

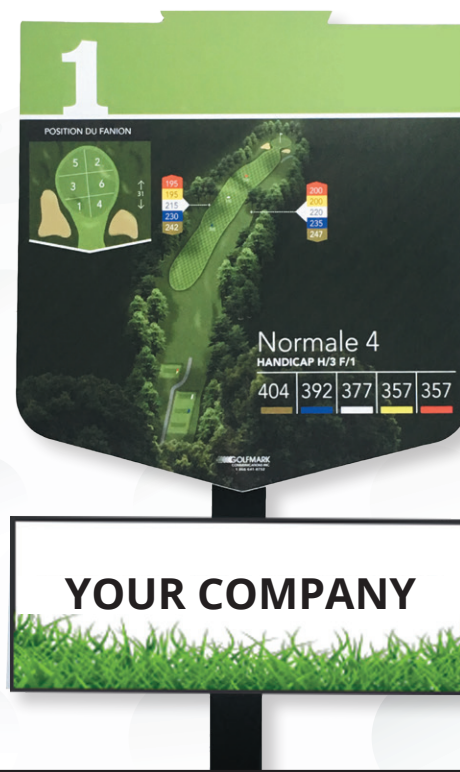
For over 35 years, Golfmark Communications has been the leader in advertising display. Our broad network is present in over **55 golf clubs across Quebec with 1000 billboards.**

The advertising visibility, empowered by the strategic positioning of the display panel on the tee is presented in relaxing surroundings.

Furthermore, the golfer, whose life standard is well above the average customer, has a higher purchasing power.

Golfmark Communications allows you to target an exceptional customer who proves to be equal to your branding.

Enjoy your golf season with us !



## Advertising Advantages



Target your advertising to an **affluent and highly responsive market**



Build **loyalty** and **brand awareness**



Relax and **focus environment**



**Reinforce** television, radio and print campaigns



**Influence** customer's buying habits

**Plus, you get 4 GREEN FEES for you, your friends, customers or employees!**

## The profile of Quebec GOLFERS



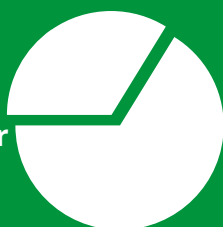
**68%**

of golfers are men

**32%**

of golfers are women

**35%**  
are 50  
and over



**65%**  
are between  
18-49 years old

## The World of GOLF

**8.6 M**

ANNUAL DEPARTURES

**40%** have an income greater than or equal to \$80 000

**82%** graduated or attended university

**79%** are homeowners

**43%** are shareholder or own their business

**13%** are leaders



## GOLF Players Lifestyle

**62%** have mutual retirement funds

**56%** spent more than \$30K on their last vehicle purchase

**73%** dine out regularly

SOURCE : Analyse du potentiel du marché du golf au Québec, 2013