



## THE STEAKS ARE HIGH IN 2013



M E N U

# Golf Digest

**BEEF HAS A GREAT DEAL OF STOCK IN GOLF AND WITH GOLFERS...**

It's what's for Breakfast, Lunch AND Dinner



It's the muscle behind the four-hour round



When the stakes are high, it can be the motivation to win



It's rare you don't see beef on the menu at a golf event



Whether its steak night at the club, a business dinner, Sunday night BBQ or an intimate dinner party, beef is a main ingredient of the golfer's lifestyle



Beef's organic to the golfing experience and **GOLF IS SIZZILLING!**



### DESSERT—GOLF DIGEST'S TREAT (ADDED VALUE)

Compelling outreach across the magazine's cross-platform channels to elevate exposure for the Beef brand among a target audience (print, online, digital, social)

Custom program opportunities designed around Beef's brand challenges and needs

Access to Golf Digest signature events and live sampling opportunities

- Golf Digest Celebrity Chef Cup in partnership with the Palm Beach Food & Wine Festival
- Masters Pinnacle Experience
- Golf Digest Hot List Tour—Equipment Demo event series
- VIP hospitality and custom advertiser events

### APPS—SMALL BITES

- » #1 Sports Publication Ad Week
- » #1 Sports app in iTunes
- » Rounds played
- » GolfLogix/Golf Digest Live
- » Introducing Golf World Preview



### MAIN COURSE—THE MEAT #1 SPORTS

**FILET:** Golf Digest is the only men's or epicurean magazine to show significant growth among readers Age 25-44 in the past year (+2.5%)\* now reaching 2.2 million Beef prospects

**PRIME CUTS:** Golf Digest reaches 3.8 million readers with HHI of \$75,000+ - more than: Bon Appetit, Popular Mechanics, Popular Science, GQ, This Old House, Men's Journal or Esquire

**END CUT:** Golf Digest weaves food editorial into every issue of the magazine throughout the year

**ROUND:** Golf Digest reaches 4.1 million men who eat beef - more than: GQ, This Old House, Men's Journal, Cooking Light, Bon Appetit, Esquire or Saveur

**FLANK:** Golfers are 16% more likely than the average American to enjoy steak

- Golfers are 33% more likely than the average American to cook for fun
- Golfers are 50% more likely than the average American to entertain friends or relatives at home
- Golfers are 73% more likely than the average American to participate in barbecuing
- Golfers are 30% more likely than the average American to be food influentials

Source for all: MRI Doublebase 2012. \*Ranked Against: Bon Appetit, Cooking Light, Esquire, ESPN, Golf Magazine, GQ, Men's Health, Men's Journal, Popular Mechanics, Popular Science, Saveur, Sports Illustrated, This Old House

## MARINATERS... AND GOLFERS DO IT FOR HOURS

SECRET INGREDIENT REVEALED

THINK YOUNG / PLAY HARD



**Golf Digest**