



## Golf Media Network and The A Position Expand Reach to Asia

**Portland, Ore. (August 21, 2012)** – Golf Media Network (GMN)—a full-service media company and parent of popular golf and travel site [The A Position.com](http://TheAPosition.com)—has formed partnerships with two media outlets in Asia.

The first is with Chinese print publication *Golf Vacation + Lifestyle Magazine*, which is distributed to 250,000 upscale readers throughout China—one of the hottest golf markets worldwide. The magazine has agreed to publish stories about GMN’s “Golf Road Warriors” program, in which four journalists and a videographer immerse themselves in a golf destination and create stories and videos, customized content, and other media products that are distributed via websites, social media, additional electronic platforms, and in print. *Golf Vacation + Lifestyle* will publish stories about Golf Road Warriors trips in the form of beautiful multi-page print spreads illustrated with high-quality, large-format photography.

Golf Media Network is also partnering with the Asia Pacific Golf Group, which will publish excerpts of stories from The A Position in several of its well-respected electronic publications, including *Asian Golf Tourism* and *Asian Golf Monthly*. The excerpts will link to full stories on the pages of The A Position’s 50 top golf and travel writers’ websites.

Mike Sebastian, CEO of Asia Pacific Golf Group says, “As the world gets smaller through electronic publishing it makes sense for us to partner with one of the best outlets in the world for great golf journalism. The A Position’s writers cover the golfing planet with stories about destinations, hotels, equipment, instruction, and lifestyle. The content works well with our own in-depth coverage of golf in Asia and should prove of great interest to our readers.”

Jeff Wallach, Managing Partner of Golf Media Network says, “We are very excited to expand our reach to Asia, where golf is hotter than a Thai pepper. We believe these new media partnerships with a pair of the continent’s top outlets will further cement The A Position’s reputation as the go-to destination for great golf and travel writing. The expanded reach will allow us to deliver even more powerfully for our many partners and advertisers.”

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