

IDEAS FOR FACILITIES / F&B / COURSE / PRO SHOP



# CLUB & RESORT BUSINESS

Be a Part of the Magazine that Gives Club and Resort Decision Makers Information and Ideas about Design and Renovation, Food and Beverage, Course and Grounds, Recreation and Fitness, Management, Technology, Retail and Golf Operations.



2012 Editorial Planning Calendar

# 2012 Editorial Calendar

	JANUARY*	FEBRUARY*	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Cover Feature</b>	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	6th Annual IDEAS Issue	Club/Resort Profile	Special Report: Best Practices	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile
<b>Design &amp; Renovation including Club Architect</b>	Playgrounds/Splashpads	Facilities Infrastructure	Patios/Outdoor Dining	Spas	Furniture		Mixed Grills/Casual Dining	Golf Instruction Spaces	Fitness Centers	Kitchens	Locker Rooms	Course Maintenance Buildings
<b>Design Snapshot</b>	Tennis		Pools		Pro Shop			Pubs/Bars		Patios		Tents
<b>Food &amp; Beverage</b>	To-Go/Take Out	F&B Profile	Seafood	F&B Profile	Farm to Table		F&B Profile	Outdoor Cooking	F&B Profile	Action Stations	F&B Profile	Buffets
<b>Chef to Chef</b>	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
<b>Course &amp; Grounds</b>	Greens Mowing	C&G Profile	Irrigation	C&G Profile	Construction/Renovation		Capital Plans (Lease vs. Buy)	Course Fixtures/Supplies	C&G Profile	C&G Technology	C&G Profile	Distributor/Dealer Relations
<b>Super in the Spotlight</b>		✓		✓			✓		✓		✓	
<b>Today's Manager</b>	Excellence in Club Mgmt.	Excellence in Club Mgmt.		Insurance	Master Planning		Rewards		Compensation		Marketing	
<b>Recreation &amp; Fitness</b>	R&F Profile		Tennis		R&F Profile		Youth Fitness/Camps		R&F Profile		Personal Training	
<b>Technology</b>		GPS	Information Security	Facebook				eMarketing		F&B Technology		Golf Software
<b>Retail</b>	Branded Merchandise				Golf		Fitness		Tennis		Swim/Splash	
<b>Golf Operations</b>		Golf Fitness Programs	Indoor Facilities	Junior Programs				Merchandising		Golf Cars		Family Play
<b>Product Showcase</b>	Outdoor Furniture	GIS/CMAA Exhibitor Profiles	Kitchen Equipment	Banquet Supplies	Tents & Umbrellas	Indoor Furniture	Golf Course Supplies	Amenities	Tables/Chairs	Pool	Fitness Equipment	
<b>C&amp;RB In-Person</b>	 March 4-6, 2012 The Royal Sonesta Hotel New Orleans—www.CheftoChefConference.com											
<b>C&amp;RB In-Person</b>	 March & April; October & November —www.ClubandResortBusiness.com/DRInsights											

\*Bonus Distribution of the January and February issues at the Golf Industry Show, February 27-March 2, 2012, in Las Vegas, Nev.; Club Managers Association of America Club Business Expo, February 26-27, 2012, in New Orleans, La.

IDEAS FOR FACILITIES / F&B / COURSE / PRO SHOP

# CLUB & RESORT BUSINESS



## 2012 C&RB Advertising Rates

4-Color	1X	3X	6X	9X	12X
Spread	9,150	8,970	8,800	8,540	8,300
1 page	5,335	5,130	4,975	4,820	4,750
2/3 page	4,100	3,760	3,340	3,290	3,150
1/2 island	3,750	3,470	3,170	3,000	2,880
1/2 page	3,600	3,360	3,090	2,880	2,760
1/3 page	3,150	2,780	2,520	2,390	2,270
1/4 page	2,700	2,390	2,170	2,040	1,940
1/6 page	1,550	1,370	980	920	870

## Special/Premium Ad Positions\*

Covers		<b>Classified Advertising Rates</b> (per column inch)
Inside front	5,000	1X: 200
Inside back	4,600	3X: 185
Back	5,300	6X: 175
<b>Other premium positions</b>		9X: 165
Page 1	4,650	12X: 155
Center Spread	8,350	
		Ad size: 1 column inch measures 2-3/16" x 1", Wide x High

\*Special/Premium rates based on 12X frequency; contact publisher for other frequency schedules. Inserts: Please consult publisher for rates. Agency commission allowed on gross billing for display space. No commission allowed on insert handling, special binding and other mechanical charges.

## MECHANICAL INFORMATION

Trim Size: 8-1/8" x 10-7/8"  
 Binding: Saddle-stitch, head guide, 1/8" guide edge trim, 1/4" high folio lap. Printing: Body forms and covers heat-set web offset.

## Ad Sizes and Specifications

Advertising space sizes available (width x depth):

Full Page	7"	x	10"
2/3 page	4-5/8"	x	10"
1/2 island	4-5/8"	x	7"
1/2 page horizontal	7"	x	4-7/8"
1/2 page vertical	3-3/8"	x	10"
1/3 page vertical	2-3/16"	x	10"
1/3 page square	4-5/8"	x	4-7/8"
1/4 page	3-3/8"	x	4-7/8"
1/6 page	2-3/16"	x	4-7/8"

## Bleed Sizes

Single-page bleed	8-1/4"	x	11-1/8"
Spread bleed	16-1/2"	x	11-1/8"
1/2 page horizontal spread bleed	16-1/2"	x	5-1/2"
2/3 page bleed	5-3/8"	x	11-1/8"
1/2 page (horizontal) bleed	8-1/4"	x	5-1/2"
1/2 page (vertical) bleed	4-3/16"	x	11-1/8"

Above sizes allow for 1/8" trim off all bleed sides. Virtual advertising matter should be kept at least 1/2" away from final trim, 5/8" from bleed size. Critical art and/or type should not cross the gutter.

## Closing Dates

Closing date is the first of the month prior to issue date. Material due one week after closing.

## Electronic Ad Submission

Club & Resort Business prefers ads supplied in PDF/x-1A format. For a list of acceptable alternate file formats, and for instructions for uploading ad files to our ftp site, please contact Barbra Martin, Operations Manager, at 440-250-1583, or bmartin@clubandresortbusiness.com.

## ADS SUPPLIED ON DISK AND SWOP-CERTIFIED COLOR PROOFS SHOULD BE SENT TO:

Club & Resort Business  
 Harbor Communications LLC  
 The River Terrace Building, Suite 200  
 19111 Detroit Road Rocky River, OH 44116  
 Phone: 440-250-1583 Fax: 440-333-1892  
 www.clubandresortbusiness.com

## ADVERTISING STAFF

**Bill Donohue** | Founding Publisher  
 312-664-9887  
 bdonohue@clubandresortbusiness.com

**Dan Ramella** | President  
 440-250-1583  
 dramella@clubandresortbusiness.com

**Tom McIntyre** | Group Publisher  
 440-250-1583  
 tmcintyre@clubandresortbusiness.com

**Doug Mael** | Regional Manager/Inside Sales  
 215-741-9385  
 dmael@clubandresortbusiness.com