

GOLF GEORGIA

2019 MEDIA KIT



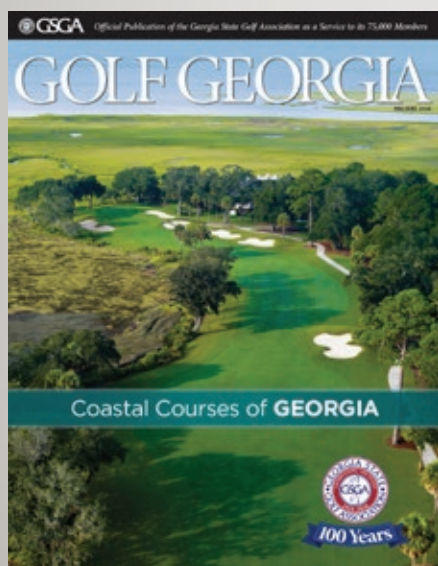
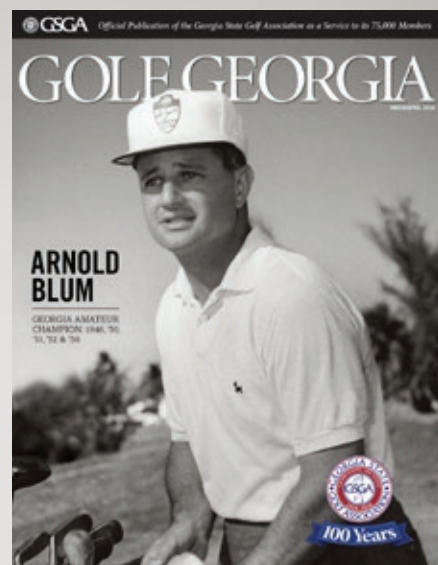
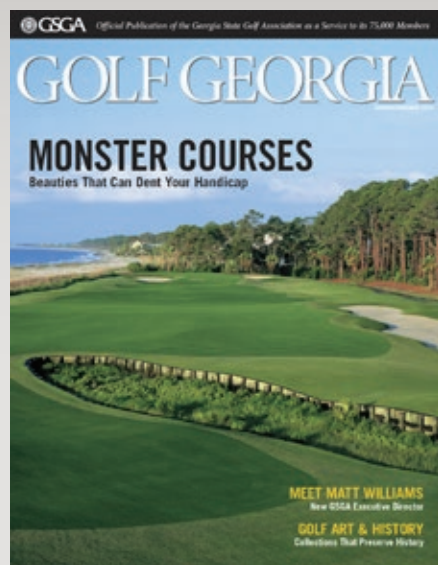


EDITORIAL MISSION STATEMENT

It is the mission of *Golf Georgia* magazine, as the Official Publication of the Georgia State Golf Association to serve all members with focused and in-depth coverage of the sport in the state. We recognize the unique nature of our audience as avid and knowledgeable participants having established golf handicaps. The key demands of our mission are to adhere to a higher standard of quality, respond to issues specific to Georgia and Georgians and to sustain a reliable chain of communication with this valued member base. By doing this, *Golf Georgia* distinguishes itself from all other golf publications.

What is *GOLF GEORGIA*?

- An award-winning magazine published since 1988
- The official publication of the Georgia State Golf Association (GSGA)
- The GSGA provides the handicap system for the 360 member clubs & the 75,000+ individual members throughout Georgia
- Golfers have to pay to get this service (\$50 per year)
- Reaches over 75,000 GSGA members directly at their homes (exclusive mailing list)
- 212,500+ golf readers (2.5 readership of 75,000)
- 6 issues per year
- 60 day shelf-life





LOVE TO PLAY GOLF & TRAVEL

- On average, they play 68 rounds of golf per year
- Average handicap is 12
- 79% take more than one golf vacation per year
- On average, they spent 28 vacation days last year
- They plan for their vacations 4 months in advance
- 78% phone resort directly when making reservations



ARE WELL- EDUCATED & PROFESSIONAL

- 92% attended/graduated from college
- 26% have a post graduate degree
- 73% are top level executives or small business owners
- 66% consider golf when planning company meetings & outings



HAVE PURCHASING POWER

- \$177,250 average individual income
- \$221,000 average household income
- \$2,385,000 average net worth
- 69% purchased golf clubs within 2 years
- Average spent on principal golf vacation is \$4,145
- 88% own 2 or more automobiles

Source: Reader survey (custom syndicated research)

"I am the Dudley you referred to in "Links Lore" (March/April). It so happens I was eight years old when my father built the Athens Country Club course with the plans of Donald Ross and I have been a member ever since... thank you for mentioning our club in such a nice way."

