

# GOLF GEORGIA

2016 MEDIA KIT



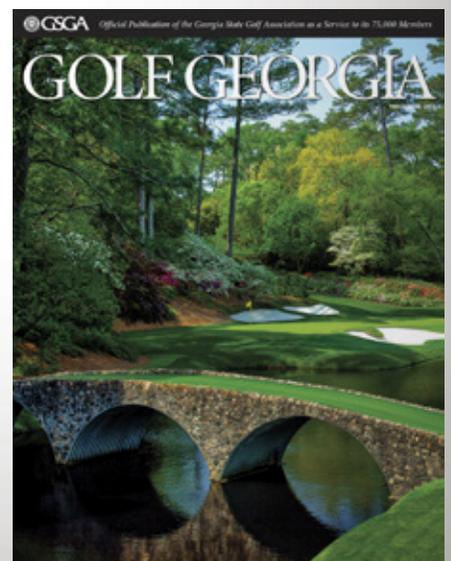
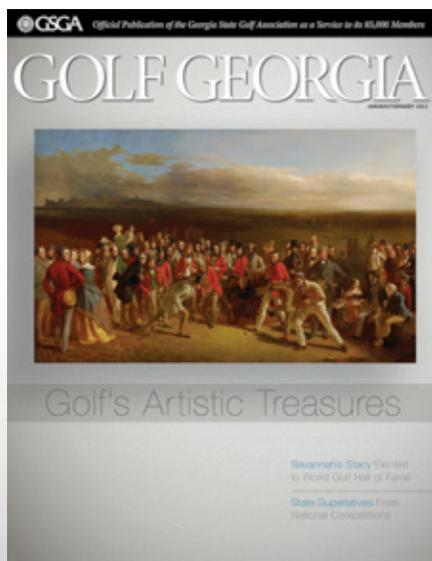
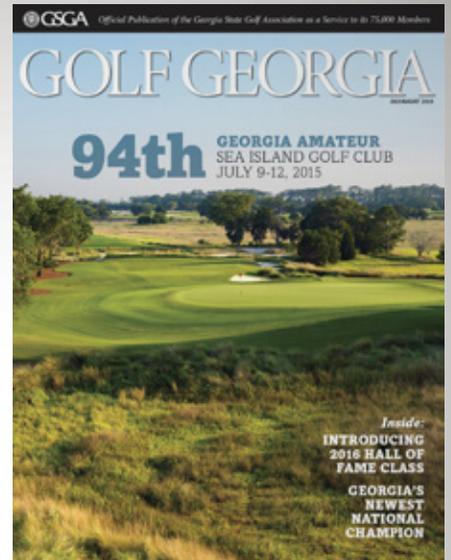
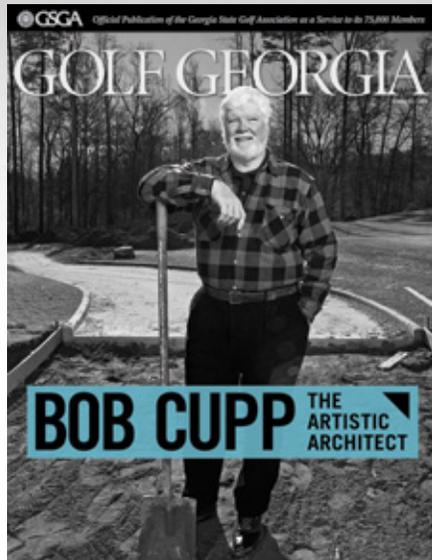


## EDITORIAL MISSION STATEMENT

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."

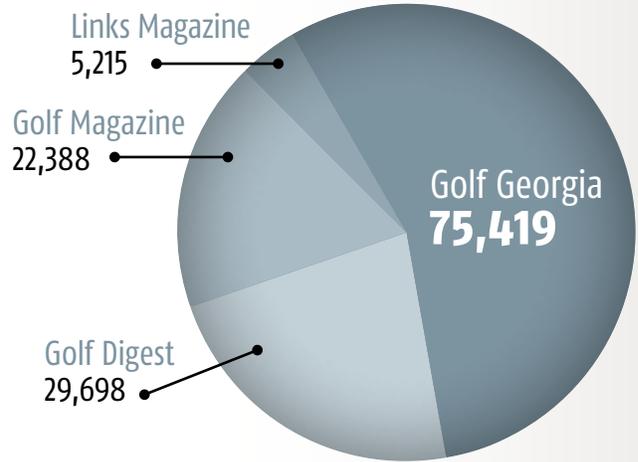
*Ronald Reed, Regional Director  
United States Golf Association*





