

TAKING
TECHNOLOGY
TO NEW

HEIGHTS

WHY ADVERTISING IN GOLF DIGEST
DRIVES BUSINESS



THE FACE OF GOLF IS **CHANGING...**



12,800,000

MILLENNIAL GOLFERS AND GROWING



99%

of millennial golfers would rather play golf than watch it on TV

99%

of millennial golfers would play more if they had more time

75%

of millennial golfers define themselves as golfers



...AND **GOLF DIGEST**
IS **CHANGING** WITH IT

AGE 21-34:

GOLF DIGEST'S
FASTEST **GROWING**
READER SEGMENT

% CHANGE SINCE 2010

GOLF DIGEST +13%

MEN'S HEALTH +5%

MEN'S JOURNAL +3%

GQ +1%

ESPN THE MAGAZINE -3%

MEN'S FITNESS -6%

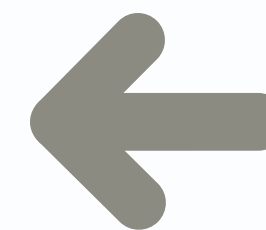
SPORTS ILLUSTRATED -12%

GOLF MAGAZINE -20%

OUTSIDE -21%

ESQUIRE -29%

DETAILS -31%





“ THIS MAGAZINE JUST LOOKS TOTALLY DIFFERENT THAN IT DID **10 YEARS** AGO, **5 YEARS** AGO... IT LOOKS LIKE A GQ OR AN ESQUIRE. ”

CABELL SMITH,
GOLF DIGEST MILLENNIAL FOCUS GROUP RESPONDENT

VISUALLY CAPTIVATING

SURF & TURF



IN SURFING YOU CAN PRETTY MUCH GO NAKED IF YOU WANT TO, BUT GOLF HAS RULES. I LIKE A BIT OF ORDER AND FORMALITY NOW AND AGAIN.
—KELLY SLATER / 11-TIME WORLD SURFING CHAMPION



WHY THE WORLD'S BEST SURFERS LOVE TO KICK BACK WITH GOLF **BY MAX ADLER**
PHOTOGRAPHS BY MORGAN MAASSEN

MR. SMOOTHIE

STRIPE YOUR IRONS ALL DAY LONG BY HUNTER MAHAN

PEOPLE ALWAYS TALK about the golf swing in segments—backswing, transition, downswing—but I don't look at it that way. I think of it as being one fluid motion. Sure, the backswing is slow and deliberate, and the downswing is fast and dynamic. But they should blend together *smoothly*. It's easier to do this with a driver, because you're not trying to hit the ball a specific distance or to a precise target. There's a flow to it. But when you get an iron in your hands, you find yourself making different swings for different situations and focusing on parts of the overall movement to try to create certain shots. That's when your swing can really get out of whack. If you want to hit your irons better, you've got to stay smooth from the moment you take the club back until the ball is gone. Practice hitting 100-yard shots with every iron in your bag. Making slower swings like this will help you build good rhythm and an awareness of how your body and club are moving. On the following pages I'll break down the swing—but remember, it's one continuous motion. Soon you'll be hitting your irons sweeter than ever. —WITH RON KASPRISKE



