

# A shortcut to the Swedish golfers



...and the best golfcourses of Europe through Strokesaver editions.

# Our exclusive course guides becomes courtesy gifts to all golfers

Caddee, formerly Strokesaver Scandinavia is the leading golf course guide in Sweden.

In 2004 we introduced the concept of letting Caddee golf clubs offer their course guides free of charge to all members and green fee guests. This concept has been a great success and the annual distribution of Caddee Course Guides has increased immensely.

In 2010, more than 110 Swedish golf courses – many of them among the country's finest – will be providing their players with complimentary Caddee Course Guides.

85% of Sweden's golf players play at least one Caddee course per year, which means that the Caddee Course Guides will reach close to 100% of this financially strong segment of the population.

Please contact us for a discussion on how your company can benefit from advertising in a Caddee Course Guide.



"Hi, I've noticed that my score improves by at least a couple of shots when I use your (STROKESAVER) course guide. It also speeds up the game. I wonder: why don't more golf clubs get your course guide?"

*Henrik Sparf, member of Nynäshamn Golf Club*

*Lena Lundmark at Ullna Golf Club hands over the yardage book and the greenfeetag.*



# Put an ad in our well-used course guides...



550.000 Swedish golfplayers (more than 85% of all) visits at least one of our collaborating golf-courses each year. The books are handed over to all members as well as visitors and corporate golfers.



## SWEDEN

Number of copies the last years:

Rel.year	Golfcourses	Copyrun
2005	41	231 800
2006	57	302 500
2007	73	379 600
2008*	84	532 500
2009*	100	636 000
2010*	107	733 000
2011**	115	775 000

See next spread for list of courses.

\* RS-controlled copy run, \*\*prognosis



## EUROPE

Through our network we reach many of the best golfcourses of Europe. Strokesaver is very common in Great Britain but also in countries like Spain, Portugal, Switzerland, France and the Northern countries.

Please contact us for more information concerning advertising outside of Sweden!

# ...or in Swedens only web-portal for course guides

*caddee.se*



caddee.se 2010; 1,7 million exposed pages

## Starting in May 2011 we will include all golfcourses of Sweden

Caddee.se is one of Swedens most popular golfsites. Almost everyone of our connected clubs link directly to the digital version. We estimate the visiting numbers to explode when we include all courses and add new values.

Apart from the search function the "new" caddee.se will include editorial pages, course ratings, debates and discussions, reports from the tours and much more.

### VISITORS at caddee.se\*

	2009	2010	2011**
Number of courses	100	107	460
Visitors	165800	182200	360000
Exposed pages	1459000	1603000	3000000
Pages / visit	8,5	8,8	8,3
Time / visit	5:10 min	5:00 min	5:00 min
Visits high season (A-S)	78%	81%	75%
Visits low season (O-M)	22%	19%	25%

Advertising in caddee.se will be a variety of choices in order to reach your customers. Please contact Swedish Media for more information.

\* strokesaver.se until 2009. \*\* estimation

# The golfer: Spending power, active and influential!

## THE GOLFER -in figures

<b>Practisors:</b>	650.000 plays golf more than 4 times per year.	
<b>Distr between sex:</b>	67% men	33% women
<b>Ages:</b>	15-24	13%
	25-44	37%
	45-59	27%
	60-79	23%
<b>Income:</b>	43,2% +354.000 SEK / year. (average 18,4%) 49,6% + 600.000 SEK household- income / year (24,4%).	
<b>Housing:</b>	59,3% owns villa/townhouse. (average 47,4%).	
<b>Working life:</b>	23,6% executive position (13,3%).18,5% exec. in marke- ting/sales/purchase (9,5%).	



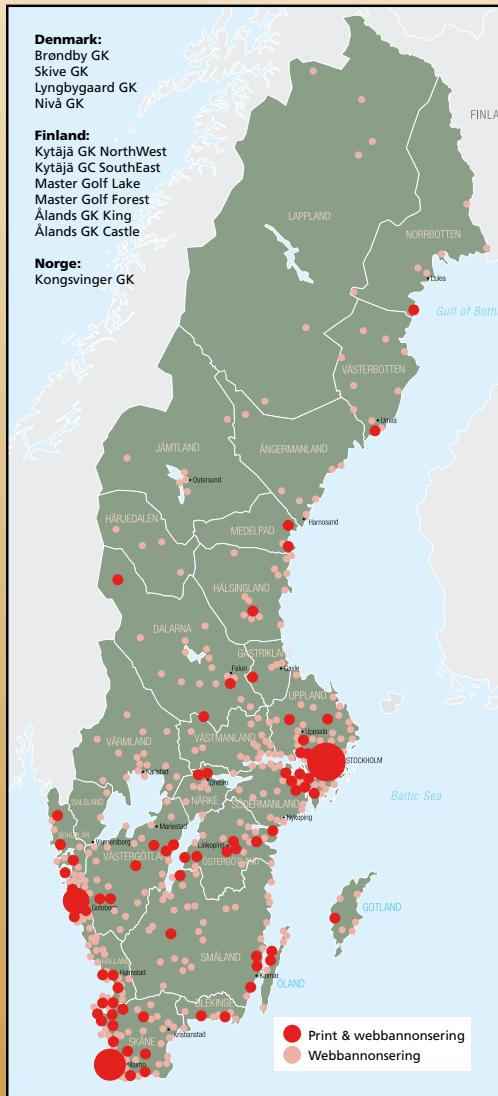
	<b>Golfer</b>	<b>Average</b>
<b>Executive influence:</b>		
Cars	16,4%	9,4%
IT	21%	13%
Financial issues	18,6%	11,3%
Insurance issues	15,7%	10,5%
Telecom	20,9%	13,3%
Corporate services	34,9%	24,6%
<b>Vacation expenses travelling / year:</b>		
+ 6.000:-	64%	39,9%
<b>Mens clothing /year:</b>		
+ 4.000:-	30,1%	13,6%
<b>White goods / year:</b>		
+ 2.000:-	18%	12,7%
<b>Fuel / year:</b>		
+ 10.000:-	52,4%	34,4%
<b>Car purchase / likely choice:</b>		
New car	44,8%	29,4%
<b>Stock possessions:</b>		
+ 50.000:-	24%	10%
<b>Fund possessions:</b>		
+ 50.000:-	36,7%	21,3%
<b>Private account possessions:</b>		
+ 50.000:-	42,4%	26,1%