James W. Dudley, Athens, GA

"Many thanks for letting me come to your Annual Meeting. The Georgia State Golf Association (GSGA) staff is very impressive and your genuine commitment to the game shines through. The GSGA plate is pretty full and yet you are doing even more."

*Judy Bell, President
United States Golf Association*

"Since the inception of *Golf Georgia*, I have been impressed with it. The outward appearance, printing, presentation, all through it are very professional. The departments and features are timely."

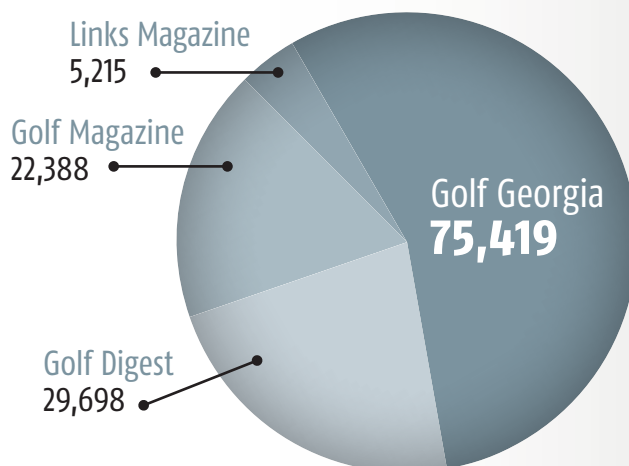
B.J. Clemence, Athens, GA

"After reading the March/April edition of the GSGA magazine (*Golf Georgia*), I am prompted to drop you a note to commend everyone involved in this fine publication. I have seen none better, and I say this having labored for 10 years on the Northern California Golf Association's annual Bluebook."

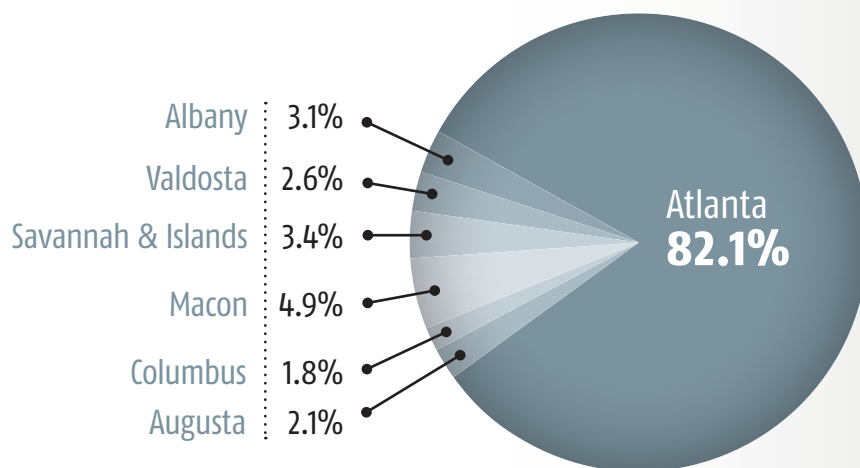
*Ronald Reed, Regional Director
United States Golf Association*



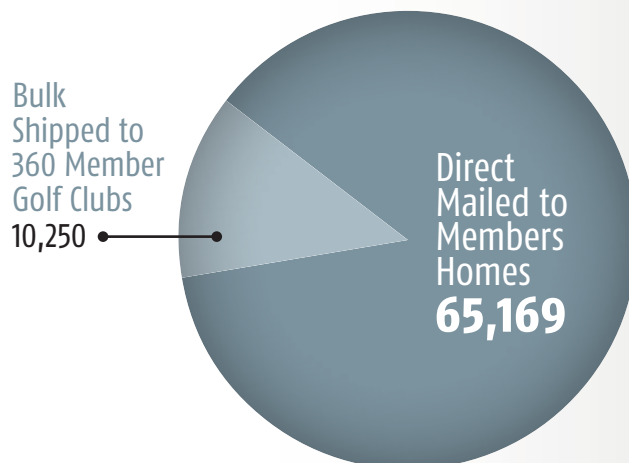


COMPARED WITH
OTHER GOLF
MAGAZINES

Source: United States Golf Association, September 2018
Golf Digest, Golf & Links stats are for Georgia subscriptions & news stand sales

DISTRIBUTED
TO GEORGIA
STATE GOLF
ASSOCIATION
MEMBERS

Source: United States Golf Association, September 2018

75,419 TOTAL
CIRCULATION

Source: United States Golf Association, September 2018



ADVERTISERS

GOLF GEORGIA



"Georgia is a key market for us and no publication reaches the Georgia golfer better than *Golf Georgia*. Going to all members of the Georgia State Golf Association, this targeted readership has brought us impressive results for the last two years. We look forward to continued success with *Golf Georgia* in the years to come."