A CAPITALIST TOOL

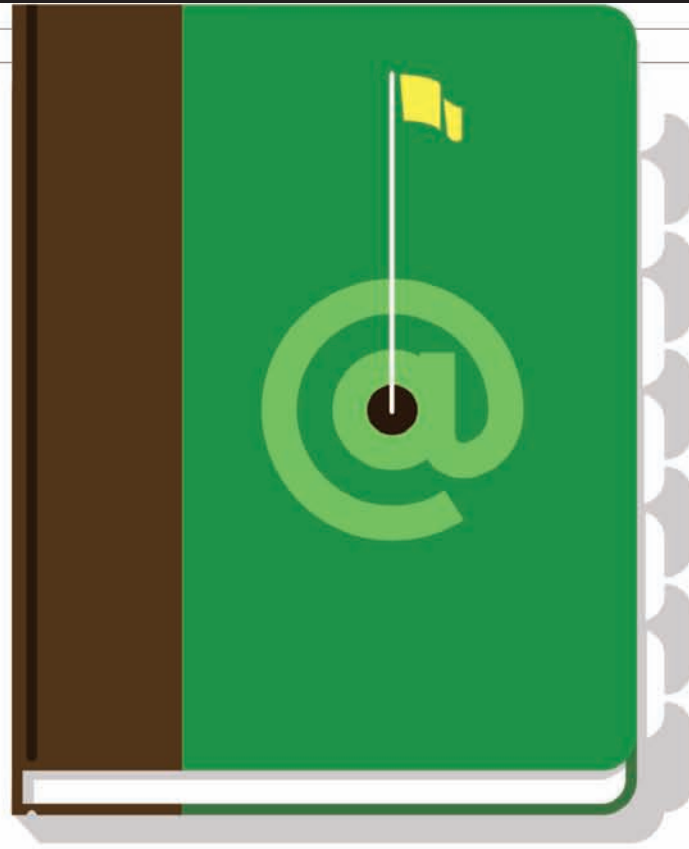
DIGEST % GOLF & BUSINESS

TEEING UP NEW CLIENTS

USING GOLF CONNECTIONS TO BOOST YOUR BUSINESS

BY PETER FINCH

MANY GOLFERS AREN'T just looking for lost balls when they play. They're looking to grow their businesses. How do they do it? What's the secret to turning a round of golf, or maybe a few rounds, into money? I have an investment-manager friend with 50 wealthy clients, more than half of whom he signed up through golf. My friend—let's call him Steve—has been at this for more than 30 years. "No question, golf works better than anything else for building my [client base]," he says. "What am I going to do, email you? Cold-call you? No. Let's go whack it around, tell some jokes, get to know each other." Here are Steve's four keys for mixing golf and business prospects.



The care and treatment of potential clients

1 TAKE YOUR TIME. A round of golf is a great start, but don't expect anything to happen after just 18 holes. You and your prospect are getting to know each other. This is why Steve always goes on two or three golf trips a year with clients and their friends (the prospects). "There are just so many opportunities to connect: sitting on the bus, in the pub, in the hot tub, gambling..."

2 TREAD LIGHTLY. "I was a pretty pushy, aggressive guy when I was young," Steve says. "The soft sell works so much better." Most of the time he'll wait for prospects to approach him. In rare cases—if the guy has been exhibiting "buy signals," such as asking Steve his opinion on the stock market—he'll make the first move. "I'd love to talk with you sometime when we get back from this trip!"

3 THE COURSE IS NO PLACE FOR BUSINESS TALK. In three decades, Steve says he has never once brought up business while playing. "That's why we play—to get away from talking business," he says. "We're building relationships. People want to do business with people they like, but you've got to get 'em to like you first."

4 BEING NICE GOES A LONG WAY. "You want people saying, 'I like this guy. He gets the pin. He's polite. He's friendly.'" On a trip, Steve says, "I like to throw a little money around. Bring some gifts, pick up a tab every now and then. Nobody hates that. You know that book *Blink*, about trusting your first impressions? It's really true. You can't overestimate the value of people just thinking you're a nice guy."

ARE THESE BUSINESS EXPENSES?

Say you went on a golf trip to schmooze potential clients, but your employer didn't cover the cost. Could you claim it as an unreimbursed business expense on your tax return? Yes, says Art Hurley, a partner in the accounting firm Daszkal Bolton. Just know that if you're audited by the IRS, you'll need to show that the *primary purpose* of the trip was client-generation or maintenance, not pleasure. It would help if you could document which current clients you recruited on previous trips. Something else to keep in mind: Only business expenses that exceed 2 percent of your adjusted gross income are deductible.



CFE/RA

ILLUSTRATION BY / BEN WISEMAN

TELLTALE SIGNS

Golf can do more than help you connect with clients. It can reveal the people you don't want to do business with. On a trip with a prospect a few years back, Steve's internal alarm bells went off when he saw the guy furtively kick a ball out from behind a tree. Later on, Steve's fears were confirmed when the guy's caddie fired him—walking off the course in disgust over his rude behavior. "Life's too short," Steve says. "I don't need a client like that."

For more on golf and business, follow Peter Finch on Twitter: twitter.com/Pete_Finch.

