



SCGA

2018 MEDIA KIT

EFFECTIVE JAN. 1, 2018

FORE MAGAZINE | FOREMAGAZINE.COM | SCGA.ORG

DIGITAL CAMPAIGNS | SPONSORSHIP OPPORTUNITIES



OFFERINGS

SCGA print and electronic communications inform and entertain its 170,000 loyal, affluent members and offer valuable details about programs and an expanding list of quality member services.

Combined with our sponsorship program, the SCGA today offers numerous opportunities to align your brand with the most passionate and influential golfers in Southern California.

More than
1,400
Member Clubs
(Includes Every Private Country Club
in the Region)

NEW FOR 2018

With the recent addition of more than 30,000 female members through acquisitions and partnerships, the SCGA now boasts the largest female membership amongst all U.S. golf associations. Total SCGA female membership has now reached 40,000, or 18 percent of the total membership. In 2017, the SCGA membership also grew organically for the second consecutive year, and expects continued growth from dedicated marketing and outreach efforts.

170,000
Total Members



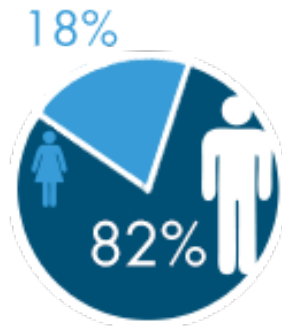
To advertise, please contact the Communications and Marketing Dept. (818) 980-3630 | info@scga.org



OUR MEMBERS

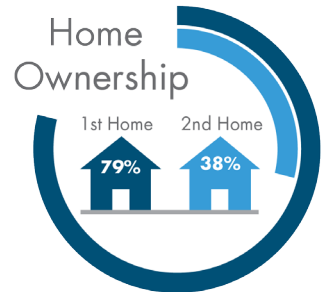
SCGA members are the most avid golfers in Southern California, both in frequency of play and attitudes towards the game. Members are active and engaged with the SCGA in social media, read FORE magazine (496,000 reads per issue) and are loyal viewers of the SCGA's expanding video program. They are seen by their peers as golf experts, and consider golf not just a sport, but a lifestyle.

BREAKDOWN

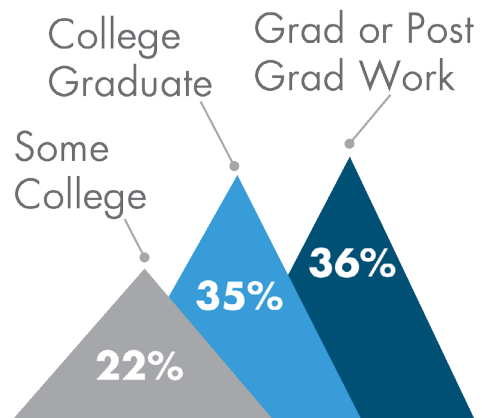


AVERAGE AGE

58



AFFLUENT & EDUCATED

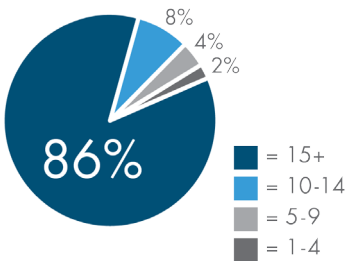




OUR MEMBERS

GOLF PROFILE

Rounds of Golf Played
(Past 12 months)



54% Would play golf every day if possible

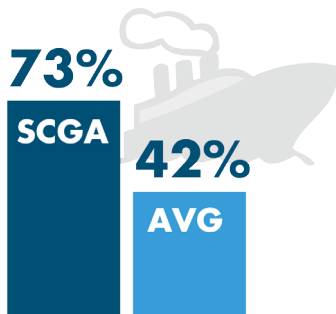
50% Plan Vacations centered around Golf

47% Play Competitive Golf

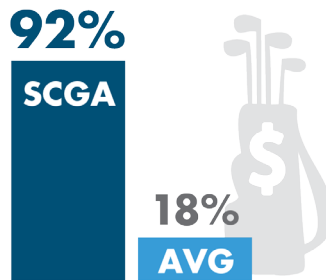
7+ Golf rounds played per month

SPENDING HABITS

Booked a Leisure Trip



Purchased Golf Equipment
in the past year



\$6K
Annual Vacation
Budget

HOW SCGA CONNECTS WITH ITS MEMBERS

Members describe the SCGA as:

