

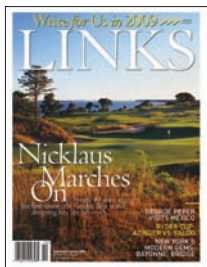


LINKS®

The Best Of Golf®

2009 RATE CARD #22

EDITORIAL POSITION



As the lifestyle magazine for serious golfers, LINKS Magazine is the most sophisticated, engaging and surprising publication in the industry. LINKS helps our readers, who are avid, affluent players, by fueling their passion for the game and providing them The Best of Golf: They discover new places to play before anyone else, stay ahead of the curve on the game's issues, and learn more about history, equipment, major championships, real estate

and course architecture than from any other golf publication.

The lifestyle of serious golfers consists of language, experiences, knowledge and aspirations, and LINKS reaches readers in those areas and forms a lasting connection with them. As the magazine for golfers who have "graduated" from the instruction-heavy monthlies, LINKS occupies a special niche in the marketplace, delivering issue after issue in new and stimulating ways so readers can't wait to pick up the next issue to find out what's inside.

CIRCULATION

Rate base guarantee: 250,000 (ABC audited)

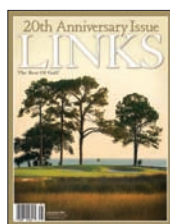
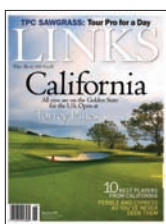
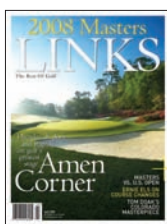
OUR SUBSCRIBERS

Male/Female	71%/29%
Married	93%
Median age	53
Average household income	\$262,029
Median household income	\$148,837
Median total household asset value (excl. prin. residence)	\$1,233,779
College educated	84%
C-level executives (among employed)	27%
Median market value of primary home	\$473,412
Member of a private club	72%
Average days of golf past year	60
Own a premium luxury automobile	44%

Source: 2008 MMR (Base: Heads of Household; HHI: \$100,000+)

LINKS is measured by the Mendelsohn Affluent Survey (MMR) available on Telmar, IMS and MEMRI.

ABOUT LINKS



FEBRUARY/MARCH Architecture/Equipment

The first of six winning entries from our Writing Contest and the announcement of our first-ever Photo Contest—the winning photo will be the cover image of the November/December issue. Plus, expanded coverage of the latest technology to get your game in gear for 2009.

APRIL/MAY Masters Issue

The mystique of Augusta National and the season's first major including a three-part cover compilation featuring Amen Corner

SUMMER U.S. Open Issue

The U.S. Open returns to New York and Bethpage Black; a tribute to public golf, the glue of the game in the U.S. LINKS lists: Ten Best U.S. Public Courses to never host a major. Summer travel to Scotland and Costa Rica.

SEPTEMBER/OCTOBER The Good Life

A celebration of the golf lifestyle beyond the course and all that makes the game a lifelong passion

NOVEMBER/DECEMBER Travel Issue

A look at where to go next, the hottest new golf destinations, plus our Photo Contest winner featured on the cover

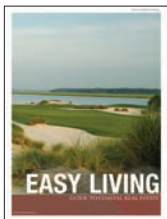
2009 SPECIAL ISSUE



PREMIER PROPERTIES GUIDE October 2009

The biggest, most trusted source for golf real estate
85,000 circulation

Note: Editorial calendar is subject to change throughout the year.



SPECIAL SECTIONS BY ISSUE

SPACE CLOSE*

FEBRUARY/MARCH

01/06/09

- *South Carolina Golf Travel (east)*
- *Desert Southwest (east & west)*
- *Coastal Real Estate (east)*
- *Hawaii (west)*
- *Caribbean (east)*

APRIL/MAY

01/26/09

- *Georgia (east)*
- *Best of the West (west)*
- *Northeast (85,000 custom circ.)*
- *Midwest (65,000 custom circ.)*

SUMMER

04/10/09

- *Rangefinder/GPS (east & west)*
- *Great Opportunities in Real Estate (east & west)*
- *Great Opportunities in Travel (east & west)*

SEPTEMBER/OCTOBER

07/07/09

- *Gulf Coast (east)*
- *Great Opportunities in Real Estate (east & west)*
- *Great Opportunities in Travel (east & west)*

NOVEMBER/DECEMBER

09/09/09

- *Florida (east)*
- *Arizona (west)*
- *Mexico (east & west)*

Note: Special section space close is one week prior to issue space close. All ad creative must run within the section. 15% premium applies to all special section ads.

