



IndustryBrains

# Sports Enthusiasts



IndustryBrains performance advertising placement connects you directly with the sports enthusiasts who are in the market for your products and services.

### Our solutions . . .

- Allow you to choose and bid on the site and/or categories that best fit your business
- Give you complete control over your advertising dollars
- Help you to reach a targeted audience within an environment they trust

IndustryBrains has partnered with top sports enthusiast sites. We offer a performance marketing program that will deliver tremendous ROI for your advertising dollars by targeting your listings on specific sites and categories.



Golf.com's interactive content and tools allow golfers to follow the pro tour, improve and manage their game, track and analyze their online handicap, search for courses in the U.S. and Canada, and much more.



The companion to Golfweek Magazine, Golfweek.com is the one-stop destination for up-to-date scores, breaking news, rankings, golf leisure features, and complete business news. Golfweek.com's thorough real-time reporting and quality information distinguishes it as the Web site for avid golfers - golf's most active consumers.



T+L Golf is a source of inspiration. Its literate and passionate voice speaks to an affluent audience of discriminating golf enthusiasts who seek the best. Its presentation is stylish and compelling, motivating readers to indulge in their passion for life and golf. T+L Golf puts you in front of affluent golfers who spend their time on the links and away from home.



GOLFONLINE is the #1 Web Site for reaching golfers. By combining the news excellence, outstanding features and franchises from Golf Magazine, GOLFONLINE offers more of what golfers want better than any other sports Web site.



TENNIS.com, the official Web site of TENNIS Magazine, is a one-stop resource for active, affluent enthusiasts of the game. The award-winning site offers exclusive news, and instruction, gear, travel and fitness features. Interactive components-such as personalized searches for racquets and shoes-consistently engage visitors. An average of 130,000 unique visitors generate more than 1.3 million page views per month.



USAToday is the source for comprehensive coverage for professional golf and tennis. Under its Golf and Tennis sections, USAToday provides news, cover stories, profiles, team notes, match-ups and statistics, and strives to present an expert point of view throughout - all in USAToday's signature style: concise and entertaining, while delivering an excellent value to readers and to advertisers.



Positioned since 1997 as "Its Tennis, On the Net"<sup>TM</sup>, GoTennis has grown to become the largest independent tennis fan and player destination website with over 300,000 monthly unique visitors and close to 100,000 registered members.

For more information, contact:  
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