MARCH 2014 / GOLFDIGEST.COM / 65

DIGEST % GOLF & BUSINESS



MAKING YOUR BOSS SPRING FOR GOLF

THINK IT'S OUT OF THE QUESTION? DON'T BE SO SURE

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1 You've got leverage. Use it wisely. The ideal moment to negotiate anything is when you've been offered a new job but still haven't said yes. "That's when they value you the most," says Jack Chapman, a Chicago career coach and author of *Negotiating Your Salary*. "You know they want you, so you've got the leverage." This can apply when you're changing jobs within the same firm, though you probably have less leverage in this situation.

2 Think of negotiating as a meal. Chapman describes the easy stuff—"I'll need a new phone and laptop" or "I could use a certain type of chair"—as your appetizers. Salary, bonus and commission are the main course. "If the main course they offer isn't quite ideal—and typically it isn't—that's when to bring up the dessert: maybe a one-time signing bonus, or some extra vacation or flex time, or golf expenses," he says.

3 Keep the focus on your employer, not you. *What's in it for me?* your boss will wonder. You need to demonstrate how golf helps the bottom line. Intangible benefits are OK. You could argue, for example, that a club membership will make it easier to entertain and impress clients. A better argument has real names and numbers—e.g., "Of these 25 potential customers representing \$10 million in sales, 20 are golfers. I will reach out to them all."

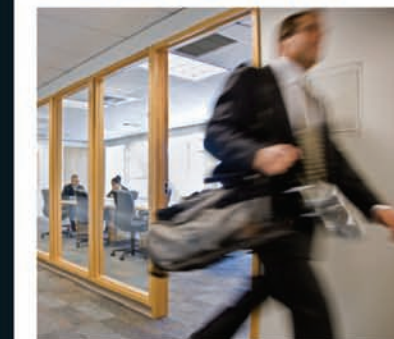
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Many companies reimburse employees for gym memberships, up to an annual limit. Would a golf membership count? Others pay for their employees' continuing education. Could that include golf lessons? It can't hurt to ask, says Jeff Pon, chief human resources and strategy officer at the Society for Human Resource Management. "I know some companies are getting Pilates machines for their employees," he says. "Why stop there? Why not a golf-swing analyzer, too?"



66
percent of companies report "problems attracting critical-skill employees." The message: Ask for the perks you need.
SOURCE: TOWERS WATSON 2013-'14 TALENT MANAGEMENT AND REWARDS STUDY, NORTH AMERICA.

ILLUSTRATION BY / BRIAN STAUFFER

ANDERSEN ROSS/GETTY IMAGES

FASHION FORWARD



WHY
YOUR GOLF
CLOTHES
PERFORM
BETTER
THAN
YOU DO

Science leads to high-tech
military, atop mountains a



Manhattan Swinger

MORGAN HOFFMANN
returns to the city
and shows 5 ways
to boost your game's
street cred

The pulse of New York City runs in Morgan Hoffmann's veins. Growing up in nearby Franklin Lakes, N.J., Hoffmann, 24, and his friends were a short train ride from dinners in the West Village and late-night electronics concerts in the meatpacking district. He now lives in Jupiter, Fla., alongside so many of his PGA Tour brethren, but he returns to SoHo at least 10 times a year for sessions with his trainer, Don Saladino of Drive495. So even when Hoffmann is surrounded by nothing but grass and trees, without a building in sight, he's seeing the streets and alleyways of his youth. The Big Apple has shaped who he is as a person and a competitor. He joined the tour full-time last year and has earned more than \$1 million. On the following pages, he shares some hard-won knowledge that can help you perform better in a world where everyone is keeping score.

—MAX ADLER

STAY AGGRESSIVE

If a fairway is really tight, I still want to hit driver. Even if the guys in my group are putting 3-woods or hybrids out of their bags, it makes me happier to know I'm playing aggressively. That's my nature, so psychologically, it doesn't make sense to fight it. But that doesn't mean I play stupid. When a fairway looks as narrow as this street alley, I choke down on my driver about an inch and set my feet slightly closer together. This shortens the swing and can help improve accuracy. But because I'm staring down at my driver, my emotion before the shot is definitely not defensive. I'm going for it.

ILK GOLF
Cool Wool Full Zip,
\$220, Athletic Jersey,
\$90, and Matteo
pants, \$165.
POOTRY
Professional Shield
Tee shoes, \$230.

MILLENNIAL COOL



BROOKS KOEPKA is chatting before the Open at Muirfield when he stops in mid-sentence. Phil Mickelson is on the television screen, and he's talking about... Brooks Koepka.

