

2009 GOLF MAGAZINE

THURSDAY, APRIL 9th
Official Magazine of the GTAGA

TORONTO STAR

2008 SEASON PREVIEW



中国

Made in China:
World's top
course designers
swing East

Bogeyman returns

His favourite
courses, greens
... and chili

Tracking Jack

Tiger moves in
on a major record

MAPS! EXPANDED LISTINGS: MORE THAN 500 COURSES

2009 GOLF MAGAZINE

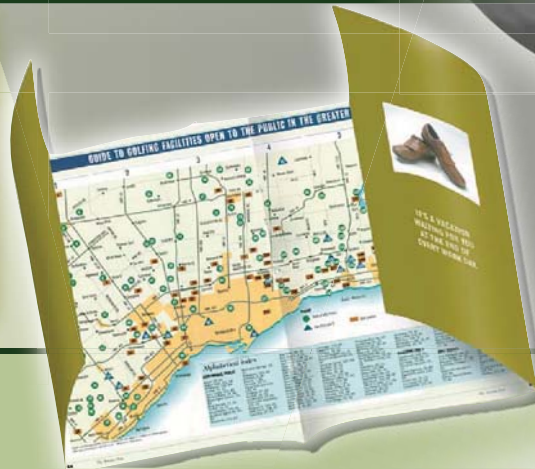
BE A PART OF THE TORONTO STAR'S 13th
GOLF MAGAZINE, THURSDAY, APRIL 9

Our user-friendly and much sought after golf course locator maps will ensure that the magazine is a season-long companion.

Golf remains a booming business, with new courses sprouting up all over North America. This year, we'll focus on the increasing number of high-level courses in Quebec, where you can dine on top-notch regional cuisine after a round at courses in romantic Charlevoix and Quebec City, as well as Tremblant and Montreal. We also look at the ever-growing market in Florida, where more than a half-dozen courses are in the top 100 courses in the United States. With cottages becoming far too expensive for many folks, we're also seeing a big jump in homes being sold along golf courses from Collingwood to the GTA and talk to owners of golf course homes near Wyndance in Stouffville, The Raven at Lora Bay near Collingwood and Cobble Beach Golf Links near Owen Sound. Women continue to pick up golf as a way of making business contacts, and veteran Star reporter Mary Ormsby has a story on the subject. We also have a look at a unique project that employs mentally challenged teenagers to repair divots and do other groundskeeping work at various GTA courses and a look at the hugely popular Skins Games produced by the likes of Telus and LG. We also have a return appearance by the hugely popular Bogeyman, regular features such as all the major tour schedules, pictures by award-winning photographers and the best maps in the business; all aimed at golfers who traditionally rely on the Star's magazine to guide them through the season the entire summer and into the fall.

GOLF MAGAZINE- ONLINE

In addition, we're planning on-line content with more travel and more photos, plus videos of Mike Weir and Stephen Ames. And even some golfing celebrities such as George Lopez and Glenn Frey of the Eagles at gorgeous Pebble Beach in California. Only in The Toronto Star's Golf 2009.



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Editorial Line-up: Golf Magazine 2009

COVER STORY

PUTTER - Lots of folks buy new putters all the time. But many are sentimental about their old ones and keep using the same one for years. We talk with Marlene Stewart Streit about the knocked around putter she's been using for a couple decades.

INSIDE

QUEBEC - If you want buckets of beer and chicken wings, by all means head to Myrtle Beach. But if you want a classy dose of culture and some wonderful food after your round is over, check out Quebec's growing golf options. We look at the newest range of options in La Belle Provence, from Laurentians to Charlevoix.

SKINS - The Skins Games are a hugely popular way to see your favourite golfers up close; and for golfers to make some cool cash. We chat with Mike Weir, Fred Couples, Stephen Ames and Phil Mickelson about Skins Games and what they enjoy. LG runs one of them, TELUS the other.

HOMES - Living on a golf course is becoming more popular all the time. We look at options, from Lora Bay to Muskoka Bay to Cobble Beach and other places.

BOGEY - with the economy on everyone's mind, Bob Marshall looks at the best bargains in southern Ontario.

