



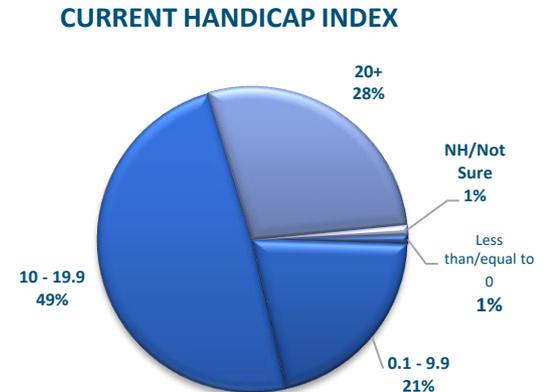
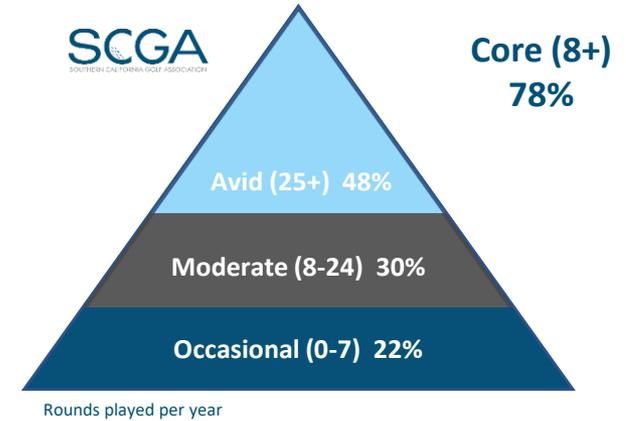
2021 MEDIA KIT



The Southern California Golf Association is devoted to providing Southland golfers with the best experience possible. Its primary goal is to enhance the enjoyment of the game for those who actively live the golf lifestyle or have just learned to swing a club. The SCGA provides accessible and affordable opportunities for anyone looking to be involved with the game. Whether crowning champions at amateur tournaments or providing a Handicap Index to track a golfer's progress, the SCGA is committed to providing exceptional service to members.

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





PEBBLE BEACH



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.



Industry Accolades



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

FORE Magazine

Winner - 2019 Publications, Magazines

ING Media Awards annually recognizes the best work from golf writers, broadcasters, publishers, producers and photographers in a variety of categories.



FORE Magazine Summer 2019
First Place - Publications

Writing: Feature, Profile, Opinion, Travel
Outstanding Achievement



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

AVERAGE DISTRIBUTION **135,000**

FORE Magazine Edit Calendar

Issue	Space	Material	In-Home
Winter	12/4/2020	12/18/2020	1/25/2021
Spring	3/12/2021	3/26/2021	4/26/2021
Summer	6/11/2021	6/25/2021	7/26/2021
Fall	9/10/2021	9/24/2021	10/25/2021

Final space, material and in-home dates subject to change

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.

Post a Score Handicap Index Lookup

SCGA JOIN RENEW PLAY LEARN ENTERTAIN GET INVOLVED

COVID-19 UPDATES: For information on how COVID-19 impacts your membership, SCGA events and the golf industry, [click here.](#)



Youth Golf Comes to Riverside

With the arrival of SCGA Junior Programming in Riverside, President Fred MacFarlane reminisces on his childhood playing at Fairmont GC.

[WATCH NOW](#)

SCGA ANNUAL MEETING MEMBER ADVANTAGE SCGA JUNIOR SCGA SENIOR AM

SCGA TV **SCGA COURSE DIRECTORY** **DO YOUR PART. PLAY SAFE.** **SCGA USGA COVID-19 RULES AND HANDICAPPING** **THE 5 AT RANCHO MIRAGE** **SAVE 45%**

COURSE DIRECTORY
Find the best Southern California golf courses near you - filter by course name, green fees and distance.

SCGA.org

John Smith
SCGA Member #: 9100000
11.2
*Your Current Handicap Index: **HANDICAP UPDATE**
*Your Low Handicap Index: 10.7

SCGA
HANDICAP UPDATE

10.7 Subject to change only. Scores were dated the 10/11/2021
* If no value listed, you don't have 10 scores posted (required for Low Handicap Index)

POST A SCORE CHECK YOUR INDEX

time to renew
Membership Renewal
Membership renewal emails will be sent to members 60, 30, 7 and 1 day(s) prior to your club-specific subscription end date from the SCGA ([info@membership.scga.org](mailto:membership@scga.org)). For clubs using the online portal, members **WILL NOT** be able to renew online before the 60-day renewal window begins.

