

Contents

Preface	5
Purpose & Scope	6
The purpose of this assignment is.....	6
The scope of this project includes:	6
Executive Summary	7
Background	8
The Golf Market	9
Golf Market Overview	9
Describe golf market.....	9
What are recent major changes in the golf market?	9
What else is unique or important about economy?	10
Golf Travel	11
How important is golf in golf vacations*?	11
Describe golf travelers*	11
How many vacations do golfers take*?	11
How far will people drive in a day to play?	12
Do golf vacationers usually play the course(s) of resort they're at, or do they drive to others?	12
How frequently do they return to the same resort?	12
The Competitive Environment	13
Media in the Market	13
What else do advertisers use to reach your market?.....	13
Have you had a significant lineage change in the last 2-3 years?	13
What is the perception of your publication by prospects?	13
What is the perception of your publication by advertisers?	13
Compare Competitive products	14
Compare reader demographics	15
What are each product's major strengths?.....	15
What are each product's major weaknesses?	16
Where are gaps and opportunities?.....	16
Are customers staying or leaving when schedules expire?	17
Do advertisers buy schedules or single issues?	17

Coupons	18
Do you permit coupons in your publication?	18
How important are coupons to this market segment?	18
How do coupons affect perception?	18
Rate Card Integrity	19
What is your rate integrity?	19
What does this signify?.....	19
Details of Rate Integrity Analysis	21
Advertiser Motivation	22
What do prospects need to know that s/he may be unaware of?	22
What do prospects need to make a decision?	22
What do prospects FEAR might happen when buying?.....	23
What does the prospect WISH would happen?	23
Advertiser Prospects	25
What types of businesses advertise in local golf magazines?	25
What types of businesses advertise in national golf magazines?25	
Marketing Plan	26
Positioning	27
Discuss positioning concerns.....	27
Target Reader	28
Describe typical reader	28
Product	29
Title	29
Tagline	29
Editorial	29
Design & Layout	30
Front Cover	30
Inside.....	30
Advertisements	30
Price	31
Rate Integrity	31
Programs to get everyone on rate card	31
Six-Issue Packages.....	32
Important reminder	32

Special Sections	33
Place	34
Circulation	34
Quantity	34
Audit	34
Distribution	35
Subscriptions.....	35
Newsstand Distribution	35
Controlled Circulation	36
Hotel Distribution	37
Promotion.....	38
Media Kit	38
Content.....	38
Prospecting	39
What Prospect Categories Should We Focus On?	39
Selling DMOs and Golf Alliances.....	40
Sales	41
Special Sections	41
Other sales tactics	41
Marketing	43
Database Marketing	43
Other Collateral	43
Other Marketing.....	43