



SCGA

SOUTHERN CALIFORNIA GOLF ASSOCIATION

2022 MEDIA KIT

# SCGA MISSION

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

<b>Male</b>	<b>75%</b>
<b>Female</b>	<b>25%</b>
<b>Married</b>	<b>77%</b>
<b>Graduated College</b>	<b>65%</b>
<b>Average HHI</b>	<b>\$190K</b>
<b>Average Net Worth</b>	<b>\$1.2MM</b>
<b>Own Home</b>	<b>83%</b>
<b>Own Second/Vacation Home</b>	<b>24%</b>
<b>SCGA Member 5+ Years</b>	<b>70%</b>
<b>TOTAL SCGA MEMBERSHIP</b>	<b>185,000</b>



# SCGA ADVERTISERS



## FORE Magazine

The SCGA's FORE Magazine is an award-winning quarterly 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

<b>4-COLOR RATES</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
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

<b>Issue</b>	<b>Space</b>	<b>Material</b>	<b>In-Home</b>
Winter	12/3/2021	12/17/2021	1/24/2022
Spring	3/11/2022	3/25/2022	4/25/2022
Summer	6/10/2022	6/24/2022	7/25/2022
Fall	9/9/2022	9/23/2022	10/24/2022

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: Emily Redecker  
3740 Cahuenga Boulevard  
Studio City, CA 91604  
[eredecker@scga.org](mailto:eredecker@scga.org)

## 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.

# Digital Media

Post a Score Handicap Index Lookup Club Officials

SCGA JOIN RENEW PLAY LEARN ENTERTAIN GET INVOLVED

**Member Outings at Bandon Dunes**  
Registration for the 2022 SCGA Member Outings trip to Bandon Dunes is now **OPEN**.  
[REGISTER HERE](#)

SWING TIPS MEMBER OUTINGS HALL OF FAME ANNUAL MEETING

SCGA TV COURSE DIRECTORY GOVERNMENTAL AFFAIRS Fore TRAVEL LIFESTYLE HUMAN INTEREST

SCGA TV Watch the Quarantine Chronicles, brush up on your Rules knowledge, pick up some swing tips and more!

SCGA.org

John Smith  
SCGA Member #: 9100000

\*Your Current Handicap Index: **HANDICAP UPDATE** 11.2  
\*Your Low Handicap Index: 10.7

POST A SCORE CHECK YOUR INDEX

**WORLD HANDICAP SYSTEM**  
SCGA USGA  
Playing Conditions Calculation  
Learn more about the Playing Conditions Calculation, which adjust Score Differentials to better reflect a player's actual performance.  
[LEARN MORE](#)

**THE GOLF MART**  
ROGER DUNN GOLF SHOES  
SRIXON ALL WEATHER GLOVE  
2 FOR \$17

"MY, OH, MY!"  
BOOK NOW PEBBLE BEACH RESORT

Tournament of Club Champions  
Represent your club at the SCGA Tournament of Club Champions! Six different divisions for golfers of all levels.  
[MORE INFO](#)

SCGA Handicap Update

SCGA NEWS

ANA INSPIRATION TO LEAVE PALM DESERT  
Find out why the LPGA major championship, played in the desert for the past 50 years, is leaving the Coachella Valley next year.  
[READ MORE](#)

**SWING TIP**  
Power. Distance.  
Who doesn't want those off the tee?

SCGA WATCH PGA Southern California

SCGA News

# Digital Media

## 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

# Digital Media

## 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 **140,000** | AVERAGE OPEN RATE **35.9%**

# Digital Media

## SCGA News Package

Every other Monday, the SCGA distributes two newsletters that reach key audiences of golfers. SCGA News Package insertions include banners in each email communication

*SCGA News* - Sent to SCGA members featuring news, updates, event opportunities and golf content.

AVERAGE DISTRIBUTION **102,000** | AVERAGE OPEN RATE **37.9%**

*SoCal Golf Roundup* – Sent to lapsed SCGA members and opt-in subscribers with golf content from the SCGA and around the region.

AVERAGE DISTRIBUTION **40,800** | AVERAGE OPEN RATE **32.6%**

### Unit

### Size

### Cost

Banner

728 x 90

\$1,750

Banner

300 x 250

\$1,350

# Digital Media

## 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 **137,500** | AVERAGE OPEN RATE **48.8%**

# Digital Media

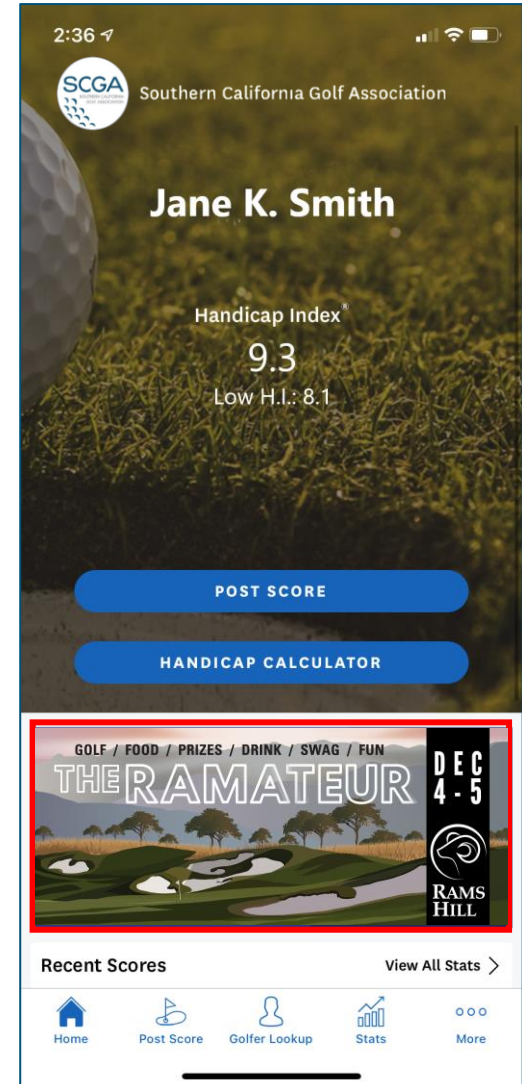
## GHIN APP

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 **750,000** | AVG. MONTHLY ROUNDS POSTED **326,000**

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



# Digital Media Ad Specifications

Ad Size	Media	File Format
300 x 250	SCGA News, SoCal Golf Roundup, SCGA Handicap Update, scga.org	.jpg, .png
728 x 90	SCGA News, SoCal Golf Roundup	.jpg, .png
924 x 250	scga.org	.jpg, .png
600 x 800	eBlast	.jpg, .png, HTML
300 x 125 (submit 1920 x 800)	GHIN App	.jpg, .png



# Integrated Programs

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

<b>Program</b>	<b>Integration</b>
SCGA Course Directory	SCGA.org, Digital, Print
SCGA One-Day Series	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 185,000+ 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