

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


CLUB & RESORT BUSINESS



2011 Planning Calendar

Club & Resort Business provides ideas for Private, Semi-Private, Resort and Upscale Daily Fee Golf Clubs (Municipal golf facilities), City/Dining Clubs, Yacht Clubs, and Management Companies.

2011 Editorial Calendar

	January	February	March	April	May	June	July	August	September	October	November	December
Cover Feature	Club/Resort Profile	Club/Resort Profile	Post-Show Issue**	Club/Resort Profile	Club/Resort Profile	5th Annual IDEAS Issue	Club/Resort Profile	Special Report: Management Companies	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile	Club/Resort Profile
Design & Renovation including Club Architect	Locker Rooms	Patios	Pubs/Bars	Snack Bars/Halfway Houses	Kitchens		Pools	Spas	Kid/Family Spaces	Entrances/Lobbies	Pro Shop	Tents
Design Snapshot		Spas		Fitness			Wine Rooms		Ballrooms		Tennis	
Food & Beverage	F&B Profile	Appetizers	F&B Profile	Menu Planning	F&B Profile		Poultry	F&B Profile	Steakhouse/Grill	F&B Profile	Desserts	F&B Profile
Chef to Chef	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Beverage Cart	Juice/Smoothies		Beer		Coffee			Wine		Signature Drinks		Spirits
Course & Grounds	Mowing	C&G Profile	Chemicals/Fertilizers	C&G Profile	Irrigation		C&G Profile	Course Fixtures/Supplies	C&G Profile	Native Areas	C&G Profile	Driving Ranges
Super in the Spotlight		✓		✓			✓		✓		✓	
Today's Manager	Excellence in Club Mgmt.	Excellence in Club Mgmt.	Insurance	Long-Range Planning	Boardroom Relations		Capital Plans	Technology	Membership/Marketing	Human Resources	Service Staff Training	FOTH/BOTH Relations
Recreation & Fitness	R&F Profile	Cardio	R&F Profile	Personal Training	R&F Profile		Tennis	R&F Profile	Fitness Equipment	R&F Profile	Spa Management	R&F Profile
Technology	Websites		Disaster Recovery		Wireless Comms.			Blogs		Social Networking		POS Systems
Retail		Golf		Tennis			Fitness		Swim/Splash		Demo Days	
Golf Operations	Golf Outings		Golf Cars		Golf Fitness Programs			Kids'/Women's Programs		Small-Scale Courses		Who Owns the Shop
Product Showcase	GIS Product Showcase	Outdoor Furniture	Kitchen Equipment	Banquet Supplies	Tents & Umbrellas		Indoor Furniture	Golf Course Supplies	Amenities	Tables/Chairs	Pool	Fitness Equipment
C&RB In-Person	 March 6-8, 2011 The Fairmont San Francisco Hotel—www.CheftoChefConference.com											

*Bonus Distribution of the January issue at the Golf Industry Show, February 9-10, 2011, in Orlando, Fla.
 **Post-Show issue to feature reports on PGA, GIS, CMAA and Chef to Chef.

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2011 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		Classified Advertising Rates (per column inch)
Inside front	5,000	
Inside back	4,600	
Back	5,300	1X: 200
		3X: 185
Other premium positions		6X: 175
Page 1	4,650	9X: 165
Center Spread	8,350	12X: 155
		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 Kathy Torgerson, Operations Director, at 440-250-1583, or ktorgerson@clubandresortbusiness.com.

ADS SUPPLIED ON DISK AND SWOP-CERTIFIED COLOR

PROOFS SHOULD BE SENT TO:

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