



Welcome to **TEE to GREEN**, a comprehensive publication, offering tons of useful information women can actually use to improve their golf game, broaden their lifestyle network, and enhance their overall enjoyment of the game. Catered to women golfers of all levels providing the latest in golf equipment and products, unique courses & resorts, instruction, fashion, innovations, fitness, contests & prizes and much more presented in a fun, hip-style and engaging format.

WHY ADVERTISE

TEE to GREEN provides marketers with a new and totally unique way to market golf and golf lifestyle goods and services to a targeted niche audience.

TEE to GREEN combines an integrated blend of engaging media that reinforces a cohesive message through the power of print and digital media, surveys, contests and **TEE to GREEN Shop**.

Reach Women Who Love Golf!

DISTRIBUTION

TEE to GREEN's distribution channel goes beyond **TEE to GREEN** members. Available as a direct mail piece and digital format currently distributed for women's golf associations, tournament & events, golf network & lifestyle events, cross-promotional distribution channels, gift with purchase, golf-oriented resorts and golf schools and clinics. Circulation 2009 20,000+ / 3x per year. Distributed to all EWGA members, WOMEN ON COURSE Happy Hour and Golf Events nationwide, and **TEE to GREEN** Members.

DEMOGRAPHICS DRIVE SALES WITH TEE to GREEN

- ▶ 70 percent of TEE to GREEN readers are avid golfers playing 25 or more rounds a year.
- ▶ 65% are between the ages of 36 and 55
- ▶ 61% have a household annual income over \$100,000
- ▶ 31% have a individual annual income over \$100,000
- ▶ 18% have a total household annual income between \$50-\$80,000
- ▶ TEE to GREEN readers represent more than \$85 million annually to the golf industry economy.
- ▶ 79% have a college or advance level degree

*Distribution includes 18,000+ EWGA members. EWGA Demographics noted above. Results from 2007 EWGA Participation Survey conducted by The PGA of America