"He's really a good, talented player," Mickelson says as Koepka (pronounced Kepp-ka) listens, rapt, after their practice round together. "His ball-striking is extremely solid," Mickelson continues. "He's a wonderful putter. I can see why he earned his right to get on the European Tour so quickly with three wins on the Challenge Tour."

Headly stuff for Koepka, 23. It wasn't all that long ago that he was an 8-year-old from South Florida asking Mickelson for an autograph at the Masters. "He said he'd catch me tomorrow, but I never got it, so I joked with him about it," Koepka says, realizing that being a peer is more precious than a signature.

You could say that Koepka took the road less traveled, but he put in the miles. A two-time Atlantic Coast Conference Player of the Year at Florida State, he has made trips to India, South Africa, Kenya, Spain, Italy, Portugal, Belgium, England, the Czech Republic, France, Kazakhstan and Scotland.

Koepka didn't get his PGA Tour card at the 2012 Q school—he and Jordan Spieth missed by three strokes in the second stage—and with tour school no longer in existence, the Challenge Tour became the best option.

"I was excited and had no hesitation," he says of playing overseas on the European Tour's feeder circuit. "Any chance to play against good players."

A pep talk from Peter Uihlein, a roommate in Palm Beach Gardens, Fla., who also parlayed the Challenge Tour into a spot on the European Tour, picked up Koepka when the grind became too much. "I was tired of golf. It had been so long on the road, like nine weeks where I felt I didn't have a day off," he says. "I needed a break to re-energize."

Koepka, a gym rat who says he hits it "really far and straight," admits the far-flung travel of the Challenge Tour isn't for everyone. "It just depends on the player," Koepka says. "I enjoy being alone. I can come over and get away from distractions."

Also not for everyone: unfamiliar food. On a visit to Kazakhstan, Koepka dined on horse meat.

"We'd eaten pasta three nights in a row, and I noticed everyone else was having it," he says. How did he order it? "Medium," he says. "It was pretty good. Just like beef."

Better fare beckons, on the plate and on the golf course. "My expectations have always been to be the top player in the world," he says. "I don't think anyone wants to be mediocre."

Straight from the horse's mouth. —MIKE O'MALLEY

THINK YOUNG / PLAY HARD

BROOKS KOEPKA

Age 23 | Height 6-1 | Weight 185 | Born Wellington, Fla. | Career Three wins this year on the Challenge Tour earned an immediate promotion to the European Tour.

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'ONE PIECE OF WISDOM: FIND A WAY TO BE HAPPY EVEN DURING THE DOWN TIMES.'

—MICHELLE WIE

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JOHN LOOMIS

MORE THAN JUST A SPORT...

GO

LF

IS A

LIFESTYLE



THE CLIENT ALWAYS WINS

ONE MAN'S APPROACH TO SUCCESSFUL BUSINESS GOLF

BY PETER FINCH

IS THERE A BETTER WAY TO connect with a client (or a potential one) than with a round of golf? Not that we know of. But client golf can also be tricky. "When you play with a Type A CEO, it's understood that there will be a certain level of competitiveness," says an ad-agency guy we'll call Andrew, who asked to remain anonymous. "And it's a lot better if they win."



Making sure your client gets the W

- 1 Don't be obvious about it.** If you need to throw a match, you can't suddenly start jacking the ball out-of-bounds. That'll be a dead giveaway. You need to be as subtle as possible. Three points to your advantage: **1. Use Andrew.** Our ad-agency client-golf expert. "They'll start saying, 'Coach, the pressure is really getting to you.' You can just nod. You've got them right where you want 'em."
- 2 If you're going to lose, lose early.** If you're in a match, you can't suddenly start jacking the ball out-of-bounds. That'll be a dead giveaway. You need to be as subtle as possible. Three points to your advantage: **1. Use Andrew.** Our ad-agency client-golf expert. "They'll start saying, 'Coach, the pressure is really getting to you.' You can just nod. You've got them right where you want 'em'."
- 3 Keep it to yourself.** Lots of people—including many who are probably reading this page right now—think it's extremely bad form. Being better golfers than your client only increases the chance that (a) they'll mock you, and (b) that someone will leak to your client about it. The letter is: **fa. r worse.**

THE OLD COLLEGE TRY?

