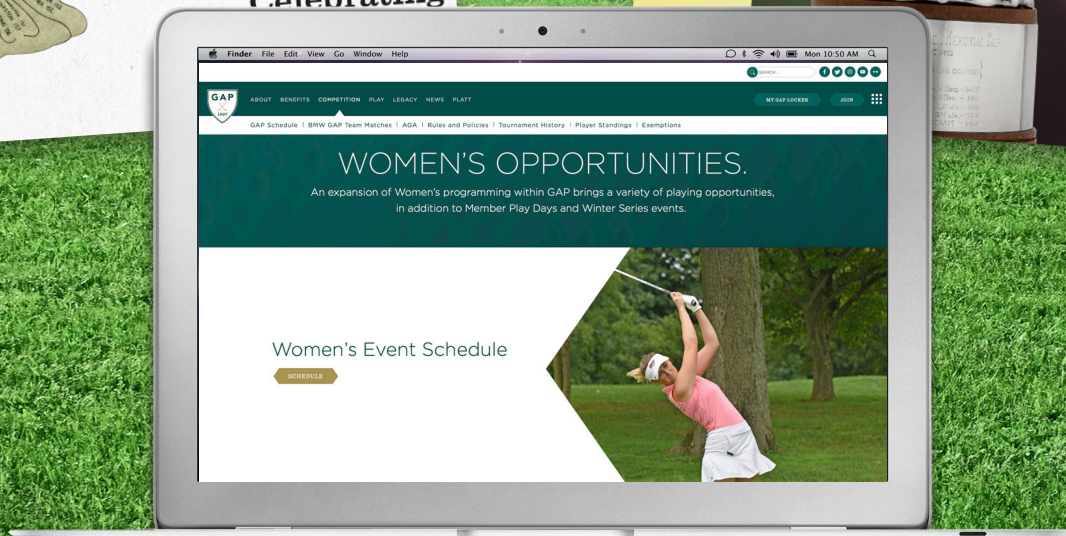
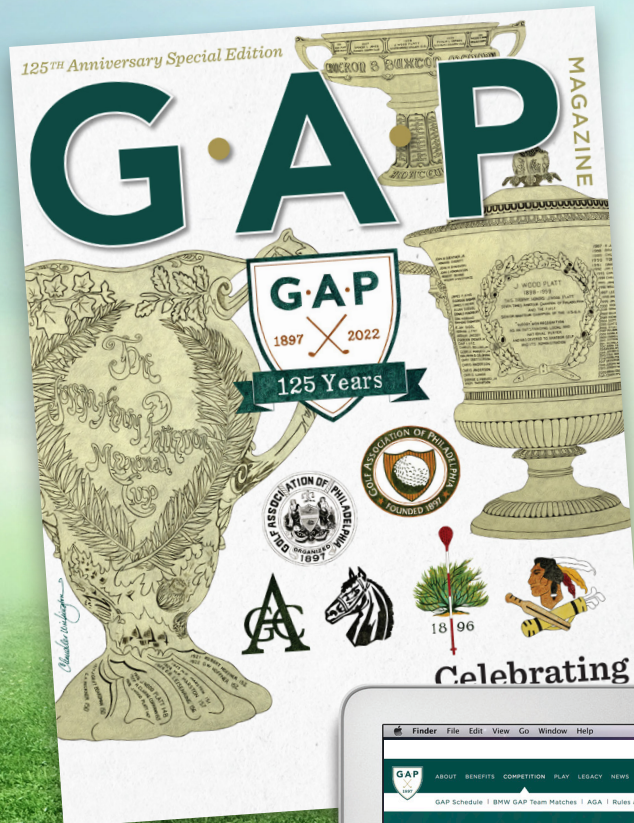


2023



Media Kit



CELEBRATING AMATEUR GOLF SINCE 1897

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-plus member golf clubs with more than 105,000 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 35,000 members with another 1,500 copies being sent to the member clubs directly.

GAP Magazine Reader

GAP Magazine is delivered to approximately 35,000 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



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

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 website 'ThePost' with a golf ball logo and a navigation bar. The main content area displays a golfer's profile for 'Hi Gap Golfer' as of August 4, 2022. The profile includes an HCP Index of 8.8 and a GHIN Number of 1234567. There are buttons for '+ Post A Score', 'View Scoring History', 'View Handicap History', and 'View Handicap Card'. A table shows handicaps for different tees: black (10), blue (10), blue/white (10), and white (10). Two large pink rectangular areas on the right side of the profile are labeled 'YOUR AD HERE'.

Handicap	Value
black	10
blue	10
blue/white	10
white	10



YOUR AD HERE

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

	width x height
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"

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

Spring	March 10
Summer	June 9
Fall	August 18
Winter	November 10

Circulation
36,500
per issue



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All pricing is net. 144,000 issues annually.