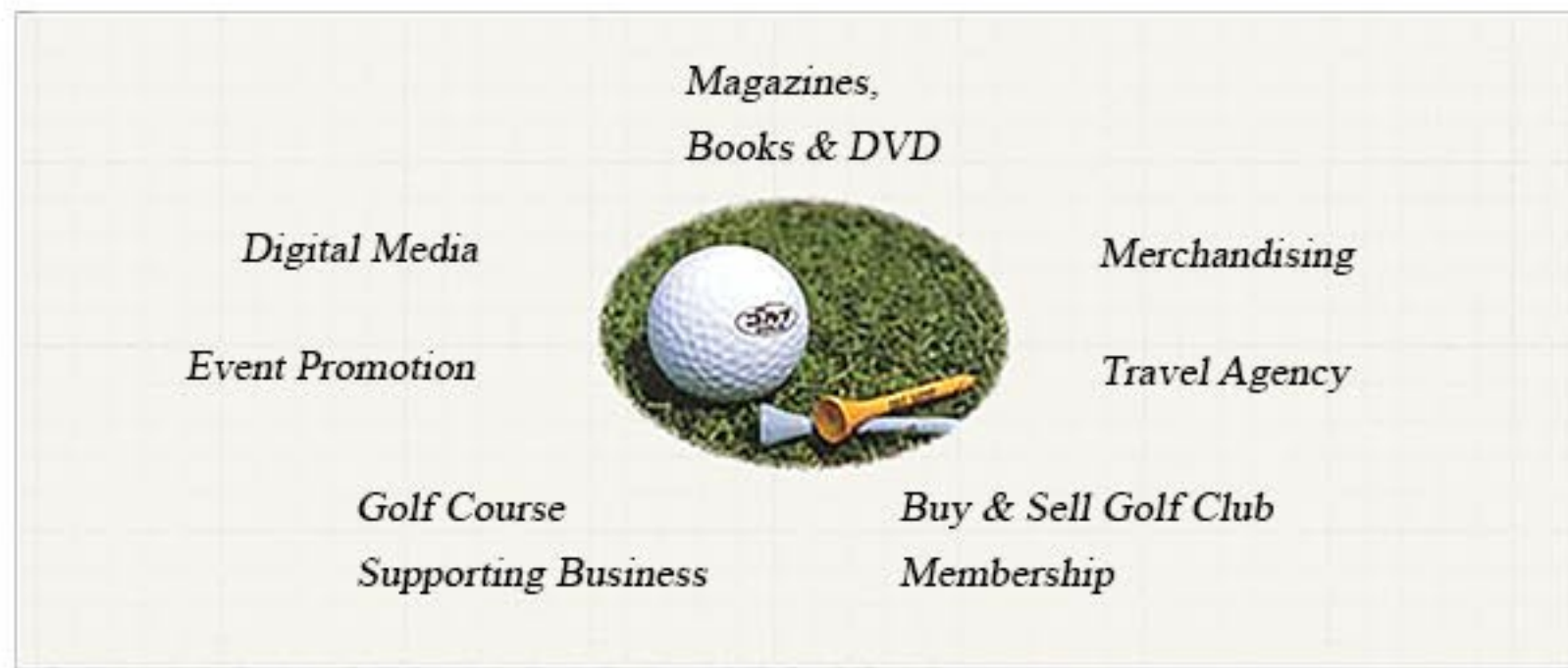


# *Golf Digest, Japan*

## **Total Support for All of the Golf World's Needs**

The Golf Digest Sha Co., Ltd. is the leading publisher in the golf industry in Japan and has developed a wide range of services including golf course management businesses, event promotions to increase playing opportunities for junior and competitive golfers, domestic and international golf travel planning and operation, and producing golf calendars and diaries.

It is because Golf Digest Sha has made it its mission to deepen relationships between golfers and industry related businesses through these services, which we believe is the connection to vitalizing the golf world.