Golfer Grant Whybark sparked controversy four years ago by purposely losing in a college event. Competing for the University of St. Francis (Ill.), he'd already assured himself a place in the NCAA national tournament when he intentionally double-bogged the first playoff hole of a conference tournament and allowed a golfer he knew from another college to advance with him. Purists howled that it wasn't in keeping with the spirit of the game. "I totally understand why people felt it was wrong," says Whybark, now 23 and about to become a CPA. "But if I had a chance, yeah, I'd do it again."

49 Percentage of readers who'd "never, under any circumstances," lose to their boss or an important client on purpose. Twenty-nine percent answered "Only if my career depended on it" and 22 percent said "Absolutely, what's the big deal?"

ILLUSTRATION BY JOHN VELAND

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Many companies reimburse employees for gym memberships, up to an annual limit. Would a golf membership count? Others pay for their employees' continuing education. Could that include golf lessons? It can't hurt to ask, says Jeff Pion, chief human resources and strategy officer at the Society for Human Resource Management. "I know some companies are getting Pilates machines for their employees," he says. "Why stop there? Why not a golf-swing analyzer, too?"

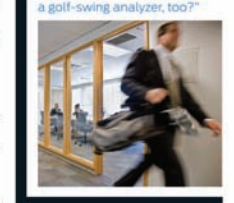
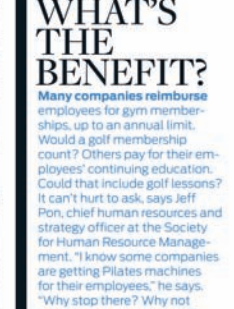
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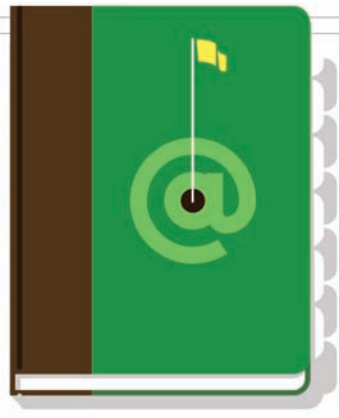
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76%

OF GOLFERS AGREE GOLF IS THE MOST HELPFUL SPORT IN BUSINESS



SHINING THE SPOTLIGHT ON TECHNOLOGY

DIGEST
HOTLIST

MASTER GOLF'S DIGITAL GAME

GOLF IS increasingly digital. We use launch monitors and motion-capture software to understand the numbers and angles that will optimize our distance potential and make our swings more consistent. Heck, some carts even show us a menu for the halfway house on touch-screens as we're driving away from the eighth green. So why pace off distances when GPS technology puts a virtual yardage book in your hands for every point on the golf course? We believe the numbers provided by measurement devices make the game easier and faster. For our review of the top golf GPS devices and watches, we focused on ease of use, range of features and map clarity. Our takeaway: Detailed information delivered quickly and intuitively makes for a better device.

—MIKE STACHURA



GOLD

➤ GARMIN APPROACH G6

PRICE \$300
DIMENSIONS (INCHES) 3.6 x 2.1 x 0.75
SCREEN SIZE 2.2 x 1.5 **WEIGHT** 3.4 ounces
BATTERY LIFE 15 hours **COURSES** 30,000+
MEMBERSHIP No additional fee

VERDICT So compact, this unit qualifies as handheld even if you still have your baby teeth. But it packs plenty of grown-up features to go with the 30,000-plus loaded courses with hole diagrams. The touch-screen provides yardage to any spot on the green and allows you to quickly adjust to a view of the green. It also has a scorecard and shot-measuring features that can detail your average distance with each club.

GOLD

➤ GOLF BUDDY PLATINUM

PRICE \$350
DIMENSIONS (INCHES) 4.3 x 2.5 x 1.0
SCREEN SIZE 2.6 x 1.6 **WEIGHT** 5.6 ounces
BATTERY LIFE 18 hours **COURSES** 35,000
MEMBERSHIP No additional fee

VERDICT The touch-screen gives users the ability to view a diagram of the hole and the green (including adjusting the hole location), distance to any spot on the hole or a list of preselected targets. Users can also add targets to any course. The screen contrast is a noticeable improvement from past models, and the ProPlay mode includes shot-distance measurement, plus multiple-round statistical analysis for fairways hit, greens in regulation, sand saves and putting.