[AVAILABLE NOW](#)

WHOA!
BOOK NOW PEBBLE BEACH PLAYERS

QUESTIONS?

THE QUARRY AT LA QUINTA

Quarantine Chronicles
SCGA's head of Member Services discusses ALL ASPECTS of the Handicap Index, World Handicap System and COVID-19 pof.

TRAVEL LIFESTYLE HUMAN INTEREST
READ NOW
Fore

[SPOTIFY](#)
[APPLE PODCASTS](#)
[YOUTUBE](#)

SCGA Handicap Update

SCGA NEWS



Safety Protocols for Events

Competitions and events are in full swing. See the safety measures we are taking to protect our participants.

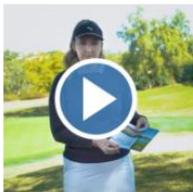
[LEARN MORE](#)



Saving Lives on the Front Lines

SCGA Junior Scholar Alumni have been applying lessons learned on the course during the pandemic.

[READ MORE](#)



Swing Tip: Improved Mental Game

Nikki Prichard shows us how to improve our mindset by splitting the scorecard into three-hole games.

[WATCH NOW](#)



Don't Forget Your Benefits!

Take advantage of your SCGA membership, featuring deals from Roger Dunn and Underpar.

[LEARN MORE](#)

underpar.com
\$20 OFF \$25 OR MORE \$20 Gift Card

GOLFTEC **Golfshot**
\$50 OFF FITTING \$10 OFF Annual Pro Membership

SCGA News

SCGA.org

The digital home for the Association, SCGA.org provides members and non-members access to all 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 weekly digital opportunity sent to SCGA members and other opt-in golfers. Targeted email opportunities include segmenting by region, Handicap Index & club affiliation, with pricing based on defined segmentation.

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

AVERAGE DISTRIBUTION **135,000** | AVERAGE OPEN RATE **33.8%**

SCGA News

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

SCGA Events Email

Distributed four times per year, this email highlights competitive tournaments, Member Outings and FORE Her event opportunities.

Unit	Size	Cost
Banner	728 x 90	\$1,750
Banner	300 x 250	\$1,350

AVERAGE DISTRIBUTION **139,000** | AVERAGE OPEN RATE **36.4%**

SCGA HANDICAP UPDATE NEWSLETTER

Personalized bimonthly email sent the 1st and 15th of every month, including updated Handicap Index, year low Handicap Index and relevant SCGA content.

Unit	Size	Cost
Banner	300 x 250	\$1,900

AVERAGE DISTRIBUTION **132,000** | AVERAGE OPEN RATE **48.7%**

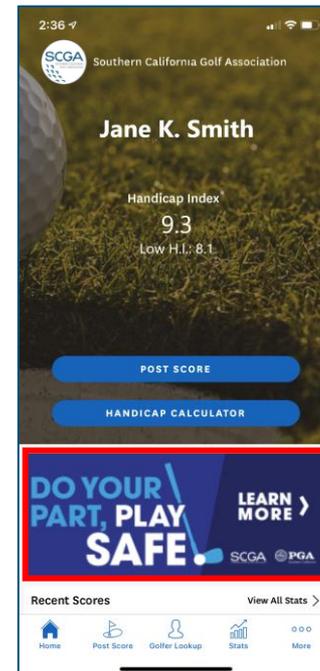
GHIN APP

Official app of GHIN, a service offered by the USGA providing a personalized mobile experience offering handicap index, score posting & tracking, score history and course handicap calculator.

Unit	Size	Cost
Banner - First Position	300 x 125	\$4,500 / week
Banner - Second Position	300 x 125	\$3,000 / week

AVG. MONTHLY SESSIONS STARTED **700,000** | AVG. MONTHLY ROUNDS POSTED **300,000**

*Flight weeks are Monday-Sunday
Ad submission size is 1920 x 800*



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!