Knowledgeable
Reliable
Trustworthy

78%
of our members read
SCGA newsletters
or emails

89%
Read FORE magazine





FORE MAGAZINE

The SCGA's FORE magazine is Southern California's premier golf and lifestyle publication, and is mailed to the homes of every SCGA member. Features include personality profiles, travel features, restaurant reviews, apparel, equipment and more.

| AD RATES | 1X | 2X | 4X |
|-----------|---------|---------|---------|
| Full page | \$9,300 | \$8,575 | \$7,900 |
| 2/3 page | 7,850 | 7,225 | 6,675 |
| 1/2 page | 5,900 | 5,450 | 5,050 |
| 1/3 page | 4,800 | 4,400 | 4,050 |

COVER AND SPREAD RATES

| | | | |
|---------------|----------|---------|---------|
| IFC / IBC | \$10,475 | \$9,600 | \$8,900 |
| Back cover | 12,430 | 11,430 | 10,550 |
| 2-page spread | 18,000 | 16,500 | 15,300 |

ALL RATES ARE GROSS



SPECIALTY ADVERTISING AND INSERTS

POLYBAG

Polybag FORE magazine with a supplied 2-page insert

4-PAGE COVER WRAP: GLOSS OR CARD STOCK 8.25" x 10.5"

Print and bind a full-size custom cover wrap around FORE magazine

BELLY BAND

18.25" x 5"

Print and affix a 5" tall belly band around horizontal center of FORE magazine

BLOW-IN CARD

4" x 6"

Print and insert a single leaf card

2-PAGE BIND-IN CARD WITH PERF

8.25" x 10.5"

Print and insert a 2-page full size bind in card with vertical perforation. Card will be removable by reader

8-PAGE SADDLE STITCHED BOOKLET

7.75" x 10"

Print an 8-page saddle stitched booklet that is glue-tipped with releasable adhesive to a signature break. Booklet will be removable by reader

GATEFOLDS, Z FOLDS, FRENCH/BARN DOORS

8.25" x 10.5"

Calls attention to your standard ad and encourages reader interaction by extending the usable ad space

PLEASE NOTE: Special Insert materials are due an additional 8 business days prior to material close date of magazine.

COMMISSIONS, CASH DISCOUNTS & PAYMENTS: Commissions equalling 15% of gross allowed to recognized agencies for accounts paid in full within 45 days of invoice date. First-time and all mail-order advertisers must pay in advance. Invoices more than 45 days in arrears are subject to a 1.5% surcharge, plus any appropriate collection agency and/or attorney fees incurred.

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2018 CALENDAR

| ISSUE | CLOSES | MATERIALS DUE | MAILS |
|--------|----------|---------------|---------|
| WINTER | Dec. 5 | Dec. 20 | Jan. 20 |
| SPRING | Mar. 15 | Apr. 1 | Apr. 28 |
| SUMMER | June 15 | July 1 | July 28 |
| FALL | Sept. 10 | Sept. 22 | Oct. 20 |

WINTER - 50TH ANNIVERSARY ISSUE

PETER UEBERROTH: An interview with the original FORE publisher, who would later become Commissioner of Major League Baseball.

50 YEARS, 50 PHOTOS: A collection of some of the greatest SCGA photos accumulated over the years.

1968: Then vs now.

STATE OF THE GAME: FORE looks at how the game of golf has evolved over the last 50 years.

SPRING

THE TRAVEL ISSUE: We take a look at how new equipment and technologies are enhancing the golfer's experience.

TUCSON: There are many golf-related reasons to take that six-hour drive from SoCal to Tucson, where great golf and accommodations await.

CRAFT BREWERIES AND GOLF: Southern California has a booming craft beer scene, and many of the breweries happen to be in close proximity to stellar golf courses.

SUMMER

WOMEN'S GOLF ISSUE: Highlighting women's golf, top trends, prominent female golfers and more!

MICHIGAN: Surprisingly, Michigan has become a top golf destination. FORE tells you where to go and when.

FALL

THE COMEDY ISSUE: Humor columns, profiles on prominent golfing comedians and more in this hilarious issue.