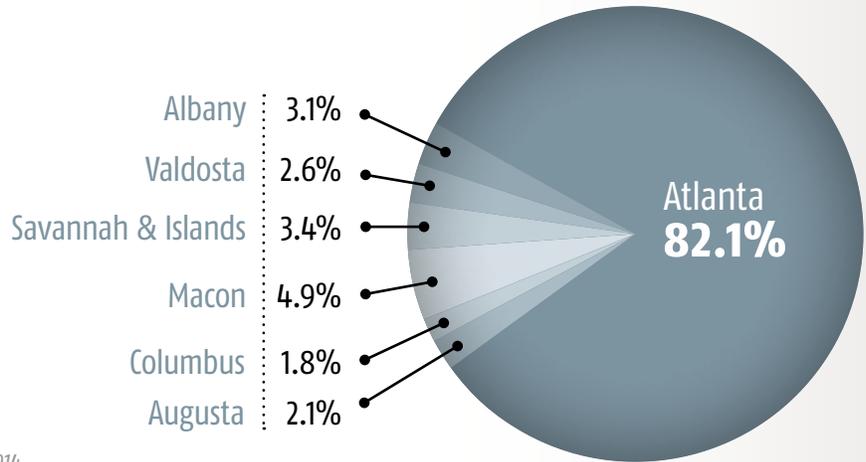
# GOLF GEORGIA

## COMPARED WITH OTHER GOLF MAGAZINES



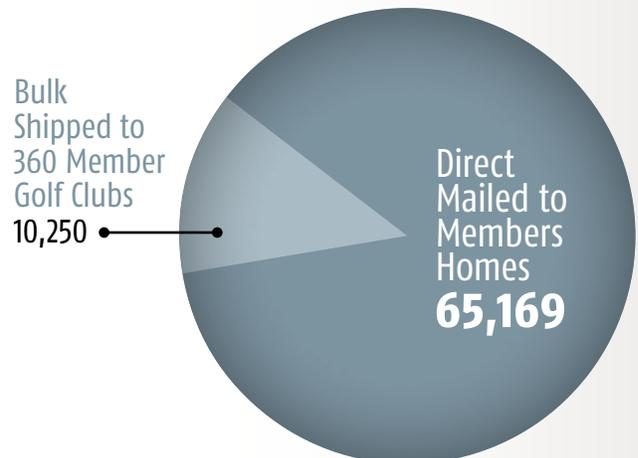
Source: United States Golf Association, September 2014  
 Golf Digest, Golf & Links stats are for Georgia subscriptions & news stand sales

## DISTRIBUTED TO GEORGIA STATE GOLF ASSOCIATION MEMBERS



Source: United States Golf Association, September 2014

## 75,419 TOTAL CIRCULATION



Source: United States Golf Association, September 2014



# 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 stagg 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*



*Cadillac*

"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 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**





**RATE CARD**

# GOLF GEORGIA



**CIRCULATION  
RATE BASE:  
75,000**

## 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

## 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.

## IMPORTANT DATES

ISSUE	AD CLOSING	AD MATERIALS DUE
Jan - Feb	December 4	December 18
Mar - Apr	January 29	February 12
May - Jun	April 1	April 15
Jul - Aug	May 20	June 3
Sep - Oct	July 29	August 12
Nov - Dec	September 30	October 14

**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



*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

Table with 4 columns: 4-COLOR, TRIM (W x H), BLEED (W x H), LIVE (W x H). Rows include Doubletruck, Full Page, 2/3, 1/2 Horizontal, 1/2 Vertical, 1/2 Island, 1/3 Vertical, 1/3 Square, 1/6 Vertical.

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

Table with 2 columns: Numbered list (1-7) and requirements (e.g., PDF must conform to PDF/X-1a:2001 or PDF/X-4:2008 standards).

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

# RATE CARD

# GOLF GEORGIA



**CIRCULATION  
RATE BASE:  
50,000**

## RATES PER MAILING

	DIGITAL NEWSLETTER	1X	3X	6X	12X	24X
<b>1</b> Banner Ad		\$1,500	\$1,000	\$750	— NA —	— NA —
<b>2</b> Skyscraper Ad		\$1,000	\$750	\$500	— NA —	— NA —
E-REVISIONS						
<b>1</b> Banner Ad		\$1,500	\$1,275	\$1,150	\$1,000	\$800
<b>2</b> Skyscraper Ad		\$1,250	\$1,100	\$1,000	\$850	\$600

All rates are net and per mailing. Non-Golf Georgia advertisers incur 50% up-charge per mailing. When advertiser has an ad in the printed edition of Golf Georgia that corresponds with the newsletter being mailed, up-charge is waived.

## AD SPECIFICATIONS

	DIGITAL NEWSLETTER	E-REVISIONS
<b>1</b> Banner Ad	625px x 125px	650px x 125px
<b>2</b> Skyscraper Ad	160px x 600px	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

DIGITAL NEWSLETTER			E-REVISIONS		
MONTH	MATERIAL DUE	MAIL DATE	MONTH	MATERIAL DUE	MAIL DATE
January	January 6	January 9	January - December	Material needs to be delivered at least <b>3 days before mailing.</b>	1st and 15th of every month
March	March 3	March 6			
May	May 5	May 8			
July	June 30	July 3			
September	September 1	September 4			
November	November 3	November 6			



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