Karen Terrell, Director of Marketing
Sandestin Resort



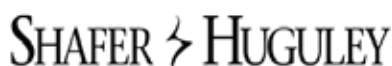
"The results from our September/October advertisement in *Golf Georgia* have been excellent! We received more responses from that one ad than any similar publication to date. *Golf Georgia* has been effective in reaching our target market, and we look forward to expanding our commitment in the future."

Charles H. Keaton, FACHE, President and CEO
Hughston Sports Medicine Hospital



"The readers of *Golf Georgia* are core golfers and they travel to play. These are people who are looking for new challenges for their game and our ad in the January/February issue suggested one to them. In less than two weeks after the magazine was out, we had booked 47 rounds in referrals from the ad. That's response! *Golf Georgia* is the audience for us."

Marten Olson, Director of Marketing
Southern Hills Golf Club



"I wanted to take a moment and let you know how pleased we've been with the response to the commemorative coin promotion for Catechee Golf Club. The stag at Catechee has received over a hundred phone calls from your readers in the first twenty days of the promotion."

Gaines Huguley, Media Director
Shafer & Huguley



"The Cadillac image is synonymous with the country club lifestyle and is their magazine. We are proud to be part of this well targeted publication."

Cadillac Motor Car Division



"We knew the readers of *Golf Georgia* were a prime target audience for Cuscowilla, so we began our ad campaign with them early. Those advertisements brought a steady flow of leads before construction had even begun. The quality and growth of this publication perfectly mirrors the quality and growth being experienced at Cuscowilla. We're a perfect match."

Cuscowilla

FEEDBACK FROM OUR ADVERTISERS



The Ultimate Driving Machine®



KIA MOTORS





print

RATE CARD



CIRCULATION
RATE BASE:

75,000

COMMISSIONS & DISCOUNTS

15% of gross rate to recognized agencies.

To obtain frequency discount, space must be used within one year.

Spreads count as two insertions toward frequency discount.

No charge for bleed.

Pre-printed supplied inserts bill at appropriate one page black & white rate for two sides and count towards earned frequency as one page. Card inserts must be supported by full page ad.

Additional production charges apply if any changes or alterations need to be made to the artwork.

GOLF GEORGIA

ADVERTISING RATES

4-COLOR	1X	3X	4X	6X	12X
Full Page	\$5,025	\$4,505	\$4,250	\$3,980	\$3,690
2/3	\$3,970	\$3,555	\$3,350	\$3,135	\$2,835
1/2	\$3,170	\$2,835	\$2,660	\$2,500	\$2,285
1/3	\$2,500	\$2,120	\$1,990	\$1,860	\$1,665
1/6	\$1,170	Flat Rate			
PREMIUM					
Back Cover	\$6,210	Flat Rate			
Inside Front Cover	\$5,670	Flat Rate			
Center Spread	\$11,430	\$10,385	\$9,870	\$9,340	\$8,755

IMPORTANT DATES

ISSUE	AD CLOSING	AD MATERIALS DUE
Jan - Feb	December 7	December 21
Mar - Apr	January 25	February 8
May - Jun	March 29	April 12
Jul - Aug	May 17	May 31
Sep - Oct	July 26	August 9
Nov - Dec	September 27	October 11

GOLF GEORGIA
A Level Par Media Inc. Publication

121 Village Parkway, Building 3, Marietta, GA 30067

Phone: 678-560-7100 | Fax: 678-560-7400 | sbower@levelparmedia.com

GSGA
GEORGIA STATE GOLF ASSOCIATION

Serving Golf in Georgia Since 1916

SEND AD
MATERIALS TO:

