

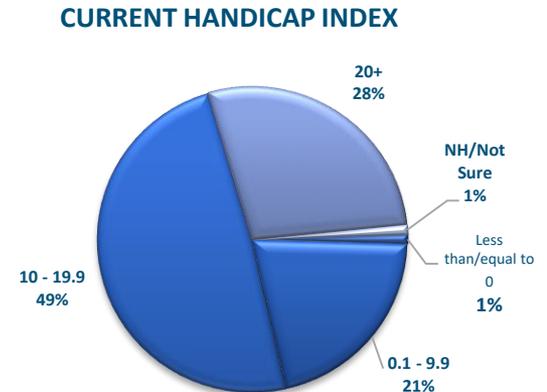
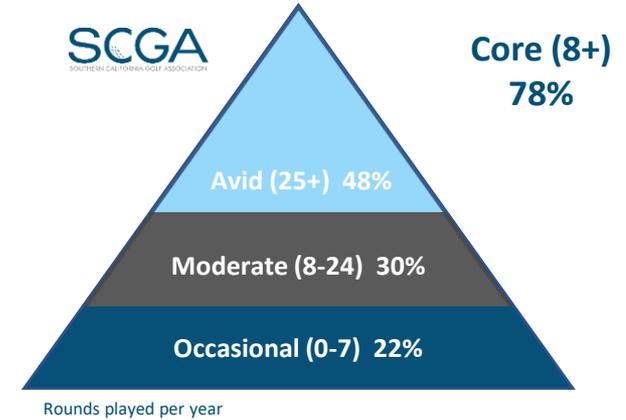


2020 MEDIA KIT



Member Profile

Male	75%
Female	25%
Married	80%
Graduated College	68%
Average HHI	\$181K
Average Net Worth	\$1.2MM
Own Home	88%
SCGA Member 10+ Years	49%
Plan Vacation Around Golf	59%
TOTAL SCGA MEMBERSHIP	175,000



The SCGA's FORE Magazine is an award-winning publication that captures the Southern California golf lifestyle providing members a unique look into all the region has to offer



Magazine Awards



The PRSA PRism Awards honor the best in strategic public relations & communications programs and tactical execution by PR professionals throughout greater Los Angeles area

FORE Magazine

Winner - 2019 Publications, Magazines

The Eddie & Ozzie Awards recognize excellence in uncompromising journalism and gorgeous design across all sectors of the publishing industry

FORE Magazine Spring 2019

Winner – Full Issue: Association / Nonprofit, Professional / Membership Association



FORE Magazine Rates

4-COLOR RATES	1X	2X	4X
Full Page	\$10,230	\$9,430	\$8,690
1/2 Page	\$6,490	\$5,995	\$5,555
1/3 Page	\$5,280	\$4,840	\$4,455
Cover 2	\$12,276	\$11,316	\$10,428
Cover 3	\$11,253	\$10,373	\$9,559
Cover 4	\$13,299	\$12,259	\$11,297

ALL RATES ARE GROSS

FORE Magazine Edit Calendar

Issue	Space	Material	In-Home
Winter	12/6/2019	12/20/2019	1/25/2020
Spring	3/13/2020	3/27/2020	4/25/2020
Summer	6/12/2020	6/26/2020	7/25/2020
Fall	9/11/2020	9/25/2020	10/25/2020

FORE Magazine Ad Specifications

Ad Size	Trim	Bleed
Page	8.25" x 10.5"	8.5" x 10.75"
Spread	16.5" x 10.5"	16.75" x 10.75"
1/2 Page Horizontal	7.125" x 4.75"	7.375" x 5"
1/3 Page Vertical	2.25" x 9.5"	2.5" x 9.75"

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least 5/16-inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less-than-full-page ads.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

SHIPPING AND EMAIL INSTRUCTIONS

FORE MAGAZINE
Attn: Sharon Don
3740 Cahuenga Boulevard
Studio City, CA 91604
sdon@scga.org
(818) 980-3630 x324

SUPPORTED AD MEDIA, SOFTWARE & GUIDELINES

Submit ads via email. FORE Magazine prefers to receive ads generated in Hi Res Adobe PDF with NO spot colors. DO NOT submit ads in PageMaker, MS Word or PC formats.

FONTS: Include all screen and printer fonts. Convert all fonts to outline, where available. Do not apply attributes to fonts.

IMAGES: All linked images must be included. All images must be supplied as CMYK or grayscale, NOT RGB. Photos should be TIFF or Photoshop EPS at 300 dpi for best results.

GRAPHICS: For best results, logos and graphics should be created in Adobe Illustrator or saved as EPS files.

COLOR: All colors must be defined as/ converted to CMYK process. Follow SWOP specifications when possible. Do not attach color profiles.

LAYERS: All files should be flattened before saving.

