



## 2012 REGIONAL SPOTLIGHTS

Southland Golf is Southern California's most trusted media brand, delivering golf news and resources to golf enthusiasts. It's no surprise that our readers look to us each issue to spotlight the best courses in each region.

### 2012 ISSUES

- Coachella Valley** January, March, April
- Inland Empire** April, August, December
- Los Angeles** February, June, October
- Orange County** March, July, November
- San Diego** January, May, September

### SPECIAL OPPORTUNITY

#### 2012

Reserve an ad with Southland Golf in the given month and receive a profile in the Southland Spotlight, including:

- ▶ 75 WORD LISTING WITH 4-COLOR PHOTO OF YOUR COURSE
- ▶ YOUR WEBSITE URL "LIVE LINK" IN SOUTHLAND GOLF'S DIGITAL EDITION.
- ▶ PROMOTION TO 22,000-MEMBER DATABASE IN WEEKLY E-NEWSLETTER
- ▶ PROMOTION TO OUR SOCIAL MEDIA FOLLOWERS

**Don't miss this opportunity to reach 295,000 print and online readers in Southern California with your message.**



Celebrating its 17th year of continuous publishing, Southland Golf is the #1 golf media brand in Southern California.

[Southlandgolfmagazine.com](http://Southlandgolfmagazine.com)

### YOUR TARGET MARKET\*

- 63%** Visit SouthlandGolfMagazine.com at least once a week
- 77%** Play 3 or more rounds of golf per month, with **21%** playing 8 or more rounds
- 91%** Use Southland Golf to find courses to play
- 84%** Are likely to act on special offers or discounts in Southland Golf

\*2010 Southland Golf Readership Survey