**Always Your Best Partner**

## **History**

- 1961 Established. Opened headquarters at Shinbashi 5-chome, Minato-ku Tokyo.
- 1961 Started publishing "Monthly Golf Digest".
- 1963 Held the Golden Match golf tournament to determine the No.1 pro golfer in Japan. (until 1970)
- 1964 Started publishing "National Golf Course Guide" after over a year of market research.
- 1966 Started publishing "Golf Digest Special Edition" as a weekly golf magazine pioneering the popularization of golf.
- 1968 Started publishing "Golf Course Seminar", a magazine for golf course management.
- 1968 Started publishing "Golf Digest Special Edition" twice a month
- 1971 Established Golf Digest Sha Co., Ltd.
- 1971 Held the 1st Golf Digest Tournament at Toumei Country Club, which was the 1st to obtain accreditation from the JPGA. (until 1997)
- 1972 "Golf Digest Special Edition" becomes a weekly publication and is renamed "Weekly Golf Digest".
- 1973 Started sales of golf calendars and golfer diaries.
- 1974 Completed headquarters building at Shinbashi 6-chome, Minato-ku Tokyo.
- 1980 Started publishing "Choice".
- 1984 Established "Driver of the Year". Afterward, added the Iron category and Extra Club category, calling it "the Club of the Year" which developed into the "Golf Digest Awards".
- 1987 Established "Lesson of the Year". Afterward, developed it into the "Golf Digest Awards".
- 1988 Launched golf travel agency "Golf Tour Center".
- 1988 Started publishing "Super Golf Digest" (until March 1993).
- 1988 Started sales of Golf Lesson Video as a 1st video publication.
- 1989 Started publishing "HaRe" as a golf magazine for women (until March 1992)
- 1998 Established "Golf Digest Awards", an award system for professional golfers and other people who contributed to improving golf technology and popularizing golf. Elected the "Lesson of the Year Award", "Club of the Year Award", "Reader's Grand Prize Award", and "Junior Grand Prize Award". Continued the awards every year thereafter.
- 1998 Held the 1st Golf Digest Japan Junior Cup for training junior golfers. Continued the tournament every year thereafter.
- 2003 Started publishing "Lesson King", a video and DVD magazine (bi-monthly until March 2007)
- 2006 Started publishing "Golf Digest Shinsho" series
- 2011 Started publishing "Golf Digest Bunko" series
- 2011 Started publishing "Choice" quarterly.
- 2013 Started publishing "Bogey", a golf comic magazine.

# Magazines

## Golf Digest Magazine is Always Reader Focused

In August 1961, after establishing “Monthly Golf Digest”, we started publishing the weekly magazine-sized “Golf Digest Special Edition” in January 1966 in order to contribute to the popularization of golf.

This Golf Digest Special Edition developed in stride with the popularity of golf and in order to provide readers with the information they want more quickly, it became a bi-monthly magazine in June 1968, and then a weekly magazine in 1972 when the magazine's name was also changed to “Weekly Golf Digest”.

Furthermore, “Choice” magazine was established in July 1980 to provide readers with amusing golf related information, distinguishing it from traditional golf magazines. Became a quarterly magazine starting in December 2011.

Golf Digest magazine offers three different publications, each with their own unique charm.

Each editorial department consistently concentrates on specially planning each publication in order to provide its beloved readers with easy to understand content that is easily accessible. Being reader focused means that reader needs cannot be neglected. This has never changed since the launch of the magazine.



### Overwhelmingly recognized as the industry's best

#### “Weekly Golf Digest”

- ◆ Circulation: 204,525
- ◆ Format: B5 version - stitch binding
- ◆ Issue date: Every Tuesday
- ◆ Price: 390 yen
- ◆ Established: 1972

Weekly Golf Digest is a pioneer in golf magazines dedicated to making golf the most popular hobby. Our readers love golf with a passion and enjoy the art-of-life by increasing their quality of living with golf as a cornerstone. It is popular with business men as a magazine that is always nearby. It provides business men with interesting topics for their daily life that goes beyond general weekly business magazines, allowing Weekly Golf Digest to acquire the support of a passionate readership.



