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CONTACT:

Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org

THE BEST WAY TO PENETRATE THE BEST GOLF MARKET IS FORE MAGAZINE

FORE Magazine readers represent **THE PRIME GOLF AUDIENCE** in the United States. Moreover, as our demographic survey shows, FORE readers are one of the prime consumer audiences in many other segments of the economy. **Every golf member of every country club in Southern California belongs to the Southern California Golf Association and receives FORE Magazine at their home.** In addition, members of virtually every public and resort course belong to the SCGA, along with members of more than 800 affiliate clubs (clubs not connected with a specific course) — more than 1,100 clubs altogether! **THE BEST WAY TO PENETRATE THIS MARKET IS THROUGH FORE MAGAZINE — NO OTHER PUBLICATION EVEN COMES CLOSE!**

PUBLICATION	PERCENTAGE OF FORE SUBSCRIBERS WHO READ:	PERCENTAGE OF FORE SUBSCRIBERS WHO DO NOT READ:
Golf Digest	44%	56%
Golf Magazine	27%	73%
Golf World	11%	89%
Golfweek	8%	92%
Sports Illustrated	8%	92%
Executive Golfer	7%	93%
Fairways and Greens	4%	96%
Golf News	2%	98%
Golf Tips	10%	90%
Links	10%	90%
Southland Golf	14%	86%
Southern California Golf News	6%	94%
Travel and Leisure Golf	13%	87%
Los Angeles Magazine	4%	96%
Palm Springs Life	5%	95%
San Diego Magazine	3%	97%

ONLY FORE MAGAZINE CAN PENETRATE THE NATION'S NO. 1 GOLF MARKET OPTIMALLY!