PASO ROBLES: Travel feature on best places to stay and best courses to play on a weekend getaway.



FOREMAGAZINE.COM

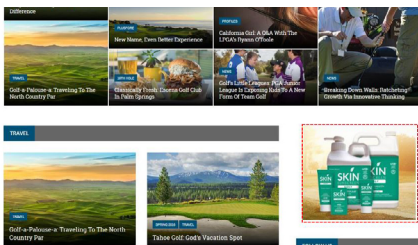
With the exciting new launch of foremagazine.com, users will have the ability to view current and previous FORE stories and features. Photo galleries, videos, as well as articles from the traditional hard copy magazine will all work together to make the new FORE website a consistent source of new golf and lifestyle content.



- Fresh weekly content and videos
- Mobile phone and tablet-accessible
- All ads trackable and measurable
- Ads rotate on every page of site

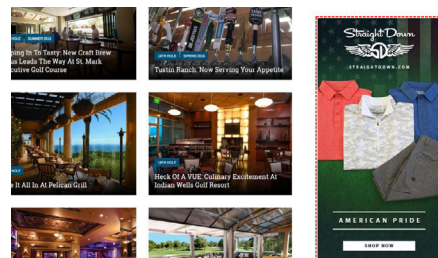
| AD RATES (PER MONTH) | 1 MONTH | 3 MONTHS |
|-----------------------------------|---------|----------|
| Inline Rectangle (300 x 250px) | \$500 | \$400 |
| Half-Page Banner (300 x 600px) | \$750 | \$600 |

INLINE RECTANGLE



300 x 250 px banner
Includes rotation on every page of site

HALF PAGE BANNER



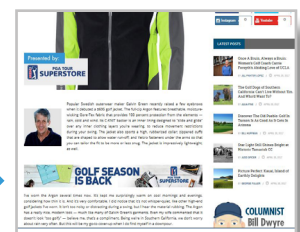
300 x 600 px
Includes rotation on every page of site

FEATURED STORY AD

SIZE
728 x 90 px

COST
\$1,700/email

4-5 stories featured in the monthly eBlast. Featured story ad placements will appear on the web pages and within the first 2 paragraphs of all the featured stories.





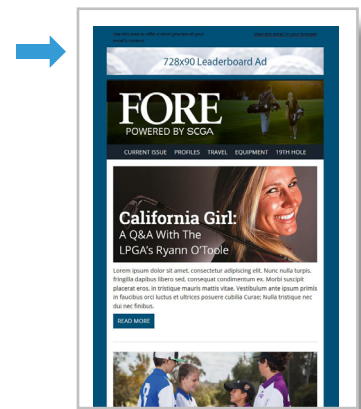
FORE MAGAZINE MONTHLY EMAIL

To continue to drive web traffic to foremagazine.com, we send a monthly email blast to the full SCGA membership. This email highlights 4-6 timely stories and acts as a supplement to the hard-copy magazine. The reach for SCGA emails is **197,000** and the average open rate is **20-25%**.

LEADERBOARD AD

| | |
|-------------|---------------|
| SIZE | COST |
| 728 x 90 px | \$2,250/email |

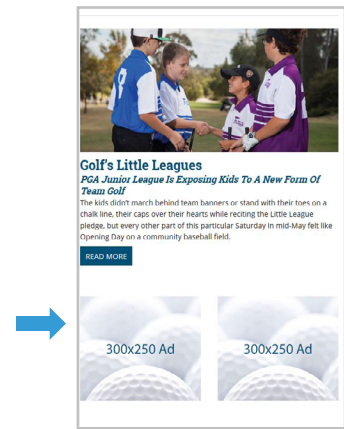
Top banner ads available in all 12 monthly FORE email blasts. Living above the fold on all devices, this placement ensures your ad will be seen by all who open the email.



INLINE RECTANGLE

| | |
|--------------|---------------|
| SIZE | COST |
| 300 x 250 px | \$1,700/email |

Two standard banner ad placements within the email. These banner placements will be similar to SCGA News.