### Overwhelming other magazines with an abundance of rich information

#### “Monthly Golf Digest”

- ◆ Circulation: 177,128
- ◆ Format: A4 variation - stitch binding
- ◆ Issue date: The 21st of every month
- ◆ Price: 690 yen
- ◆ Established: 1961

When people talk about monthly golf magazines, they are talking about Monthly Golf Digest. Planning focuses on providing a wide variety of information to enhance readers' enjoyment of golf including lessons, gear, fashion, travel, health, and food. With over 50 years of experience and reputation. Monthly Golf Digest has consistently maintained its circulation regardless of the season, and is greatly distinguished for continually meeting the needs of young readers.



### For discerning golfers

#### “Choice”

- ◆ Circulation: 95,000
- ◆ Format: A4 variation - perfect binding
- ◆ Issue date: 4 times a year
- ◆ Price: 980 yen
- ◆ Established: 1980

Since its start in 1980, “Choice” is a familiar magazine for golfers and continues to keep stride with 30 years of history. “Choice” is based on the belief of delivering “deep” and “discerning” information. In order to satisfy golfers, the products and designs listed in the magazine are “high quality”, providing the highest level of “authentic” and “essential” themes. Rather than being score focused, it concentrates on “good gear”, “good courses”, and “good relationships”. “Choice” is designed for mature golfers who enjoying the traditions of golf.



### Golf Digest's passionately produced golf comic magazine

#### “Bogey”

- ◆ Circulation: 100,000
- ◆ Format: B5 version - stitch binding
- ◆ Issue date: 4 times a year
- ◆ Price: 420 yen
- ◆ Established: 2013

A full-fledged golf comic magazine created by Golf Digest. “Bogey” is a lesson comic that teaches swing theory and practical techniques from the famous pros and coaches that appear in it. In addition there are realistic stories with lots of drama, fables, information on gear, gag comics, and a diverse lineup of comics. Also, it includes color gravure, special columns and lessons that drill deep into individual themes.



### Lifestyle magazine focused on recreation and travel centered upon golf

#### “Traveler”

- ◆ Circulation: 50,000
- ◆ Format: A4 variation - perfect binding
- ◆ Issue date: 4 times a year
- ◆ Price: Members' magazine
- ◆ Established: 2010

The company has a Travel Department, which conducts tours of popular courses including famous domestic and international golf courses. Since its launch, it has sent its customers travel brochures, and it had renewed its content to accommodate further destination information for golf-based travel packages. In addition to tour information, it provides high grade fashion and lifestyle articles. It has developed into “Golf Digest Traveler”, a periodic members' magazine full of rich contents.

# Books & DVDs

## Conveying the Pleasure of Reading About and Watching Golf.

Golf Digest's readers focus is not only on magazines.

In addition to the independent volumes focused on golf lessons and articles on the delights of golf and the Shinsho and Bunko series, Golf Digest also provides lesson DVDs, allowing it to keep up the challenge of meeting the needs of its diverse readership.



## Event Promotion

### Providing the Chance to Encounter More Enjoyable Golf

Golf Digest promotes content that is “fun” and “encouraging” for golfers of all generations in order to fulfill its mission to develop the golf industry in Japan.

Golf Digest has held a nationwide tournament for junior golfers at the Golf Digest Group “Toumei Country Club”.

We plan and run various competitions for amateur golfers such as four-ball and scrambles, giving the participants a combination of tension and fun. We also hold qualifying tournaments in Japan for world tournaments and a long drive contest. These events offer, more playing opportunities, and contributes to expanding the overall base of golfers.



# Promotion

## Providing Deeper Communication Between the Sponsors and the Readers

The Media Sales Division offers total support for realizing the needs of clients. As one form of support, it carries out all of the business operations connected with the advertisements in Golf Digest publications.

The advertisements listed in the publications are one form of important information for readers. The division is dedicated to fulfilling its mission of effectively delivering its readers with important news and advertisements that are directly connected to the readers' golf lives.

Tie-up advertisements are also provided as an effective means of advertising. Our staff has deep knowledge of all information in the golf industry, and use this know-how to provide easy-to-read content. In addition, it creates offprints of tie-up ads, as well as promotional tools, brochures, and flyers for various purposes.