WOMEN - women and golf program aims to get more female players on the links.

DIVOT - program in Thornhill and other clubs have disabled kids, repairing divot marks on fairways. The kids enjoy it; some have been doing it for nearly a decade. And adults enjoy their company.

RANGE - a look at the kids who risk their lives - or at least their sanity - collecting balls on the range.

BALL - We look at the evolution of the golf ball.

PERKINS - annual golf column

STARAM - annual update. Star has another year of sponsorship.

CHIP - Chip Shots miscellany and quotes of the year.

TOUR SCHEDULES

EXPANDED WEB COVERAGE

REED - Gary Reed, world championship silver medalist in track and field's 800 metres, has a great passion for golf, although the game didn't exactly love him back during a fall outing with the Star. One of his favourite parts of the sport is the mental aspect. Comparable to competing in the 800 metres at the Summer Olympics, it's all about managing your emotions, something Reed knows is not easily done.

DESIGN - PIX OF PLAYERS AND A COUPLE COURSES - more and more golfers turning to golf course design. Mike Weir isn't far away from his first course. Nicklaus, Greg Norman, John Daly, Tom Lehman and others have designed courses in southern Ontario. We look at Fred Couples course in B.C. Some actually do the work; others just show up and get a cheque. What do they like about it, other than the money?

ONLINE - video of mike weir and maybe stephen ames

PICS and a brief story on golf on Lanai at the Manele Bay course and one on Innisbrook near Dunedin, Florida.

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ELEVENTH Annual GTAGA Championship

The Greater Toronto Area Golf Association (GTAGA) is entering its eleventh year. The GTAGA proudly conducts the Toronto Star Men's and Women's Amateur Championships on an equal basis, and member and affiliate member clubs have grown from 48 to over 170 in 2008. Every GTAGA member club (comprised of private, semi-private and public golf clubs) will distribute 200 copies of the Star's Golf 2008 magazine. This valuable circulation is a key benefit to every advertiser.

2009 Women's Championship

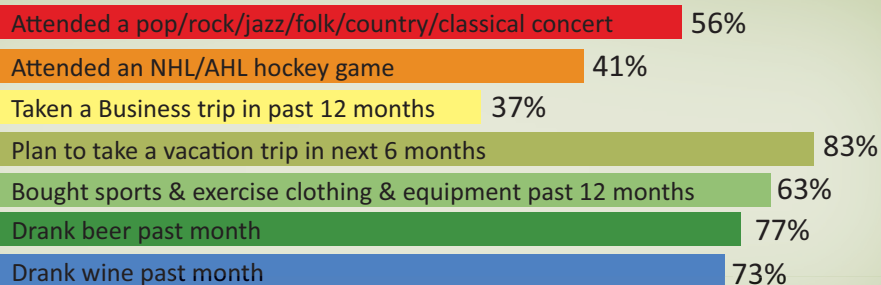
June 23 & 24 Thornhill Golf & Country Club
June 25 & 26 Ladies' Golf Club of Toronto

2009 Men's Championship

July 21 & 22 Mississauga Golf & Country Club
July 23 & 24 St. George's Golf & Country Club

REACH YOUR TARGET AUDIENCE

- 48% of all Canada's 4.4 million golfers live in Ontario. While men account for the bulk of golfers - 69% in Ontario, women play golf also - 31%!
- As well, the average household income for golfers in Ontario is \$94,333.
- Golfers, both men and women, in Ontario are in the market to purchase all kinds of goods and services - not just the best golf clubs, clothing or footwear! Take a look at some of the products they've purchased or plan to purchase in the near future:



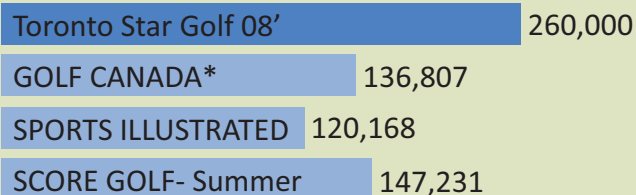
Source: NADBank 2007 Full Study- 2,008,900 Ontario Golfers. * Subject to change

DISTRIBUTION

Distribution of 260,000 printed copies provides a powerful extended vertical reach placing the Toronto Star's Golf Magazine directly into the hands of golfers.

