

Over 123,000 Readers

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- Golfers are three times as likely to earn more than \$100,000 per year as non-golfers.
- 40.4% of golfers have earned at least one college degree versus 25.3% of the general public and 23% of non-golfers. 47.5% of private club golfers have at least one college degree.
- Golfers are 53% more likely to hold professional employment positions than non-golfers.
- In Utah the median age of head of household golfers is 43.6 years versus 46.0 years for the general public. 18% of Utah golfers are over the age of 50. Golfers have larger families than non-golfers (mean 2.87 children versus 2.52). Nearly 30% of Utah golfers are women.
- While golfers as a whole plan to spend an average of nearly \$1,600 per year on golf related fees, merchandise and travel, the most affluent plan annual expenditures of more than \$4,000.
- 26% of Salt Lake City's population plays golf compared to 12% nationally.
- Salt lake City's local golf apparel and equipment topped \$80 million in 1998.
- Utah ranks 18 out of 210 DMA's in total number of golfers.

Source: National Golf Foundation

Fairways, the magazine that gets read!

Dear Fairways,

Thanks again for having me write about my recent victory in Philadelphia and submitting it to Fairways magazine for your current issue. I have had a lot of positive feedback from the article. You must have quite the readership as it has been mentioned by so many people I would not have expected hearing from. With the recent success of Dean Wilson, and Andy Miller at tour school and Carrie Summerhays on the LPGA, you will be busy in the coming year. I look forward to reading about these individuals and many others as you cover the state with your excellent golf publication.

Continued success with all your endeavors and thanks again for your support and friendship.

Dan Forsman - PGA Tour Professional

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