



Our Mission Statement

WeekendWarriorGolfer.com reviews the entire Michigan golf experience -- comprehensive and unbiased course reviews, new product reviews, and places to stay, eat, and drink before and after a round, daily updates, detailed hole analysis, and forums for golfers. WeekendWarriorGolfer.com publishes the best and brightest, the ideas and images of golf's greatest teachers, players, and writers. WeekendWarriorGolfer.com's strength is in its completeness: a one-stop service that gives the reader the full spectrum on how to play, what club to play, which courses to play, and where to stay and eat in Michigan. WeekendWarriorGolfer.com holds the passion for improvement for its readers, who simply want to be able to play more, and better, golf.

WeekendWarriorGolfer.com's authority and love for the game of golf and the state of Michigan drive the experience for today's male power base.

Media Kit Contents:



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Advertising Rates for 2009

Get your advertising into full swing for the 2009 golf season!

Introductory Rate --
Buy 2 months and get the 3rd month FREE!

Side Ads

160 pixels wide, rotate on total ad percentage

Introductory rate: \$80
Monthly rate: \$40
Yearly rate: \$440

Banner Ads 550 pixels wide

Introductory rate: \$170 (top), \$150 (bottom), Monthly rate: \$85 (top), \$75 (bottom), Yearly rate: \$935 (top), \$825 (bottom)

"I worked with brilliant and committed colleagues for over 14 years creating medicines that help millions of people every day. I will always be proud of that, though sitting behind a desk was foreign to my personality and tough on my overall health. In the almost year since I was fired, I have traveled all around Michigan and have been able to meet the most wonderful people from all walks of life. Some of the best golf courses in the world are in Michigan. I am truly living the golfer's dream!"

— Brent Newhouse,
Founder/Website Director



Contact Information:

Brent Newhouse, Founder/
Website Director

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Advertising Information:

Dan Cain, Regional Sales Manager

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DEMOGRAPHICS

Average Age: 37

Gender: Male

Marital Status: Married

Income: \$95,000

Average golf rounds: 24/year

Average golf weekends: 2/year

Average spent in restaurants/bar: \$5,000/year

Years in Michigan: Lifetime

Press Release

Ann Arbor, MI (PRWEB) -- The highest unemployment rate in the country. Job losses and layoffs looming every day. The auto industry faltering. Home prices dropping and sales slowing. WeekendWarriorGolfer.com aims to keep Michigan golfers playing through these tough times.

WeekendWarriorGolfer.com's goal is to keep Michigan dollars in Michigan because this unique website is for Michigan golfers by Michigan golfers. WeekendWarriorGolfer.com provides free, unbiased, comprehensive golf course reviews, accurate product reviews, insightful articles, and a Where To section that lists the best places to stay, eat, and

have fun around Michigan's great courses. With daily updates, detailed hole analysis, and forums for golfers to talk shop, WeekendWarriorGolfer.com has a clear voice, from the perspective of the everyman. All of the reviews and articles come from Weekend Warrior Golfers, not from paid golf pros. Nearly every golfer can relate to the humor and challenges found in WeekendWarriorGolfer.com's reviews and articles.

Brent Newhouse, founder of WeekendWarriorGolfer.com, turned his own job loss into finding his true calling. "Every day for 14 years I sat behind a desk. On the day that my job loss announcement was made,

when my wife asked me what I really wanted to do, I said that I wish there was a way to play golf every day. So, we stayed in Michigan, where I am now doing just that. WeekendWarriorGolfer.com will give golfers the best options for their hard-earned dollars. To kickstart the Michigan economy, golfers need to get out on Michigan's beautiful courses, buy a new club or two, and then treat themselves to some post-round meals.



"WeekendWarriorGolfer.com informs and entertains all types of golfers," said Newhouse. "You don't have much spare time during the week. Our goal is to be bookmarked by every busy golfer who reads us during the week and finds the ideal golf weekend. Our number one goal is get golfers to play, stay, eat, and have fun in Michigan. With Tiger Woods now healthy and returning to golf, golfers can help the Michigan economy get healthy by playing the game they love."