FILE FORMATS

PDF and PDFX1A are acceptable. Use the following Adobe Distiller settings for best results:

GENERAL: Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding.

COMPRESSION: For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi.

FONTS: Embed, and subset all embedded fonts below 99%.

COLOR: When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve Overprint Settings.

NEW: Membership is now 12 months! Not a Member? [Click Here.](#)

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION™
Your Passion. Our Purpose.

MEMBERSHIP HANDICAP COURSES RULES COMPETITIONS NEWS JUNIOR

Course Directory Events Public Affairs About Contact Shop [MEMBER LOGIN](#)

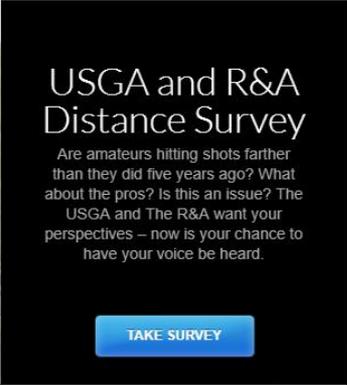


USGA and R&A Distance Survey

Are amateurs hitting shots farther than they did five years ago? What about the pros? Is this an issue? The USGA and The R&A want your perspectives – now is your chance to have your voice be heard.

[TAKE SURVEY](#)

>



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[TAKE SURVEY](#)

[USGA/R&A SURVEY](#)

[2019 RULES](#)

[UC RIVERSIDE FIELD DAY](#)

[MEMBER ADVANTAGE](#)

SCGA TV

SCGA MEMBER-EXCLUSIVE PRIVATE CLUB OFFERS

SCGA TV

Check out the all-new SCGA TV programming! Brush up on your Rules knowledge, pick up some swing and fitness tips and more.

>

Fore Her

OMNI LA COSTA RESORT & SPA CARLSBAD, CA

65% OFF

SCGA TRAVEL

SCGA NEWS



SCGA Rules Crew: In or Out?

Thanks to Rule 13.2, golfers can choose to have the flagstick in while putting. What side are you on?

[WATCH](#)



Win A Round At Sherwood CC!

Here's your chance to cross Sherwood CC off your bucket list, or take home some Callaway product.

[ENTER TO WIN!](#)



Explore Bandon Dunes



Holiday Gift Guide

SCGA.org

The digital home for the Association, SCGA.org provides members and non-members access to all of the information necessary for them to live their best golf life with playing opportunities, course directory, video content and engaging features

Unit	Size	Cost
Leaderboard	924 x 250	\$4,000 / week
Banner	300 x 250	\$1,700 / month

Dedicated eBlast

The SCGA's premium digital opportunity sent to SCGA members and opt-in golfers. eBlasts must contain a special & unique offer exclusive to SCGA members. Targeted blasts are also available for advertisers who want to send to a segmented list with pricing based on defined segmentation.

Unit	Size	Cost
Dedicated Email	800 x 600	\$8,500

SCGA News

Bimonthly e-newsletter sent to SCGA members and subscribers every other Monday featuring news, updates and opportunities

SCGA Events Email

Quarterly email blast highlighting competitive tournaments, Member Outings and FORE Her event opportunities

Unit	Size	Cost
Top Header	728 x 90	\$2,250
Banner	300 x 250	\$1,350
eFeature	35 Words+photo (250x150) & link	\$1,900

Integrated Programs

Unique sponsorship programs integrate advertisers into the fabric of the SCGA through unique media and event ownership opportunities

Program	Integration
SCGA Course Directory	SCGA.org, Digital, Print
SCGA Member Outings	On-site, SCGA.org, Digital, Print
FORE Her	On-site, SCGA.org, Digital, Print
SCGA Junior	On-site, SCGAJunior.org, Digital, Print

Sponsorship Opportunities

Opportunities for year-long exposure to the SCGA’s 175,000+ membership base through digital, print, on-site activities and program sponsorship include:

- Official SCGA Partner Status
- Product Sampling
- Product Demonstrations
- Product Placement
- Speaking Opportunities
- Surveys

- Exclusive SCGA Member Offers
- Club or Course Outreach
- Program Sponsorship
- Youth Program Sponsorship
- Video Program Sponsorship
- Tournament Sponsorship

- Collateral Distribution
- Giveaways / Prizes
- Product Reviews
- Sponsored Print Content
- Social Media Marketing
- Direct Mailings

SCGA Sweepstakes

The perfect way to promote travel destinations, events or new products. These SCGA-branded communications engage 175,000+ active and affluent SCGA members who enter contest for valuable and exclusive prizes. An opt-in form is also added to your contest to enable SCGA members to receive more information from your brand. Opt-in rates for SCGA sweepstake average 51%, providing you with invaluable data to continue the conversation with our audience!