Furthermore, the division plans various events for promotional activities. Recently, new car test driving proved to be very popular at golf driving ranges, and as a result, sponsors have highly evaluated the activities as a new means of communicating with golfers.

Additionally, activities include the implementation of Japan's largest nationwide golf club demo day caravan, helping to enable the division to meet all kinds of needs from golf related event planning to actual implementation.

### PlayStation "Minna no Golf" tie-up



### Mazda promotion custom magazine



### Hawaii National Tourism Organization promotion



### Nationwide famous maker's golf club demo day



# Digital Media

## Meeting the Needs of the Age by Offering a New Type of Golf Enjoyment

Golf Digest develops and provides e-books, and digital content and services.

“Golf Digest App”, released in 2010, introduces and delivers e-magazines and books as well as original videos and lessons specially selected from the Golf Digest video archive. Furthermore, it supplies a diverse range of content such as application’s original columns and “Topics”, which delivers seasonal topics.

“Score Saver” is a golf scorecard app for smartphone. It is very easy to use, and provides useful stats to improve your golf.

“Golf Digest TV”, which started in 2012, delivers rich video content including lesson videos, scenes from product events held by makers and events such as driving contests, and movies that link with “Golf Beauty” and “GOLULU”, which are published as a series in Weekly Golf Digest.

Golf Digest will continue to develop and provide all types of golfers with content and services that take the fun of golf to the next level, while meeting the needs of future generations.



# Merchandising

## Planning and Development of Products and Services that are a Delight to Golfers

### CALENDARS & DIARIES

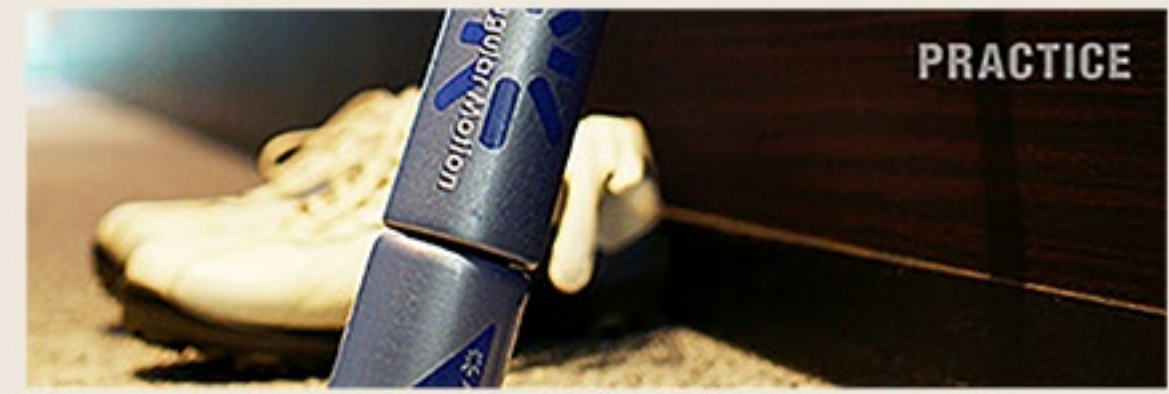
We have over forty years of history of golf calendars and Diary. First golf calendar, former LPGA player “Laura Bough Calendar” was issued in 1973 and “Golfer’s Diary” started following 1974 with golf lessons, rules. Ladies calendars have been featured famous players including “Annika Sorenstam”, “Vicki Goetze” and “Paula Creamer”. Diaries featured players and teaching professional’s swing method including “Davis Leadbetter”, “Greg Norman” and “Phil Mickelson”. Our main product “Masters Tournament Calendar” has been issued since 1980 limited to Japan market only. Masters Tournament Calendar is the most popular golf tournament calendar in Japan.

### GOLF GOODS

Golf Digest collaborates with Teaching Professionals and makers producing practice gear and golf accessories. Practice gears are our main products and are sold many golf shops also. Our shopping site “Golf Digest Edit Shop – Golf Pocket” opened in 2008 and sold many items. This web shop’s concept is selected shop, most of the items are limited edition and direct import items which cannot buy our items outside of the web site.