2009 SPECIAL ADVERTISING SECTIONS

NATIONAL RATES



Circulation Rate Base: 250,000

FOUR COLOR	1X	4X	7X	14X
1 pg	29,165	28,440	27,700	24,835
2/3 pg	22,740	22,185	21,635	19,350
1/2 pg	18,055	17,585	17,115	15,320
1/3 pg vertical	14,215	13,885	13,535	12,120
1/3 pg square	12,955	12,625	12,295	11,000
Cover 2	36,375	35,585	34,675	30,975
Cover 3	34,425	33,575	32,740	29,275
Cover 4	41,120	40,160	39,110	35,005

EASTERN RATES



AL	FL	KY	MI	NH	RI	WV
AR	GA	LA	MN	NJ	SC	WI
CT	IA	MA	MO	NY	TN	
DC	IL	MD	MS	OH	VA	
DE	IN	ME	NC	PA	VT	

Circulation Rate Base: 165,000

FOUR COLOR	1X	4X	7X	14X
1 pg	25,685	23,760	22,485	21,855
2/3 pg	18,470	17,085	16,155	15,650
1/2 pg	14,880	13,775	13,005	12,625
1/3 pg vertical	11,900	10,970	10,420	10,130
1/3 pg square	10,910	10,060	9,565	9,255

WESTERN RATES



AK	HI	ND	OK	UT
AZ	ID	NE	OR	WA
CA	KS	NM	SD	WY
CO	MT	NV	TX	

Circulation Rate Base: 85,000

FOUR COLOR	1X	4X	7X	14X
1 pg	11,120	10,540	10,045	9,445
2/3 pg	8,890	8,460	8,000	7,565
1/2 pg	7,260	6,915	6,525	6,115
1/3 pg vertical	6,150	5,805	5,540	5,190
1/3 pg square	5,575	5,270	5,025	4,730

REPLY CARDS

LINKS banks real estate business reply cards. All cards must be accompanied by a full page ad. Gross space rates—National: \$8,560; Eastern: \$7,135; Western: \$4,150. Net printing rates—National: \$4,615; Eastern: \$3,775; Western: \$2,515. Gross space rate—non-real estate advertisers: \$11,545 (4" X 6"). *Contact your sales representative for more information.*

SPECIAL UNIT PRICING *Contact your sales representative for info.*

DISCOUNTS & CHARGES

- 15% additional charge for bleed on full page ads.
- Frequency discounts are earned by ads placed within a 12-month period.
- Ad rates are based upon receipt of a press-ready PDF/X-1a digital file. Minimal changes available for an additional fee. Requirements are listed on the following page. *See Policies & Contract Regulations for rate base details.*

ADVERTISING RATES

BLEED PAGE SIZE: 8¼" x 10¾" **PAGE TRIM SIZE:** 8" x 10½"**AD SIZES**

NON-BLEED	<i>Width</i>	<i>Depth</i>	BLEED	<i>Width</i>	<i>Depth</i>	<i>Trim Size</i>
■ Spread	15"	9⅝"	■ Spread	16¼"	10¾"	16" x 10½"
■ Full page	7"	9⅝"	■ Full page	8¼"	10¾"	8" x 10½"
■ 2/3 vert.	4⅝"	9⅝"	■ 2/3 vert.*	5"	10¾"	4⅞" x 10½"
■ 1/2 horiz.	7"	4¾"	■ 1/2 horiz.	8¼"	5¼"	8" x 5½"
■ 1/2 horiz. spread	15"	4¾"	■ 1/2 horiz. spread*	16¼"	5¼"	16" x 5½"
■ 1/2 vert.	4⅝"	7¼"	■ 1/3 vert.	2¾"	10¾"	2⅝" x 10½"
■ 1/3 vert.	2¼"	9⅝"				
■ 1/3 sq.	4⅝"	4¾"				

BLEED ALLOWANCE: ⅛" beyond trim**SAFETY MARGINS:** ¼" inside trim size

■ Gutter safety for crossover photos: ¼" total (⅛" each side)

Both file and contract proof provided must reflect the ¼" mirror image and be clearly marked; otherwise, some loss of image in the gutter may occur due to perfect binding.

■ Gutter safety for crossover type headlines: ½" total (¼" each side)

PRINTING: Offset web**BINDING METHOD:** Perfect bound**PAPER STOCK:** Cover stock 100#, Text stock 45#**PRODUCTION QUESTIONS?**Please contact Elaine Yeager: (843) 842-6200, eyeager@linksmagazine.com**ELECTRONIC FILE SPECS**

■ All files must be CMYK (not RGB) and Macintosh formatted.

