

GOLF BUSINESS DELIVERS HIGH-QUALITY, RELEVANT EDITORIAL CONTENT each month that golf course owners and operators depend on to run their operations more successfully. The content of *Golf Business* is spot-on with golf's top management, who consistently rate the magazine as their top source for business information on the industry.



FEATURED EDITORIAL		BONUS DISTRIBUTION	CLOSING DATES
JANUARY	<ul style="list-style-type: none"> FEATURE FOCUS: RESORTS SECONDARY FEATURE: EXTREME MAKEOVER: BATTLING GOLF'S IMAGE PROBLEM; STATE OF THE INDUSTRY 	PGA SHOW	CONTRACTS: NOV. 7 MATERIALS: NOV. 14
FEBRUARY	<ul style="list-style-type: none"> FEATURE FOCUS: PRIVATE CLUBS SECONDARY FEATURE: THE Y FACTOR: APPEALING TO A NEW GENERATION OF CUSTOMERS; HEALTHCARE UPDATE 	GOLF INDUSTRY SHOW AND NGCOA CONFERENCE	CONTRACTS: DEC. 5 MATERIALS: DEC. 12
MARCH	<ul style="list-style-type: none"> FEATURE FOCUS: SINGLE-COURSE OPERATORS SECONDARY FEATURE: BACK FROM THE BRINK: INSPIRING STORIES OF BUSINESS TURNAROUNDS 		CONTRACTS: JAN. 9 MATERIALS: JAN. 16
APRIL	<ul style="list-style-type: none"> FEATURE FOCUS: MULTI-COURSE OPERATORS SECONDARY FEATURE: CREATING A CULTURE OF EXCELLENCE 		CONTRACTS: FEB. 13 MATERIALS: FEB. 20
MAY	<ul style="list-style-type: none"> FEATURE FOCUS: RESORTS SECONDARY FEATURE: GOLF BUSINESS BRIGHT IDEAS 		CONTRACTS: MARCH 13 MATERIALS: MARCH 20
JUNE	<ul style="list-style-type: none"> FEATURE FOCUS: PRIVATE CLUBS SECONDARY FEATURE: BACK FOR MORE: THE HOW-TO GUIDE TO FOSTERING LOYALTY 	NGCOA MULTI-COURSE OWNERS LEADERSHIP RETREAT	CONTRACTS: APRIL 10 MATERIALS: APRIL 17
JULY / AUGUST	<ul style="list-style-type: none"> FEATURE FOCUS: SINGLE-COURSE OPERATORS SECONDARY FEATURE: TRENDS IN TURF 		CONTRACTS: MAY 15 MATERIALS: MAY 22
SEPTEMBER	<ul style="list-style-type: none"> FEATURE FOCUS: MULTI-COURSE OPERATORS SECONDARY FEATURE: SECRETS OF THE MOST SUCCESSFUL PEOPLE 		CONTRACTS: JULY 10 MATERIALS: JULY 17
OCTOBER	<ul style="list-style-type: none"> FEATURE FOCUS: RESORTS SECONDARY FEATURE: LESSONS FROM LEADERS: TOP MARKETING CAMPAIGNS IN GOLF—AND WHAT YOU CAN LEARN FROM THEM 		CONTRACTS: AUG. 14 MATERIALS: AUG. 21
NOVEMBER / DECEMBER	<ul style="list-style-type: none"> FEATURE FOCUS: PRIVATE CLUBS SECONDARY FEATURE: THE YEAR IN REVIEW—AND THE YEAR AHEAD 		CONTRACTS: SEPT. 11 MATERIALS: SEPT. 18
GB E+ DIGITAL EDITIONS		BONUS DISTRIBUTION	CLOSING DATES
AUGUST	<ul style="list-style-type: none"> TECHNOLOGY 		CONTRACTS: JULY 3 MATERIALS: JULY 17
DECEMBER	<ul style="list-style-type: none"> BEST OF THE BEST: HIGHLIGHTS AND INSIGHTS FROM THE PAST YEAR 		CONTRACTS: OCT 30 MATERIALS: NOV 13