



SCGA

SOUTHERN CALIFORNIA GOLF ASSOCIATION\*

2023 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 MEMBERSHIPS</b>	<b>195,000</b>





# SCGA ADVERTISERS



PEBBLE BEACH



# 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

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 **145,000**

# FORE Magazine Edit Calendar

Issue	Space	Material	In-Home	Editorial Highlight
Winter	11/25/2022	12/9/2022	1/16/2023	Arizona
Spring	3/3/2023	3/17/2023	4/19/2023	Northern California / Casino Resorts
Summer	6/2/2023	6/16/2023	7/19/2023	Colorado
Fall	8/25/2023	9/8/2023	10/11/2023	Coachella Valley / Hawaii

Final editorial, 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.

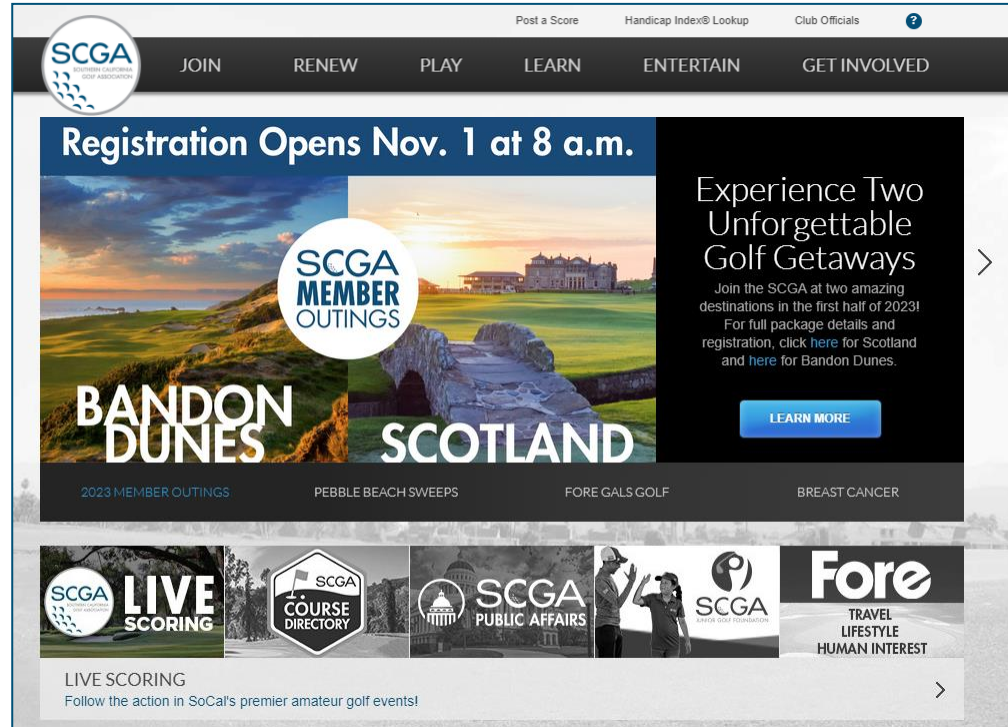
**FONTS:** Embed, and subset all embedded fonts below 99%.

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

# Digital Media

## 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 advertising 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 **62.6%**

**SCGA**  
SOUTHERN CALIFORNIA GOLF ASSOCIATION™

**NEW i525**

**WHERE DISTANCE & FEEL CONNECT.**

**A POWERFUL FEELING**  
More ball speed means higher launching, longer shots that land softly and closer to the hole.

**PING** | **GET FIT TODAY** | **LEARN MORE ▶**

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Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list

[Twitter](#) [Facebook](#) [Instagram](#)


# Digital Media




## SCGA News

SCGA News is a bimonthly e-newsletter providing members with content, instruction and playing opportunities highlighting member benefits and enhancing their overall experience

Unit	Size	Cost
Banner	728 x 90	\$1,250
Banner	300 x 250	\$1,000

AVERAGE DISTRIBUTION **108,800** | AVERAGE OPEN RATE **62.1%**



**WIN A BUCKET LIST GOLF TRIP**

Your chance to win a stay & play at one of the most iconic courses in America and support junior golf.

ENTER HERE >

WIN A STAY & PLAY PACKAGE FOR TWO


**PEBBLE BEACH GOLF LINKS**



ENTER NOW

**SWING TIP: HITTING OVER WATER**

Clearing the water doesn't have to be intimidating. Kaitlyn Ellis, PGA makes it simple.

WATCH >



**CORAL MOUNTAIN GC**

Twosome Special

Includes Shared Cart, Range Balls and Same Day Replay

\$180 (56% off!)

VIEW DEAL >




# Digital Media

## SCGA Destinations

Custom content feature placed within the bi-weekly SCGA News newsletter featuring golf resorts, facilities and destinations. Content block includes 300x300 image, 35 words of copy and link.

