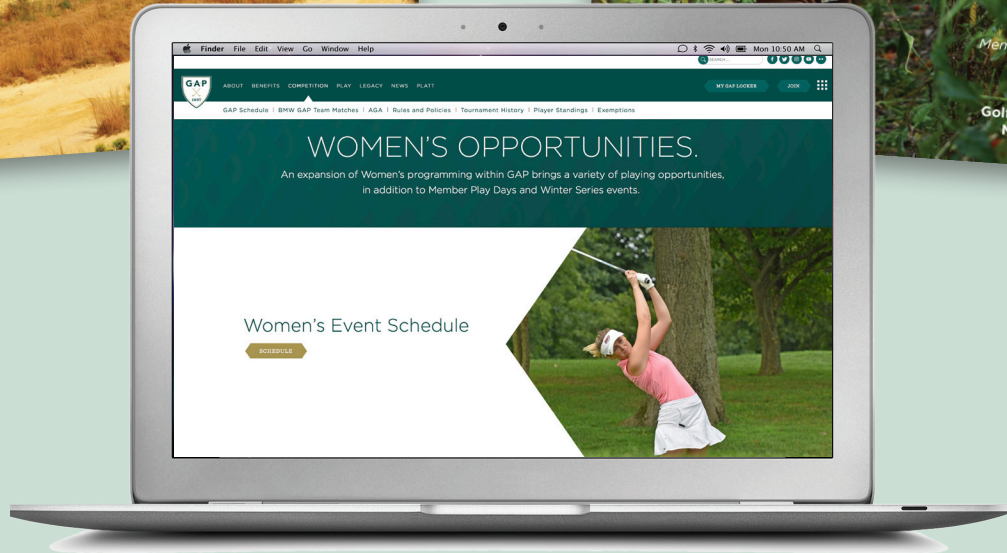
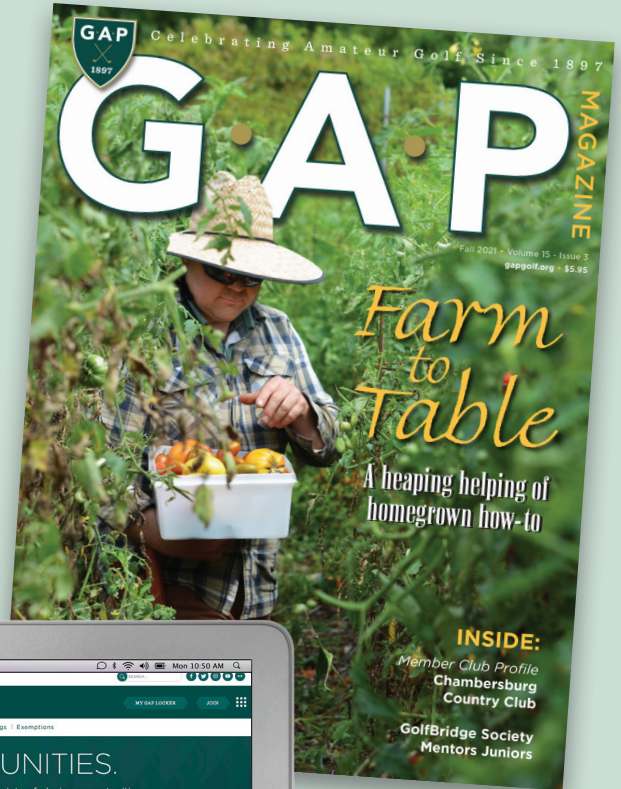


2022



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

Who is 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 approximately 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 screenshot shows a web browser displaying the 'The Post' website. The page is for a 'Hi Gap Golfer' profile. At the top, there is a navigation bar with links: About, Benefits, Competition, Play, Legacy, News, Platt. Below the navigation bar, the date 'August 4, 2021' is shown. The profile information includes 'HCP Index' (8.8) and 'GHIN Number' (1234567). There is a '+ Post A Score' button. Below that, 'Home Course Handicap' is listed with a table:

black	10
blue	10
blue/white	10
white	10

Below the table are links for 'View All', 'View Scoring History', 'View Handicap History', and 'View Handicap Card'. On the right side of the page, there are two large pink rectangular areas with the text 'YOUR AD HERE' in white, bold, capital letters. At the bottom of the page, there is a 'GAP' logo and a notice: 'Handicap season in the GAP region ended Nov. 14. The active handicap-posting season for the Philadelphia region ended on Nov. 14.'

A laptop is shown in the foreground, displaying the website. The website content includes a large image of a golf clubhouse, a navigation bar, and several smaller images and text blocks. A large pink rectangular area with the text 'YOUR AD HERE' in white, bold, capital letters is overlaid on the laptop screen, pointing to the main content area. The background of the entire image is a lush green golf course with trees and a clock tower in the distance.

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

PUBLICATION DEADLINE DATES

Spring	March 11
Summer	June 10
125th Celebration	July 8
Fall	August 19
Winter	November 11

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**

Circulation
36,500
per issue



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All pricing is net. 144,000 issues annually.