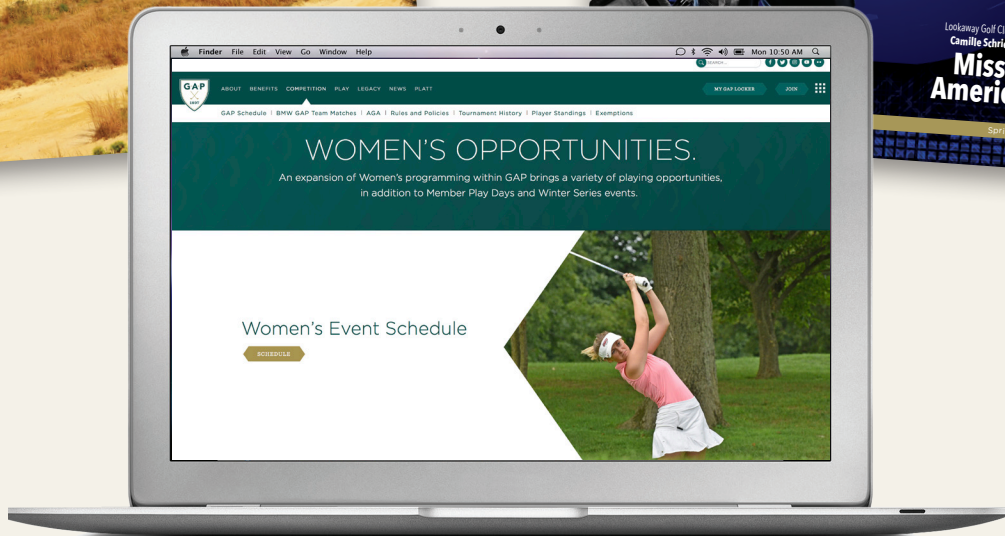
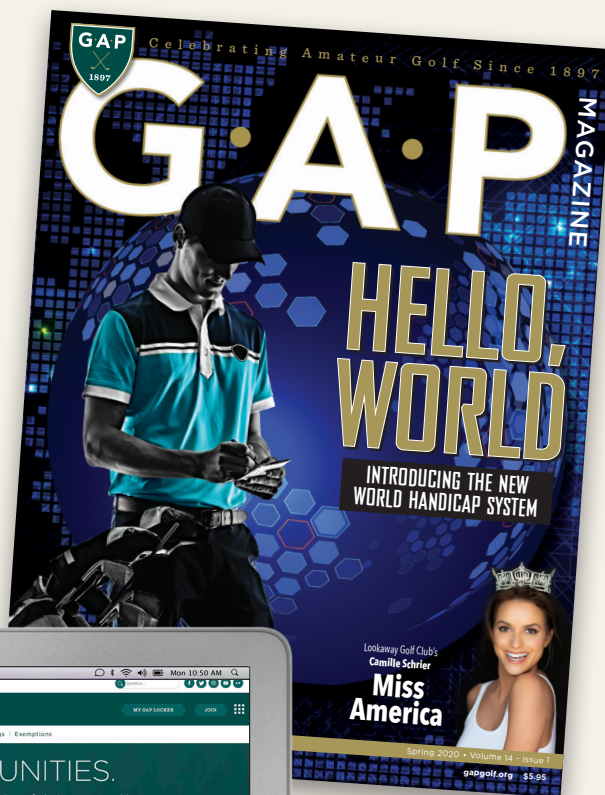


# 2021



# Media Kit



C E L E B R A T I N G   A M A T E U R   G O L F   S I N C E   1 8 9 7

# GAP

GAP (Golf Association of Philadelphia) is an association whose sole purpose is to preserve, protect and promote the game of golf. GAP 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 GAP was the best source of golf information in the Philadelphia region. GAP is comprised of more than 300 member golf clubs with more than 80,000 members in the Greater Delaware Valley. The Association's member clubs are spread across parts of four states - Pennsylvania, New Jersey, Delaware and Maryland. 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 Owings Mills, Md. The GAP membership represents a select audience of the most passionate golfers who are affluent, educated and engaged in the golf community that the *GAP Magazine* covers.



## ***GAP Magazine***

*GAP Magazine* reaches the most affluent, avid golfers in the Greater Delaware Valley. It is the official publication of GAP. And, as an indication of reader's engagement with the magazine, 85 percent of survey respondents said that the magazine is trustworthy. *GAP 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. *GAP Magazine* is mailed to approximately 34,000 members with another 2,500 copies being sent to the member clubs directly.

## ***GAP Magazine Reader***

*GAP Magazine* is delivered to more than 34,000 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. *GAP Magazine* reader is also passionate about golf and actively engaged in the news, events and content they find in *GAP 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%**



*GAP Magazine* makes an impact  
with readers.

**64%**

notice the ads

**63%**

are more likely to purchase  
products advertised





# 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 Post**

About   Benefits   Competition   Play   Legacy   News   Platt

November 17, 2020  
**Hi Gap Golfer**

HCP Index	GHN Number
8.8	1234567

**+ Post A Score**

Home Course Handicap

black	10
blue	10
blue/white	10
white	10

[View All](#)

[View Scoring History](#)

[View Handicap History](#)

[View Handicap Card](#)

**YOUR AD HERE**

**YOUR AD HERE**

**GAP**   Handicap season in the GAP region ended Nov. 14  
The active handicap-posting season for the Philadelphia region ended on Nov. 14.

**YOUR AD HERE**

AMERICA'S FIRST STATE OR REGIONAL GOLF ASSOCIATION  
ALSO HAPPENS TO BE ITS



# Rates and Specifications Four-buy discounts available with signed contract

## ADVERTISING RATES

Back Cover .....	
Inside Back .....	
Inside Front .....	
Full Page (inside) .....	
2/3 Page .....	
1/2 Page .....	
1/3 Page .....	
1/4 Page .....	

**CALL FOR  
PRICING**

## PAGE SPECIFICATIONS

	<i>width x height</i>
<b>Full Page w/ Bleed</b>	8.125" x 10.75"
<b>2/3 Page</b> (vertical)	4.625" x 9.75"
<b>Half Page</b> (horizontal)	7.125" x 4.75"
<b>Half Page</b> (vertical)	3.5" x 9.75"
<b>1/3 Page</b> (vertical)	2.25" x 9.75"
<b>Quarter Page</b>	3.5" x 4.75"

*GAP 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

<b>Spring</b>	March 5
<b>Summer</b>	June 4
<b>Fall</b>	August 6
<b>Winter</b>	November 5

**Circulation  
36,500  
per issue**

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All pricing is net. 144,000 issues annually.