■ File Types accepted: PDF/X-1a

QUARK, INDESIGN OR ANY OTHER APPLICATION FILES ARE NO LONGER ACCEPTED.View our online instructions for preparing a press-ready PDF/X-1a file at www.linksmagazine.com/advertisinginfo (a downloadable settings file for PDF/X-1a is also available). A \$250 surcharge will be assessed to the agency/client to convert files to proper spec should they not be provided as such.■ **Image Resolution:** Raster 4/C image resolution should be 304.8 dpi (optimum), 254 dpi minimum. Bitmap (1-bit) resolution should be 1200 dpi (optimum), 900 dpi minimum.■ **Storage Media Accepted (In priority order):** 1) DVD 2) CD-Rom■ **Media label requirements:** Job title, publication name, issue month, supplier name along with contact name, phone number, address and a printout of the directory.■ **Proofing Requirements:** A SWOP certified **CONTRACT PROOF (color bars and date/time must be on the proof)** that is made from the final electronic file being furnished. Visit www.swop.org and scroll down to Certified Proofing Systems for a list of acceptable SWOP certified proofs. Please label color proofs to indicate type of proofing device. **Proofs made from desktop printers or laser printouts are not acceptable.** Publisher will not accept responsibility for variation if a contract proof that meets all of the expectations is not provided. A \$125 surcharge will be assessed to the agency/client to produce a contract proof if one is not provided.

■ All other incidental charges necessary for final file ad production will be billed back to the agency/client.

LINE SCREEN: 133 (150 max.) for 4-color; 133 for black and white**ADVERTISING MATERIAL EXTENSIONS:** Publisher cannot accept responsibility for the reproduction quality of advertising materials granted late extensions.**AD SUBMISSION INSTRUCTIONS**Please fax insertion orders to:
(843) 686-4979

To submit advertising material electronically, visit:

<http://adportal.linksmagazine.com>

Click on "Ad Portal" box.

Complete all information, submit and wait for confirmation.

Ship ad proofs and BRC materials to:

LINKS Magazine

10 Executive Park Road, Suite 202

Hilton Head Island, SC 29928

Attn: Advertising Services Director

Ph: (843) 842-6200

Media label requirements: job title, publication name, issue month, supplier and contact name, phone number, address and a printout of the directory.

2009 EDITIONS & CLOSING DATES*

Issue	Space Close	Materials Due	In-Home Date
February/March	01/06/09	01/12/09	02/19/09
April/May	02/02/09	02/04/09	03/28/09
Summer	04/17/09	04/20/09	05/23/09
September/October	07/14/09	07/16/09	08/31/09
November/December	09/14/09	09/16/09	11/02/09

Special Issue

Premier Properties Guide	08/25/09	08/28/09	10/13/09
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* Reply card (BRCs) space reservations close one week prior to the Space Close listed above.

AGENCY COMMISSIONS

15% commission to recognized agencies. Agency commission is forfeited on all accounts unpaid after 60 days. Production charges are separate from space charges and are non-commissionable.

PAYMENT TERMS

- Full payment is due with materials for new accounts.
- Full payment is due within 30 days of the invoice date for accounts with established credit.
- Accounts not paid within 30 days will be charged interest at a rate of 1.5% per month from the due date.
- Advertising agency and advertiser are jointly and severally liable for all invoices.

POLICIES & CONTRACT REGULATIONS

- Rates on this card are effective with the February/March 2009 issue. Publisher reserves the right to issue new rates at any time, to become effective on the next issue closing date.
- Cancellations and revisions of orders for all advertising will not be accepted after closing date.
- Agencies and advertisers are jointly and severally liable for all changes.
- The publisher shall have no liability for failure to execute accepted advertising orders because of governmental restrictions, acts of God, strikes, accidents, fires or any other cause beyond publisher's control affecting production or distribution.
- The publisher is not responsible for errors in key numbers.
- Advertising that resembles editorial may be marked "Advertisement" by the publisher.
- The publisher shall have no liability for damages if, for any reason, he fails to publish an advertisement.
- The publisher is not responsible for advertising materials left with him for more than one year.
- The publisher reserves the right to reject any advertising order or copy at any time prior to press date, whether or not the order or copy has already been accepted or acknowledged.
- The publisher will not be bound by any conditions on contracts, orders or instructions when such conditions conflict with LINKS Magazine's policies.
- Agencies and advertisers assume liability for the contents of all advertisements and agree to indemnify the publisher against any damages and related expenses (including attorney's fees) arising out of such publication.
- The publisher cannot guarantee positioning.
- Contracts must be completed within one year from date of first insertion. Agency and/or Advertiser agrees to pay short rate for incomplete contracts.
- In accordance with Audit Bureau of Circulations rule F11.1, LINKS Magazine has a guaranteed rate base of 250,000.

LINKS

The Best Of Golf

PRESIDENT & PUBLISHER

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jpurcell@linksmagazine.com

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VICE PRESIDENT, SOUTHEASTERN SALES MANAGER

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