Unit	Size	Cost
Content Image	300 x 300	\$2,500
Content Copy	35 Words	



**SWING TIP**  
Chipping Simplified:  
A classic chipping drill for all golfers

SCGA WATCH ▶ PGA Southern California

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**300 x 300 Placeholder**

**SCGA DESTINATIONS**

British Columbia's Bear Mountain is the premier golf experience in Canada with two distinct golf courses. The rugged, challenging Mountain Course and the more serene Valley Course provide a great experience for all.

[READ MORE ▶](#)

# 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 **154,400** | AVERAGE OPEN RATE **64.0%**

The screenshot shows the top portion of an email newsletter. At the top, it says "John Smith" and "SCGA Member #: 9100000". Below this, it displays "Your Current Handicap Index: 13.2" and "Your Low Handicap Index: 10.7". There are two small footnotes: "\* Subject to change daily. Learn more about the WHI here!" and "\* If no value listed, you don't have 20 scores posted (required for Low Handicap Index)".

The main content area has two columns. The left column is titled "POST A SCORE" and features the "WORLD HANDICAP SYSTEM" logo (SCGA in association with USGA). It includes a section for "Playing Conditions Calculation" with a "LEARN MORE" button. Below this is a photo of three people and a section for the "Tournament of Club Champions" with a "MORE INFO" button.

The right column is titled "CHECK YOUR INDEX" and features several promotional banners: "THE GOLF MART" (Roger Dunn Golf Shops), "SRIXON ALL WEATHER GLOVE 2 FOR \$17", "MY, OH, MY!" (a book), and "SCGA YOUR ADVOCATE FOR GOLF IN SOCAL".

# Digital Media

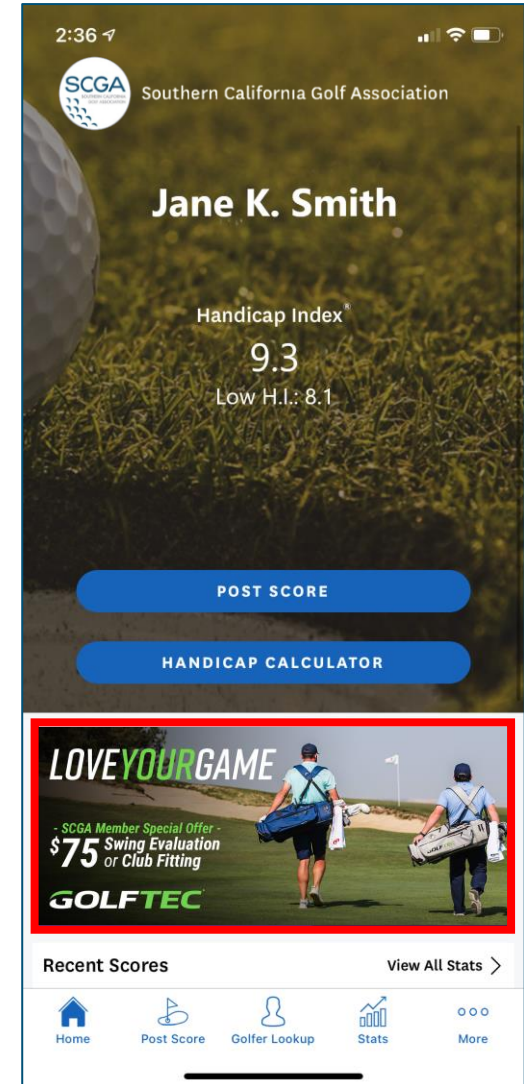
## GHIN APP

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 **733,000** | AVG. MONTHLY ROUNDS POSTED **336,000**

*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, <a href="http://scga.org">scga.org</a>	.jpg, .png
728 x 90	SCGA News, SoCal Golf Roundup	.jpg, .png
924 x 250	<a href="http://scga.org">scga.org</a>	.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.

Program	Integration
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

# Birdies for Juniors

The SCGA Amateur and SCGA Women's Amateur are the premier amateur championships in SoCal, and now these two events provide an opportunity to give back to golf.

**Birdies for Juniors** is a charitable program benefitting the SCGA Junior Golf Foundation and providing direct support of the advancement of junior golfers in the SoCal region.

## **BIRDIES = DONATIONS**

Become a sponsor of this impactful program and make a difference with junior golfers in Southern California.

### **How do you help...**

For every birdie made by participants in these two events, your company will make a minimum donation of \$5.

The SCGA will match your company's donation to double the contribution the SCGA Junior Golf Foundation receives.

Average total annual combined birdies is ≈ 1,000

*\* The SCGA Junior Golf Foundation is a 501(c)(3) charitable organization*

## **MEDIA PROMOTION AND SUPPORT**

Press release announcing program partnership

Pre-event & post-event program messaging and communications across SCGA media properties

Onsite promotion

SCGA Junior Golf Foundation executive communications recognition



# 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