GOLD

➤ SKYCADDIE BREEZE

PRICE \$200 (upgrades for \$20 to \$50 more)
DIMENSIONS (INCHES) 4.75 x 2.5 x 0.75
SCREEN SIZE 2.6 x 1.6 **WEIGHT** 5.3 ounces
BATTERY LIFE 10 hours **COURSES** 30,000+
MEMBERSHIP \$30 to \$60

VERDICT The screen is as easy to read as a Jumbotron. The course library is extensive, and the standard model provides front, middle and back yardages. But the company's well-researched course maps—target information that is unequalled in the GPS industry—come with the purchase of must-have add-on packages, which can be upgraded to the device at any time. Some might find having to download these course maps tedious, but there's no questioning the value of this device on the golf course.



INNOVATION

DIGEST STUFF

GOLF THROUGH THE LOOKING GLASS

THERE'S PERHAPS no greater embodiment of the technological age than Google, the company that didn't exist when Tiger Woods won his first major in 1997. Now its newest invention, Google Glass, could have significant applications for golf. Retailing for about \$1,500, Google Glass (below) is a wearable computer that sits on your face as glasses do. If you want a photo of that sunset on the 15th hole or want to video a shot through your eyes' perspective, you can do both—through voice command. Worried about those dark clouds in the distance? You can get weather reports

instantly, too. And for golfers, that's just the beginning. GolfSight, a program developed by the makers of the SkyDroid-Golf GPS mobile app, offers Google Glass-wearers a constant stream of information: yardages, live scorekeeping and aerial hole views (top two photos, right). iCaddy, an app scheduled to launch in early 2014 (bottom two photos, right), offers wind direction, aiming points and club suggestions.

GolfSight creator Paul Goldstein foresees a day when his app can provide users with an overlay of green contours and breaks. What will the game's rules-makers at the USGA and R&A think of that?

"Why wouldn't there be a day when our players are using these?" Goldstein says. The PGA Tour's Billy Horschel tested Google Glass on the range at the Barclays last year.

LUKE KERR-DINEEN



1 SKYDROID SCREEN: NO MORE EYEBALLING THE PIN.

Par 4 Hole: 1
375
359
341

2 SKYDROID SCREEN: JUST TRY TO IGNORE THE POND.

W. Hazard Pond Front-Right
113
83

3 ICADDY SCREEN: SURE YOU HAVE ENOUGH IN F07?

180 yards to back
155 yards to pin
84 yards to front
suggested club 7-iron
see hole, pg 3 score 8

4 ICADDY SCREEN: GO WITH THE 55-DEGREE WEDGE.

112 yards to back
106 yards to pin
90 yards to front
suggested club 56 wedge
see hole, pg 3 score 30

HOW IT WORKS

The glass prism layers the heads-up display over what you ordinarily see. The camera rests next to it and is controlled by the central processing unit, which runs across your right temple.

CAMERA
CPU (WITH GPS)
BATTERY
MICROPHONE
PRISM
SPEAKERS

GLASSES: JOHN MINNO; SCREENS: COURTESY OF COMPANIES

62 | GOLFDIGEST.COM | MARCH 2014

BORN AGAIN

EQUIPMENT

CLASSIC PUTTER SHAPES MEET MODERN TECHNOLOGY



1 TAYLORMADE GHOST TOUR
Seven familiar shapes (Daytona 12, shown) use more refined lines and a grooved-face insert to help promote forward roll. Says Bret Wiant, vice president for research and development for irons and putters at TaylorMade: "We're still bringing our knowledge and technology behind improving roll, but it's now in a more palatable shape for some players." \$150

2 PING SCOTTSGALE THE CRAZ-E
The TR line has grooves that are deepest in the middle and shallow toward the heel and toe to avoid loss of speed on mis-hits. The latest Craz-E returns to its original shape. Paul Wood, Ping's director of research and engineering, says the Craz-E is a forgiving putter, but the groove technology provides benefits that shape alone can't achieve. \$195

3 ODYSSEY METAL-X MILLED
The heads in these six traditional shapes are milled from carbon steel and given a chemical bath to produce a face with the oak-dimple pattern found in Metal-X insert putters. The design is intended to improve roll and reduce surface-area contact for quieter sound. Says Odyssey principal designer Austin Rollinson: "The technology can make it better, but you have to be careful you're not bringing in something else. You have to innovate, but it can't be over technology." \$300

