHT: Orange County

MATERIALS DEADLINE: JUN 12
DISTRIBUTION: JUN 28

AUGUST THE BEST OF SOUTHLAND GOLF

Our panel of experts rate the Southland's best of the best

Plus: Country Clubs and fashion; 10 Crazy Holes

DIRECTORIES: Southern California Golf Courses, Stay-and-Play Packages

DESTINATIONS: Northern California, Hawaii

SOUTHLAND SPOTLIGHT: Inland Empire

MATERIALS DEADLINE: JUL 17
DISTRIBUTION: AUG 2

SEPTEMBER COLLEGIATE GOLF

A look at the best players, teams and rivalries

Plus: The Winningest Coaches and the USC-UCLA Shootout

DIRECTORIES: Golf Schools and Instruction

DESTINATIONS: South of the Border, Central California, Las Vegas

SOUTHLAND SPOTLIGHT: San Diego

MATERIALS DEADLINE: AUG 14
DISTRIBUTION: AUG 30

OCTOBER * BONUS DISTRIBUTION CELEBRITY GOLF

Profiling stars who love the game

Plus: Trick Shots and the Glory Days of Hollywood Golf

DIRECTORIES: Holiday Banquets and Events

DESTINATIONS: Las Vegas, Hawaii

SOUTHLAND SPOTLIGHT: Los Angeles

MATERIALS DEADLINE: SEP 11
DISTRIBUTION: OCT 1

NOVEMBER DESERT GOLF

The latest news and more at Coachella Valley courses

Plus: From Furnace Creek to Scottsdale

DIRECTORIES: Holiday Vacation Packages, Holiday Gift Guide

DESTINATIONS: Arizona

SOUTHLAND SPOTLIGHT: Orange County

MATERIALS DEADLINE: OCT 16
DISTRIBUTION: NOV 1

DECEMBER HALL OF FAME

5 new inductees into the Southland Golf Hall of Fame

Plus: When the Weather Outside is Frightful; Literary Golf

DIRECTORIES: 2013 Tournament Services, Holiday Gift Guide

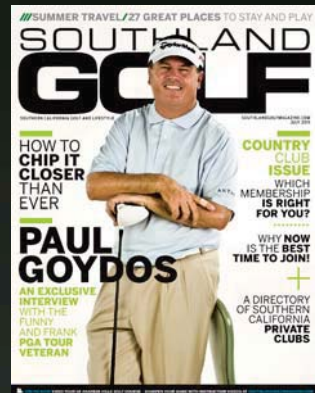
DESTINATIONS: 2013 Travel Guide

SOUTHLAND SPOTLIGHT: Inland Empire

MATERIALS DEADLINE: NOV 14
DISTRIBUTION: NOV 29

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