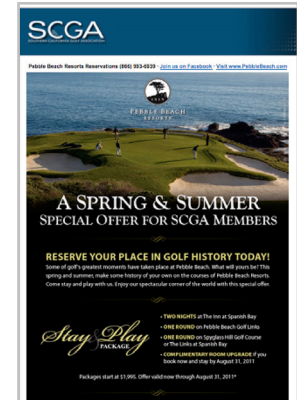


DIGITAL OPPORTUNITIES

DEDICATED EBLAST

| SIZE | REACH | COST/DURATION | OPEN RATE |
|--------------|---------|---------------|-----------|
| 600 x 800 px | 190,000 | \$8,500/blast | 30% |

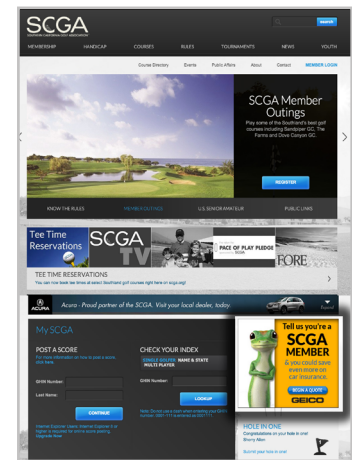
The SCGA's premium digital opportunity. A dedicated blast sent to SCGA members and opt-in golfers interested in golf travel, equipment and lifestyle. You provide the HTML or JPEG file, and we'll send it out. eBlasts are limited to one per week. eBlast must contain an exclusive offer for SCGA members. Targeted blasts are also available for advertisers who want to send to a segmented list. Pricing for targeted blasts is dependent on the email's segmentation.



WEBSITE BANNER

| SIZE | REACH | COST/DURATION |
|-------------------------------------|----------------------------|-----------------|
| 300 x 250 px | 100,000 unique visitors/mo | \$1,700/30 days |
| Premium Leaderboard 924 x 250 px | 550,000 views/mo | \$4,000/7 days |

This option is best for the client who wants to reach the largest audience of both members and non-members. Included in rotation of premium advertisers on every page of the site.



GHIN HANDICAP NEWSLETTER BANNER

| SIZE | REACH | COST/DURATION | OPEN RATE |
|--------------|---------|---------------|-----------|
| 300 x 250 px | 120,000 | \$1,900/Issue | 60-65% |
| 400 x 100 px | | \$1,900/Issue | |

Personalized bimonthly email sent the 1st and 15th of every month, which includes the golfer's updated Handicap Index and current score file.

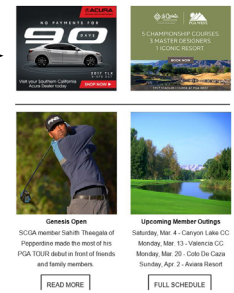


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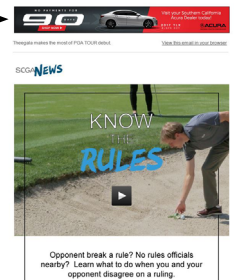
SCGA NEWS BANNERS

| | | | |
|--------------------------|------------------|--------------------------------|---------------------|
| STANDARD 300 x 250 px | REACH 190,000 | COST/DURATION \$1,350/Issue | OPEN RATE 20-25% |
|--------------------------|------------------|--------------------------------|---------------------|



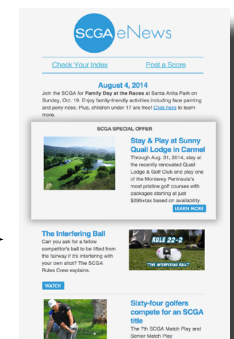
Bimonthly e-newsletter sent out to SCGA members and subscribers every other Monday. Features news, updates and teasers that drive visitors to the SCGA website.

| | | | |
|---------------------------|------------------|--------------------------------|---------------------|
| TOP HEADER 728 x 90 px | REACH 190,000 | COST/DURATION \$2,250/Issue | OPEN RATE 20-25% |
|---------------------------|------------------|--------------------------------|---------------------|



SCGA MEMBER NEWSLETTER FEATURE

| | | | |
|--|------------------|--------------------------------|---------------------|
| SIZE 35 Words + photo & link Size of photo: 250 x 150 px | REACH 190,000 | COST/DURATION \$1,900/Issue | OPEN RATE 20-25% |
|--|------------------|--------------------------------|---------------------|



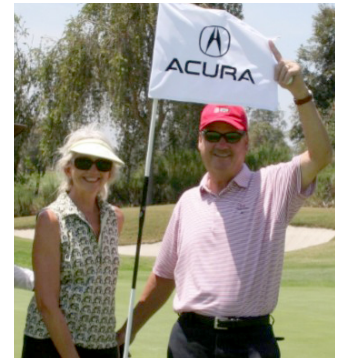
A highlighted text-and-photo spotlight that links to your website. A popular option for travel destinations.