Golf Georgia
 ATTN: Production Manager
 121 Village Parkway, Building 3,
 Marietta, GA 30067
 678-560-7100

or email files to:
 sbower@levelparmedia.com

AD SPECIFICATIONS

4-COLOR	TRIM (W x H)	BLEED (W x H)	LIVE (W x H)
Doubletruck	16.25" x 10.5"	16.5" x 10.75"	15.75" x 10"
Full Page	8.125" x 10.5"	8.375" x 10.75"	7.625" x 10"
2/3	4.5" x 9.75"	— NA —	— NA —
1/2 Horizontal	7.375" x 4.5"	— NA —	— NA —
1/2 Vertical	3.375" x 9.75"	— NA —	— NA —
1/2 Island	4.5" x 6.75"	— NA —	— NA —
1/3 Vertical	2.25" x 9.75"	— NA —	— NA —
1/3 Square	4.5" x 4.5"	— NA —	— NA —
1/6 Vertical	2.25" x 4.5"	— NA —	— NA —

Printing Method: web offset; Binding Method: saddle stitched

ADDITIONAL
INFORMATION

Build pages to trim size and extend bleed beyond page edge.

Pantone colors should be in CMYK mode.

All images/scans must be in CMYK mode.

SWOP certified proofs must accompany any color critical ad materials.

PDF REQUIREMENTS

1	PDF must conform to PDF/X-1a:2001 or PDF/X-4:2008 standards
2	ALL fonts must be embedded and subset
3	All images/logos must be 300dpi or higher at full dimensions
4	CMYK color breakdown, no RGB or Pantone colors
5	PDF must contain bleed and trim crop marks
6	Full page and doubletruck ads must have .125" bleed on all 4 sides
7	When distilling make sure OPI is NOT checked

Other File Types Accepted: 300dpi PSD, EPS or TIFF

Monday Mulligans is a weekly email communication to the entire GSGA email membership database.

RATES PER MAILING

MONDAY MULLIGANS	1 Banner Ad with URL Link Plus 2 10 Sec Non-Skippable Video (.mov file)
1X	\$1,925
3X	\$1,775
6X	\$1,500
12X	\$1,275
24X	\$1,000

All rates are net and per mailing.

AD SPECIFICATIONS

UNIT	PIXEL SIZE (W X H)
Banner Ad	600px x 125px

E-mail ads may be in GIF or JPEG format only. No Flash. Note that most e-mail software only displays the first frame of a GIF animation. Please email materials to sbower@levelparmedia.com.

CIRCULATION
RATE BASE:
65,000

1

2

PLAY THREE DAYS OF GOLF AND GET ONE FREE. [LEARN MORE](#)

Monday Mulligans: Bringing You Golf News Across The State Of Georgia

[Click here for this week's edition of Monday Mulligans!](#)

STAY CONNECTED

Competitions Corner

Several GSGA competitions are open for entries! Be sure to check back to the GSGA website for more information! [Click here](#) to watch a competitions preview!

Competitions Open:
[Public Links Championship](#)
[Women's Team Championship](#)
[Atlanta Amateur Match Play Championship](#)
[Team Championship](#)
[Senior Four-Ball Championship](#)

[Click here for a look at this week's edition of Global Golf Post!](#)

QUICK LINKS

[2016 Calendar of Events](#)
[2016 Member Play Days](#)
[Golf Georgia Magazine](#)

[GSGA Foundation](#)
[Georgia Golf HOF](#)
[GSGA Centennial Video](#)

GSGA Monday Mulligans is a weekly informational update provided as a service to members of the Georgia State Golf Association. You are receiving this e-mail as a subscriber to eRevisions. If you do not wish to receive GSGA Monday Mulligans, please click the link below to unsubscribe. If you have an e-mail filter, please add newsletter@gsga.org to your safe sender list.

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RATES PER MAILING

E-REVISIONS	1 Banner Ad	2 Skyscraper Ad
1X	\$1,500	\$1,250
3X	\$1,275	\$1,100
6X	\$1,150	\$1,000
12X	\$1,000	\$850
24X	\$800	\$600

All rates are net and per mailing.

AD SPECIFICATIONS

UNIT	PIXEL SIZE (W X H)
1A Banner Ad	650px x 125px
1B Banner Ad	300px x 197px
2 Skyscraper Ad	160px x 600px

E-mail ads may be in GIF or JPEG format only. No Flash. Note that most e-mail software only displays the first frame of a GIF animation. Please email materials to sbower@levelparmedia.com.

IMPORTANT DATES

MONTH	MATERIAL DUE	MAIL DATE
January – December	Material needs to be delivered at least 3 days before mailing.	1st and 15th of every month

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