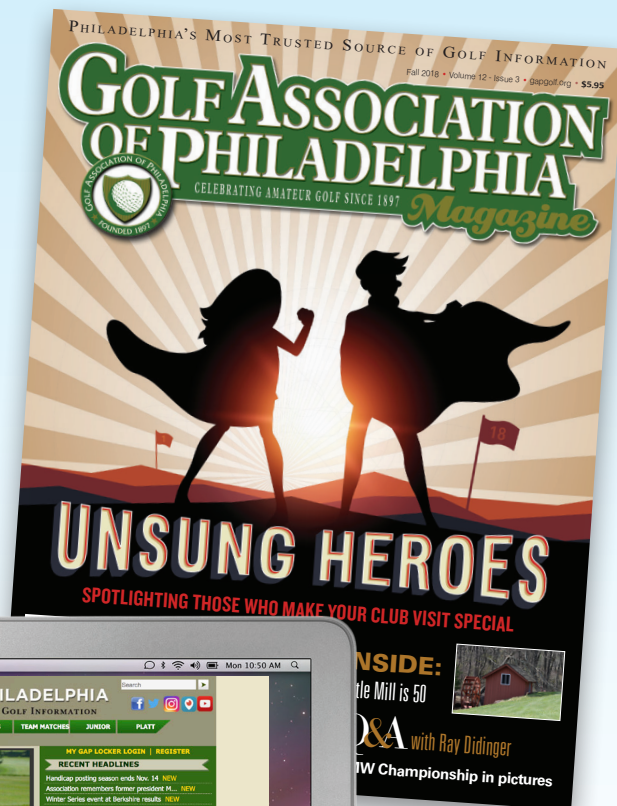


GOLF ASSOCIATION OF PHILADELPHIA

2019 Media Kit



PHILADELPHIA'S MOST TRUSTED SOURCE OF GOLF INFORMATION

PHILADELPHIA'S MOST TRUSTED SOURCE OF GOLF INFORMATION

The Golf Association of Philadelphia

The Golf Association of Philadelphia (GAP) is an association whose sole purpose is to preserve, protect and promote the game of golf. The Golf Association of Philadelphia is well positioned to be a great source of all golf information. In fact, in a recent survey of almost 2,000 members, 68 percent said that the Golf Association of Philadelphia was the best source of golf information in the Philadelphia region. The Golf Association of Philadelphia is comprised of more than 260 member golf clubs with more than 75,000 members in the Greater Delaware Valley. The Association's member clubs are spread across parts of three states - Pennsylvania, New Jersey and Delaware. The GAP encompasses an area that stretches from Bellefonte, Pa. to the New York state border to Princeton, N.J. to Cape May, N.J. to Wilmington, Del. The GAP membership represents a select audience of the most passionate golfers who are affluent, educated and engaged in the golf community that the *The Golf Association of Philadelphia Magazine* covers.



The Golf Association of Philadelphia Magazine

The Golf Association of Philadelphia Magazine reaches the most affluent, avid golfers in the Greater Delaware Valley. It is the official publication of the Golf Association of Philadelphia. And, as an indication of reader's engagement with the magazine, 85 percent of survey respondents said that the magazine is trustworthy. *The Golf Association of Philadelphia Magazine* is published four times a year, March, June, August and November. This magazine is the embodiment of all that the GAP organization does. The magazine promotes the game of golf with articles about regional events, GAP championships, golfing news, a player's spotlight, a club's spotlight, new technologies, history of the game and articles on the rules of golf. *The Golf Association of Philadelphia Magazine* is mailed to approximately 33,000 members with another 3,000 copies being sent to the member clubs directly.

The Golf Association of Philadelphia Magazine Reader

The Golf Association of Philadelphia Magazine is delivered to more than 33,000 homes. Our readers represent a coveted audience of educated, affluent consumers throughout the Greater Philadelphia Area. They dine out, travel, attend cultural and sporting events, are consumers of luxury goods, and they are hard to reach with traditional media. A very convincing 64 percent of readers also recently told GAP that they notice and remember the ads in the magazine. *The Golf Association of Philadelphia Magazine* reader is also passionate about golf and actively engaged in the news, events and content they find in *The Golf Association of Philadelphia Magazine*, giving advertisers a unique opportunity to connect with them on their turf.



Key Demographics

Trust and Information

Average Age: **39**

Average Household Income: **\$183,428**

College Educated: **71%**

Homeowners: **95%**

Multiple Property Owners: **33%**

Key Company Decision Makers: **67%**

Average Number of Vehicles Owned: **2.97**

Invest in Mutual Funds: **83%**

Average Investment Portfolio: **\$647,000**

Fine Dining 2 to 3 Times per Month: **78%**

Number of Annual Business Trips: **5**

Mean Domestic Trips in Last Year: **4.2**

Mean International Trips in Last Year: **1.5**

Attend Sporting Events 1 Time per Month: **28%**

Attend Concerts/Live Theatre 1 Time per Month: **20%**



Golf Association of Philadelphia Magazine
makes an impact with readers.



64%
notice the ads

63%
are more likely to purchase
products advertised

PHILADELPHIA'S MOST TRUSTED SOURCE OF GOLF INFORMATION

Advertise Online

Web: 300 x 250 Banner

Advertisements: Customized Packages

eRevision: Pricing varies
(24 available eRevisions per year)

**Discounts available with
multiple buy commitment**

**Ask About Multi-Media
Platform Opportunities**

(Magazine, Web site, eRevision)

The screenshot shows the eRevision website for the Golf Association of Philadelphia. The header includes the logo, the text "eRevision GOLF ASSOCIATION of PHILADELPHIA", and the tagline "Philadelphia's Most Trusted Source of Golf Information". A navigation bar contains links for About, Membership, Handicap, Tournaments, Play Days, Junior, and Platt. The main content area displays the user's name "Hi John J. Smith", their HCP Index of 7.1, and their GHIN Number 0123456. There is a "POST A SCORE" button and a table for Home Course Handicap with values for black, blue, and white tees. Below this are buttons for "View SCORING HISTORY", "View HANDICAP HISTORY", and "View HANDICAP CARD". On the right side, there are two large pink rectangular areas, each with the text "YOUR AD HERE" in white, indicating where advertisements can be placed.

YOUR AD HERE



Rates and Specifications

ADVERTISING RATES

Back Cover.....	\$4,000
Inside Back	\$3,600
Inside Front	\$3,600
Full Page (inside).....	\$3,200
1/2 Page	\$1,600
1/4 Page	\$1,000

Four-buy discounts available with signed contract

PAGE SPECIFICATIONS

	<i>width x height</i>
Full Page w/ Bleed	8.125" x 10.75"
Half Page (horizontal)	7.125" x 4.75"
Half Page (vertical)	3.4375" x 9.75"
Quarter Page	3.4375" x 4.75"

*Golf Association of Philadelphia Magazine measures 7.875" x 10.5". Supplied file must include a minimum of .125" (1/8 inch) on **all four sides** of file if the ad is to **bleed**. Include crop marks. If the ad is not to bleed, the live area is 7.125" x 9.75". **Preferred file type: Hi-resolution PDF***

PUBLICATION DEADLINE DATES

Spring	March 8
Summer	June 7
Fall	August 2
Winter	November 8



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All pricing is net. 144,000 issues annually.