### Promotion brochure and Anniversary Book Publishing

We support sales promotion activities of corporate and tourist bureau by producing campaign brochures. Golf Digest experienced editors creates high quality sales tools, brochures and Golf Course Anniversary Books.



# Tour Center

## Creating Travel and Golf Experiences, and Putting Your “Dreams” on Stage

### Getting your fill of the world’s most longed for golf courses

The Golf Tour Center was established in 1988 to meet the more active play intentions of golfers. It started golf schools and golf tours for visiting popular golf courses all throughout Japan from Wakkanai in Hokkaido in the north to Miyako Island in Okinawa in the south. There are also affordable overseas golf tours to Guam and Saipan, tours offered on the world’s first chartered flight by a golf travel agent, as well as camps for golf fans where they can lodge at a location and accompany professional players. In addition to executive golf tours wherein travelers can tour the world's top tournament courses and private courses, there are tours to enjoy the finest culinary and wine in Chateau hotels, and luxury cruises which include touring at golf courses in the vicinity of seaports. These tours have been implemented and praised by many.

#### Highly evaluated tours in 2013

- Teaching Pro Takeichi’s training camp, Kagoshima, Hokkaido, Miyako-isl, Miyazaki, Guam, Malaysia
- Chiang Mai camp and Bangpra camp in Thailand
- The prestigious Pebble Beach and Napa Valley
- Tours around the prestigious courses in the Canadian Rockies and Seattle
- South African safari & golf
- Tour on the prestigious links in Northern Ireland
- Big nature and golf in Nordic countries

#### Recommended tours for 2014

- 1st Japan-Korea Goodwill Amateur Golf Tournament
- Malaysia Golf Challenge 2014
- Lake Taupo, Cape Kidnappers & Oakland, NZ
- Angkor Wat and Angkor Thom world heritage and golf
- Golf lesson luxury liner travel around the four islands of Hawaii with Takeichi Pro
- Travel around the prestigious links in Scotland
- Travel around the world heritage spots in East Germany and Bohemia



## Buy & Sell Golf Club Membership

### Supporting Your High Quality Golf Life

The Membership Service Division started managing the golf membership trading business in 1962 in order to meet the needs of golf members. For the past 47 years, the Service Division has helped support up to 80,000 people.

In addition to the sense of security that comes with the Golf Digest brand, the division covers the whole country, providing accurate advice from staff who are rich in knowledge and abundant in experience.

As a result, the division enables people to enjoy a better golf life and a richer membership life.

# *Golf Course Supporting Business*

## ***Supporting the Healthy Management and Operation of Golf Courses***

The monthly “Golf Course Seminar” magazine is a specialized publication that started in April 1968 (May issue) as a golf course management research magazine.

As the title of the magazine suggests, Golf Course Seminar is specially edited for people engaged in golf course management such as managers and curators, as well as green keepers who are responsible for keeping up the condition of the golf course.

It has already celebrated its 41st year since its establishment. There were 550 golf courses at that time of the magazine’s establishment, and these golf courses saw annual visitors of about 18 million people. Now there are about 2,400 golf courses, and with golf becoming a nationally popular sport, the number of users of these courses has exceeded 100 million at its peak.

However, after the bubble economy burst, golf courses have found themselves stuck in an increasingly difficult business environment year after year.

In the midst of these headwinds, one must wonder if it is a good idea to keep steering at the helm.

Golf Course Seminar is committed to being a help to the industry with the content it provides.

Since its establishment, it has a consistent reputation for supporting the healthy management and operation of golf courses, which has helped the magazine obtain a tremendous amount of trust from many golf courses.

Today’s generation is especially in need of a true consultation-based magazine.



“Consulting Magazine” for the management, operation, and caretaking of golf courses.

### “Golf Course Seminar”

- ◆ Format: B5 version - perfect binding
- ◆ Issue date: The th of every month
- ◆ Established: 1968
- ◆ How to subscribe: Annual subscription system
- ◆ Annual subscription fee: 1 subscription 33,600 yen



# Golf Digest Sha Co., Ltd.

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Founded : June 3rd 1961

Established : August 1st 1971

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