



Northern Trust
Open

February 13–19, 2012

Riviera Country Club

Pacific Palisades, CA



2012 EXPOSURE & ENTERTAINMENT OPPORTUNITY

ENHANCE **RELATIONSHIPS**
ATTRACT **NEW CUSTOMERS**
CREATE **BRAND AWARENESS**
REACH YOUR **TARGET AUDIENCE**

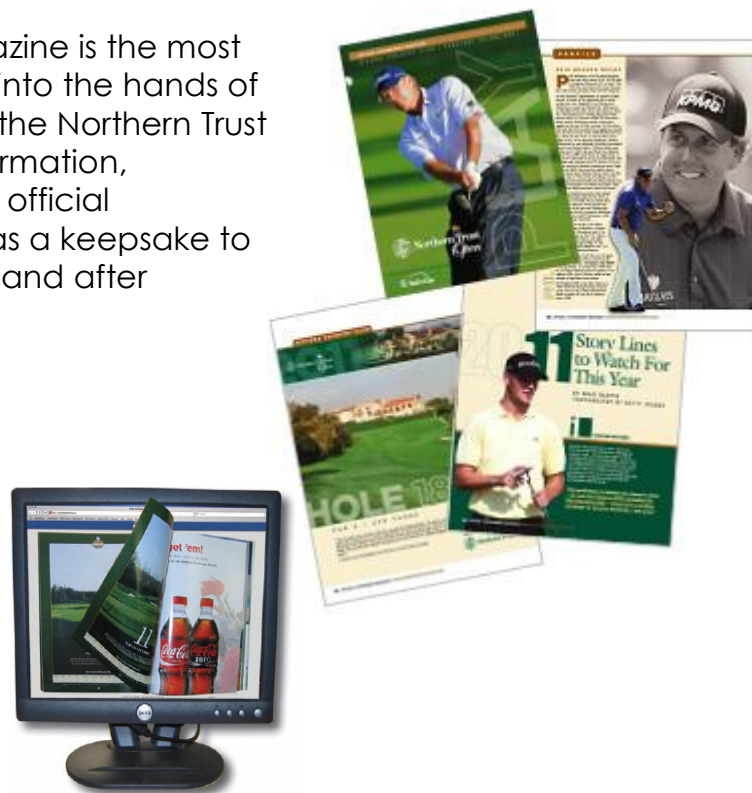
GOLF WEEK
CUSTOM MEDIA



EXPOSURE

Advertising in the Official Tournament Magazine is the most effective way to put your message directly into the hands of the highly desirable audience that attends the Northern Trust Open. Featuring important tournament information, engaging articles, interviews and more, the official tournament program is carefully designed as a keepsake to deliver significant brand recognition during and after tournament week.

The Official Tournament Magazine is distributed on-site during tournament week and is available throughout the course, the clubhouse, and in all corporate hospitality areas ensuring maximum exposure for your ad. A digital edition will also be available for viewing on the tournament website, on pgatour.com and on golfweek.com.





ENTERTAINMENT

When it comes to client entertainment, no other sport offers a better environment to entertain clients and prospective customers than professional golf. Golfweek Custom Media offers a branding and entertainment package that will allow you to achieve your marketing objectives while showing your appreciation for your most valued customers and clients.

- Reach the highly desirable audience of affluent, well educated decision makers that support and attend the Northern Trust Open.
- Improve brand perceptions by aligning your company's products and services with the unparalleled image of the PGA Tour.
- Differentiate your company in a crowded marketplace.
- Attract new customers and enhance existing relationships by leveraging face-to-face interaction in an ideal setting.
- Spotlight your company as a leader in the community



EXPOSURE & ENTERTAINMENT PACKAGE

- 4-Color Advertisement in the 2012 Northern Trust Open Official Tournament Magazine
- 16 Good-Any-One-Day Grounds Tickets
- 4 Good-Any-One-Day 17th Hole Skybox tickets – *includes complimentary upscale food and premium open bar for your guests*

For information on pricing or to customize a package for your company, please contact your Golfweek Custom Media representative at 407-563-7000



DEMOGRAPHICS

AGE

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

HOUSEHOLD 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 |

EDUCATION (INDEX)

| | |
|-----------------------|-----|
| HIGH SCHOOL ONLY..... | 89 |
| SOME COLLEGE..... | 92 |
| COLLEGE GRADUATE.... | 102 |
| GRADUATE DEGREE..... | 144 |

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

JOB-TITLE (INDEX)

| | |
|--------------------|-----|
| PRESIDENT..... | 144 |
| VICE-PRESIDENT.... | 166 |
| MANAGEMENT..... | 152 |

2012 SCHEDULE OF EVENTS

| Event | Dates | Location |
|---------------------------------------|-----------------------|------------------------|
| Farmers Insurance Open | January 23-29 | San Diego, CA |
| Allianz Championship | February 6-12 | Boca Raton, FL |
| Northern Trust Open | February 13-19 | Los Angeles, CA |
| Honda Classic | Feb 27-March 4 | Palm Beach Gardens, FL |
| Arnold Palmer Invitational | March 19-25 | Orlando, FL |
| KIA Classic | March 19-25 | Carlsbad, CA |
| Outback Steakhouse Pro-Am | April 9-15 | Tampa, FL |
| Valero Texas Open | April 16-22 | San Antonio, TX |
| Zurich Classic of New Orleans | April 23-29 | New Orleans, LA |
| Avnet LPGA Classic | April - Dates TBD | Mobile, AL |
| Wells Fargo Championship | April 30-May 6 | Charlotte, NC |
| Regions Tradition | April 30-May 6 | Birmingham, AL |
| Crowne Plaza Invitational | May 21-27 | Ft. Worth, TX |
| Senior PGA Championship | May 21-27 | Harbor Shores, MI |
| AT&T National | June 26-July 1 | Bethesda, MD |
| US Senior Open | July 9-15 | Lake Orion, MI |
| 3M Championship | August - Dates TBD | Minneapolis, MN |
| PGA Championship | August 6-12 | Kiawah Island, SC |
| Safeway Classic | August - Dates TBD | Portland, OR |
| Constellation Energy Sr Players Champ | August - Dates TBD | Westchester, NY |
| Boeing Classic | August - Dates TBD | Seattle, WA |
| BMW Championship | September 3-9 | Indianapolis, IN |
| TOUR Championship | September 10-16 | Atlanta, GA |
| Justin Timberlake Shriners Open | September - Dates TBD | Las Vegas, NV |
| PGA Grand Slam of Golf | October - Dates TBD | Southampton, Bermuda |
| AT&T Championship | October - Dates TBD | San Antonio, TX |
| CME Titleholders | November - Dates TBD | Orlando, FL |
| Chevron World Challenge | December - Dates TBD | Thousand Oaks, CA |