4 NIKE METHOD MOD
One of four new styles, the Method Mod-90 features the company's polymer-filled groove technology, which saves weight that can be redistributed to the perimeter. The alternating polymer and metal grooves are designed to start the ball rolling faster than an insert and without backspin on a milled face. Says Nike designer David Franklin: "These old shapes were successful for a reason. They inspire confidence, and now we're taking that classic design and making it perform like a modern putter." \$300

44 | PHOTOGRAPH BY MASSIMO OSANNI/ACQUA 19

STYLING BY MIKE STACHURA



Golf Digest's audience spent **\$6.7 billion** on electronics in the past year (representing 27% of the total golfers electronic spend)

99% of readers agree that Golf Digest's content is reflective of technological changes in golf right now



“ Golf has definitely helped me in my career. The game has allowed me to develop personal relationships with very senior people at a young age, which is something my non-golfing peers have not been able to do.”

NATE MOORE,
GOLF DIGEST MILLENNIAL FOCUS GROUP RESPONDENT

ASPIRATION THRIVES

54% of millennial golfers plan to join a country club in the next five years

Index 129

Top management, millennial golfers

Index 180

Top management, Golf Digest readers





“It’s pretty cool to have technology at your finger tips. You can have a rangefinder and a scorecard all in one place.”

MIKE KLING,
GOLF DIGEST MILLENNIAL FOCUS GROUP RESPONDENT

MILLENNIAL GOLFERS + TECHNOLOGY GO HAND-IN-HAND

95% of millennial golfers feel that electronic measuring devices should be allowed on the golf course

92% of golfers use electronic measuring devices while playing golf

The Entourage



Adobe



Mercedes-Benz

MULTI-PLATFORM



Golf Digest
 Golf World
 GolfDigest.com
 Golf World Monday
 Golf Digest Stix
 Mobile Apps
 Facebook, Twitter,
 Instagram

5.9 Million readers
 1.1 Million readers
 15 Million monthly page views
 100,000 readers
 200,000 readers
 3 Million users
 580,000+ followers

Total Reach: **25,880,000**



15
 Million Monthly
 Page Views

200k
 Readers



100k
 Readers



5.9
 Million Readers



1.1
 Million Readers



3
 Million Users

MEDIA DISTRIBUTION

Golf Digest

GOLF DIGEST VIDEO CHANNEL

The Golf Digest Video Channel focuses on everything that **golfers love**: Equipment, instruction, golf humor, lifestyle programs

Premium programming includes:

- > [The Hot List](#)
- > [NerveWrackers](#)
- > [Breaking Bad](#)
- > [Shanked](#)
- > [Cover Stories](#)



DISTRIBUTION



CHANNELS

#2

COMSCORE LIFESTYLE CATEGORY*

#23

COMSCORE VIDEO RANK*

#101

YOUTUBE PARTNER RANKING

550M

TOTAL 2013 VIDEO VIEWS

15M

MONTHLY UNIQUE VIEWERS

**38% OF USAGE IS ON TABLET,
SMARTPHONE & OTT**

Source: comScore 2013, * comScore October 2013
OTT = over-the-top content, video delivery over the internet without a system operator i.e. Roku