- 135,000 GTA home delivery subscribers
- 45,000 copies to selected Golf Courses including 170 Greater Toronto Area Golf Association golf courses.
- 85,000 copies available at Nevada Bob locations, our exclusive retail partner.

GOLF 2009 DISTRIBUTION COMPARISON



Cost per thousand based on circulation

Source: All others CARD, Nov/ Dec 2008

Based on full page, full colour ad

*Full circulation national edition advertising rates

2009 GOLF MAGAZINE

NET ADVERTISING RATES

Based on total distribution of 300,000

MARKETPLACE

| | |
|--------------------------|------------|
| 1/6 Page (incl. Colour) |\$949 |
| 1/12 Page (incl. Colour) |\$638 |

DISPLAY ADS

| | |
|--------------------|---------------|
| Double Page Spread |\$28,091 |
| 1/2 D.P.S |\$17,167 |
| Full Page |\$15,606 |
| 2/3 Page |\$13,265 |
| 1/2 Page |\$10,924 |
| 1/3 Page |\$7,023 |
| 1/4 Page |\$5,150 |

BLOW-INS: Information available upon request
NOTE: All rates are full colour

COVERS

| | |
|--------------------|---------------|
| Inside Front Cover |\$19,508 |
| Inside Back Cover |\$18,727 |
| Outside Back Cover |\$20,288 |

GOLF 2009 COST PER 1,000 COMPARISON

| | |
|-----------------------|-------|
| Toronto Star Golf 08' | \$60 |
| GOLF CANADA* | \$118 |
| SPORTS ILLUSTRATED | \$175 |
| SCORE GOLF | \$128 |

Cost per thousand based on circulation
 Source: CARD, Nov/Dec 2008
 Based on full page, full colour ad
 *Full circulation national edition advertising rates

ADVERTISING SIZES

MECHANICAL REQUIREMENTS (W x H) IN INCHES

| | | | |
|-----------|------------------|----------------------|------------------|
| 1/12 Page | 2 1/8" x 2 1/2" | Bleed Page | 8" x 11" |
| 1/6 Page | 2 1/8" x 4 7/8" | 1/2 DPS | 14 1/2" x 4 7/8" |
| 1/4 Page | 3 3/8" x 4 7/8" | DPS Live Copy | 14 1/2" x 10" |
| 1/2 Page | 7" x 4 7/8" | * DPS Trim | 15" x 10 1/2" |
| 1/3 Page | 2 1/8" x 10" | DPS Bleed | 15 1/2" x 11" |
| 1 Page | 7" x 10" | DPS Banner Live Copy | 14 1/2" x 2 1/2" |
| Trim Page | 7 1/2" x 10 1/2" | DPS Banner Bleed | 15 1/2" x 2 1/2" |

*Trim Size will vary depending on positioning (gatefold/ inside pages)

MATERIAL SPECIFICATIONS

- Line Screen = 133 LPI = (260 to 300 DPI)
 - Colour format CMYK.
 - Total ink density not to exceed 280.
 - All material B&W or CMYK must be sent/received electronically.
 - To assist in colour reproduction a colour proof must be supplied
 - Materials from clients sending digital files for the first time must be tested prior to submission.
 - Material received will be considered camera ready.
- For further information on acceptable file formats, please visit our website at www.thestar.com/prepress.
- Charges may be applied for late material or late revisions

BOOKING DEADLINES

| | |
|-----------------------|----------------------------|
| MARKETPLACE | Tuesday, March 10- 5 p.m. |
| Cover Ads & Gatefoldd | Tuesday, March 10- 5 p.m. |
| Inside Pages | Thursday, March 19- 5 p.m. |

MATERIAL DEADLINES

| | |
|-------------------|--------------------------|
| MARKETPLACE | Friday, March 13- 5 p.m. |
| Cover & Gatefoldd | Friday, March 13- 5 p.m. |
| Inside Pages | Tuesday, March 24- p.m. |

Other sampling opportunities available at the GTAGA
 For more information, please contact your sales representative