Source: Orvesto 2009.

# Golf Club map

Going nationwide in the printed books your ad will reach 775.000 copies. If you prefer you can decide for local editions or regions. Don't forget that each copy most likely will be used several times and sometimes saved for years.

Advertising on the internet at caddee.se you will reach a million visitors. The new website will open in May. Please contact us for more information.



## Printed editions in Sweden 2011

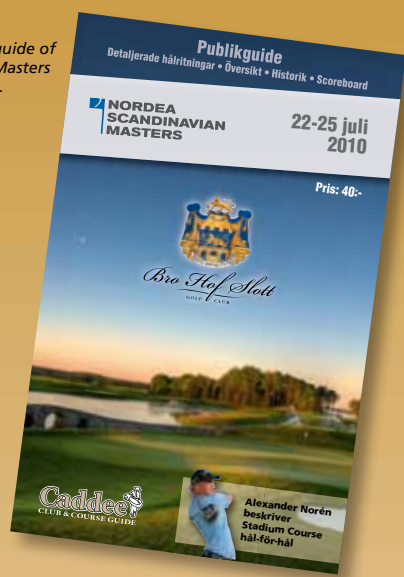
- Abbekås GK
- Albatross GK
- Allerum GK
- Arlandastad GK Master
- Arlandastad GK New
- Arninge GK
- Bokskogens GK North
- Bokskogens GK South
- Bollnäs GK
- Borås GK Old
- Borås GK New
- Botkyrka GK
- Bro Hof Slott GC Stdm
- Bro Hof Slott GC Castle
- Bro Hof Slott Masters
- Burvik Golf
- Bästad GK Old
- Bästad GK New
- Bäckavattnets GK
- Delsjö GK
- Djursholms GK
- Dynekilens GK
- Ekerum Golf Långe Erik
- Ekerum Golf Långe Jan
- Falsterbo GK
- Fjällbacka GK
- Flommens GK
- Forsgårdens GK
- Gripsholms GK
- Gränna GK
- Gräppås GK
- Hagge GK
- Haninge GK
- Hofors GK
- Holms GK
- Huvudstaden Golf:
  - Lövsåtra
  - Parkbanan
  - Riksten
  - Viksberg
  - Ångsbanan
- Idrefjällens GK
- Ingarö GK Forest
- Kallfors GK
- Kalmar GK Old
- Kalmar GK New
- Karlskoga GK
- Knistad GCC
- Kvarnby GK
- Landeryds GK North
- Landeryds GK South
- Lidingö GK
- Lindö GK
- Linköpings GK
- Lundsbrunnens GK
- Lycorna GK
- Malmö-Burlöv GK
- Mellringe GK
- Mjölby GK
- Möre GK
- Nacka GK
- Ombergs GK
- Orust GK
- Ringenäs GK
- Romeleåsens GK
- S:t Jörgens GK
- Salems GK
- Saltsjöbadens GK
- Sofiedals GK
- Sollentuna GK
- Stockholms GK
- Sundsvalls GK
- Säters GK
- Söderköpings GK
- Södertälje GK
- Sölvesborgs GK
- Tegelberga GK
- Timrå GK
- Torreby GK
- Trelleborgs GK
- Troxhammars GK 12
- Troxhammars GK 18
- Trummenäs GK
- Täby GK
- Ullna GC
- Umeå GK
- Vassunda GK
- Waxholms GK
- Vellinge GK
- Wermdö GK
- Wasa Golf
- Vesterby GK
- Viksjo GK
- Visby GK
- Värnamo GK
- Wäsby GK
- Åkersberga GK
- Ångelholms GK
- Örebro GK
- Örestads GK
- Österhaninge GK
- Österåkers GK V-led
- Österåkers GK Ö-led

Please note that the list is updated continuously.

The official spectator guide of  
Nordea Scandinavian Masters  
is produced by Caddee.



Please call us for an  
unbiased discussion



## Swedish Media

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