BEYOND THE PAGE



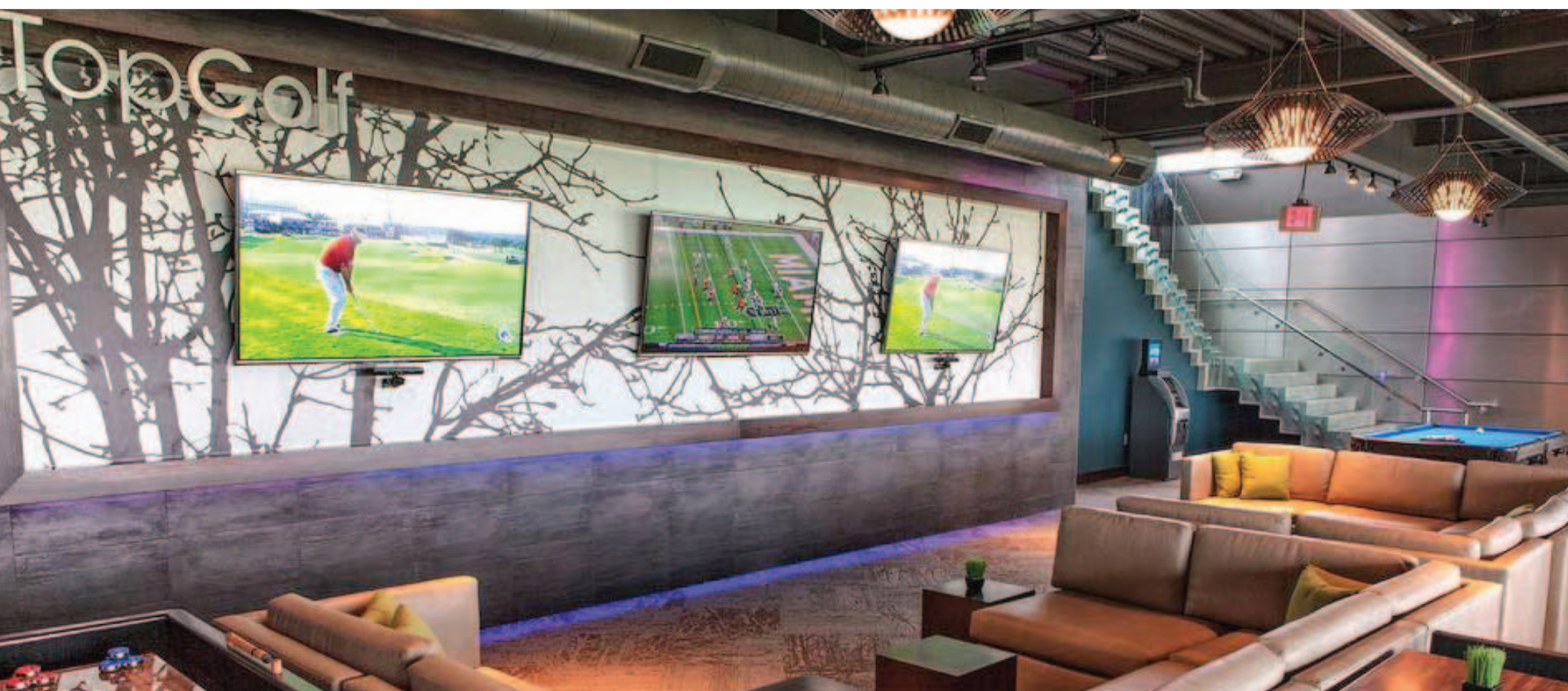
“NIGHTCLUB MEETS DRIVING RANGE”

MAX ADLER
DEPUTY EDITOR,
GOLF DIGEST MAGAZINE

WHERE DRINKING
IS FIRST AND
GOLF IS SECOND

50% of TopGolf attendees are social golfers

18.8 MILLION guests projected
in 2017, larger than the total NFL attendance



GOLF DIGEST^{AT} **TOP GOLF**^{IN} 2015

The Hot List is Golf Digest's yearly report on the best new golf equipment. Golf Digest brings the Hot List to life via a four-city experiential tour.





GOLF DIGEST AT GOLF & BODY

Golf Digest hosts premiere events at Golf & Body: NYC—an elite members-only urban country club, which attracts the most powerful names in media, sports, and business (memberships start at \$12,500 per year). The fun events bring together VIPs and industry leaders who are in the New York area.

**GET
FIT!**



GOLF DIGEST'S MUSIC ISSUE

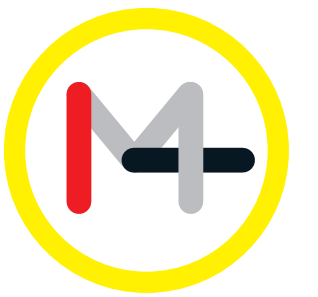
These days, rappers, rockers, pop and country stars are all citing golf as their favorite hobby. In the November 2014 issue, Golf Digest identifies this diverse group of golf-mad musicians with our highly anticipated ranking of the "Top 100 Golfers in the Music World." To celebrate this editorial franchise, Golf Digest is planning a major party and concert.





GOLF DIGEST ^{AT} **THE MASTERS** 2015

Golf Digest will create a high-impact branding opportunity at the 2015 Masters, hosted at renowned Augusta National and attracting golf's most celebrated star players next April.



TAKING
TECHNOLOGY
TO NEW

HEIGHTS

WHY ADVERTISING IN GOLF DIGEST
DRIVES BUSINESS

