

# OFFICIAL BMW CHAMPIONSHIP PROGRAM ADVERTISING



Advertising in the Official BMW Championship Program is the most effective way to put your message directly into the hands of the highly desirable audience attending the BMW Championship. Featuring important course information, engaging articles, player profiles and more, the Official BMW Championship Program is carefully designed as a keepsake to deliver significant brand recognition during and after tournament week.

The Official BMW Championship Program will be distributed exclusively to all corporate hospitality venues and distributed to VIPs, Pro-Am participants and our dedicated volunteers, ensuring maximum exposure for your advertisement.



## DEMOGRAPHICS:

### AGE

18-24.....6%  
25-34.....12%  
35-44.....17%  
45-54.....20%  
55-64.....19%  
65+.....26%

### HH Income (INDEX)

\$25,000 OR LESS..... 61  
\$25,000-\$49,000 ..... 87  
\$50,000-\$74,999.....102  
\$75,000-\$99,999.....118  
\$100,000-\$149,000.....131  
\$150,000+ .....151

### JOB TITLE (INDEX)

PRESIDENT.....144  
VICE PRESIDENT .....166  
MANAGEMENT.....152

Index vs US Average (US average=100)  
Source: MRI Doublebase 2008

## CONSUMER PROFILE

- 73% dine out once a week or more
- Average number of times dining out per month: 5
- 84% own at least one home
- 19% Own a second home or condo
- 72% made home repairs in the past year
- 77% consumed alcohol in the last 30 days
- 63% Rented a car within the past year

## INTERNET ACTIVITY

- 90%+ use the internet regularly
- 67% purchase products or services on-line
- 58% research travel information and services
- 56% conduct banking activities
- 41% research financial services / information
- 20% research real estate information

## FINANCIAL/INVESTMENTS

- 75% Invest in stocks
- 55% Use an investment advisor
- 85% have life insurance
- 46% hold a corporate credit card.

## TRAVEL

- 80% took a domestic flight or business trip in the past year
- 87% plan to travel on vacation in the next year
- Average cost of principal vacation is \$2,800
- Of those travelers, 80% plan to play golf while on vacation
- 40% plan their vacations around golf courses or resorts
- 44% stayed 7 nights or more in a hotel for a golf specific vacation within the past year

Contact Information:

**Matt Minella**

Director, Sales

1110 Jorie Blvd.

Oak Brook, IL 60523

(224) 260-3791; minella@wgaesf.org

BMWChampionship.com

**BMW Championship**



Medinah Country Club

Medinah, IL

August 12-18, 2019

# ADVERTISEMENT SPECIFICATIONS



## Full Page (\$5,450)

- 8.375" x 10.875" (Trim)
- 8.625" x 11.125" (Bleed 1/8" all sides)
- 7.375" x 9.875" (Live area 1/2" from trim)

## Half Page (\$3,000)

- 7.375" x 4.750" (Horizontal only)

## Two-Page Spread (\$9,500)

- 16.75" x 10.875" (Trim)
- 17" x 11.125" (Bleed 1/8" all sides)
- 15.75" x 9.875" (Live area 1/2" from trim)

## Tickets

- Four (4) Upgraded Any Day Tournament Round Tickets are included with your advertisement.



2016 Digital Program

## SUBMISSION OF FILES:

- Please furnish advertisements in Mac format on CD-Rom, DVD, via email or FTP.
- Advertisements should be supplied according to the specifications using version CS4 or older of InDesign, Illustrator or Photoshop. Please be sure to include all fonts and images. All supplied images should be 300 dpi or greater resolutions at 100% size.
- If you are submitting a PDF file, please be sure to include the bleed in the PDF and make sure all fonts and images are embedded into the file. No crop marks should appear within the bleed. We recommend that the PDF be complete as a PRESS READY PDF. If you are emailing over a PDF, please make sure the file is received by requesting a reply. If the file is larger than 10MB, it may not come through.

## FTP INFORMATION:

- URL address: ftp.golfweek.com
- Username: customupload
- Password: csTM335
- File Folder: INCOMING FILES

Please refer to the above section for accepted formats. It is recommended to use a FTP client software such as Fetch or Cyberduck when uploading files. Please email Kimberly Semer (ksemmer@turnstilemediagroup.com) and Collier Wiebe (wiebe@wgaesf.org) with the file name and event that it is for once the file is completely uploaded.

**AD DEADLINE: July 1, 2019**

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