SPONSORSHIP OPPORTUNITIES

Opportunities for year-long exposure to the SCGA's 170,000+ membership base through digital, print, on-site activities and program sponsorship. Opportunities include:

- Product Sampling
- Product Demonstrations
- Product Distribution
- Product Placement
- Speaking Opportunities
- Surveys
- Collateral Distribution
- Sweepstakes
- Giveaways / Prizes
- Product Reviews
- Exclusive SCGA Member Offers
- Club or Course Outreach
- Official SCGA Partner Status
- Program Sponsorship
- Youth Program Sponsorship
- Video Program Sponsorship
- Tournament Sponsorship
- Sponsored Print Content
- Social Media Marketing
- Direct Mailings (can be region specific)



SCGA SWEEPSTAKES

The perfect way to promote travel destinations, events or new products. These SCGA-branded communications engage 170,000+ 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!

ALL SWEEPS INCLUDE:

- One week leaderboard ad on scga.org - \$3,500 value
- One dedicated email blast to all SCGA members - \$6,000 value
- Banner ad on scga.org for 1 month - \$1,500 value
- One SCGA eNews Special Offer - \$1,700 value
- Follow-up email to sweepstakes participants - \$1,500 value
- Data collection opportunity and delivery - \$5,000 value

TOTAL VALUE - \$21,500 COST - \$13,500



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SCGA



FORE *Her*

FORE Her is a monthly newsletter that covers topics important to female golfers. Sent to over 20,000 readers, FORE Her is the best way to reach the female SCGA member! For women, by women and about women.

To see all the articles, visit foremagazine.com/category/fore-her

21,000
Recipients

34%
Open Rate

AVERAGE AGE
58



FORE *Her*

JULY 2017

Happy Summer!

Wow. Last month we shared two stories about how people became involved with the game. At the end of the issue, I asked how you, our loyal readers, were first introduced to golf and boy, did you respond! I received dozens of great stories about first experiences with golf. So great, in fact, that I've decided to do something a little different with this issue.

This month, FORE Her is written by you! Below, you will see some of the responses to my question about how you found the game. I hope you enjoy reading people's "golf stories" as much as I did. There are so many different and unique journeys, but they all contain so much we can relate with.

Best,

Julia Pine
Asst. Director of Communications, SCGA

| SCGA MEMBERSHIP DEMOGRAPHICS | |
|---|--------|
| Total Female Members | 30,000 |
| Married / Domestic Partnership | 83% |
| Net Worth | \$1.1M |
| College Graduate | 35% |
| Grad or Post Grad Work | 36% |
| Plan Vacations Around Golf | 50% |
| Average Rounds Per Month | 7+ |
| Annual Vacation Budget | \$6K |
| Purchased Golf Equipment In The Last Year | 92% |

| FORE MAGAZINE READERSHIP | |
|-------------------------------|---------|
| Members who read FORE | 89% |
| Reads per issue | 496,000 |
| SoCal Courses Displaying FORE | 40+ |

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SPECS - FORE MAGAZINE

FORE AD PAGE SIZES

NOTE: FORE spine is Perfect Bound

FULL PAGE: TRIM - 8.25 x 10.5 in

BLEED - 8.5 x 10.75 in

LIVE AREA: 7.25 x 9.5 in

2-PAGE SPREAD: TRIM -16.5 x 10.5 in

BLEED - 16.75 x 10.75 in

2/3-PAGE: 4.75 x 9.5 in

1/2-PAGE (HORIZONTAL): 7.125 x 4.75 in

1/3-PAGE (VERTICAL): 2.25 x 9.5 in

1/3-PAGE (SQUARE): 4.75 x 4.75 in

NOTE: Build full-page ads to 8.5 x 10.5 inches, even if they are nonbleed. Allow 5/16 inch for safety margin.

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



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.