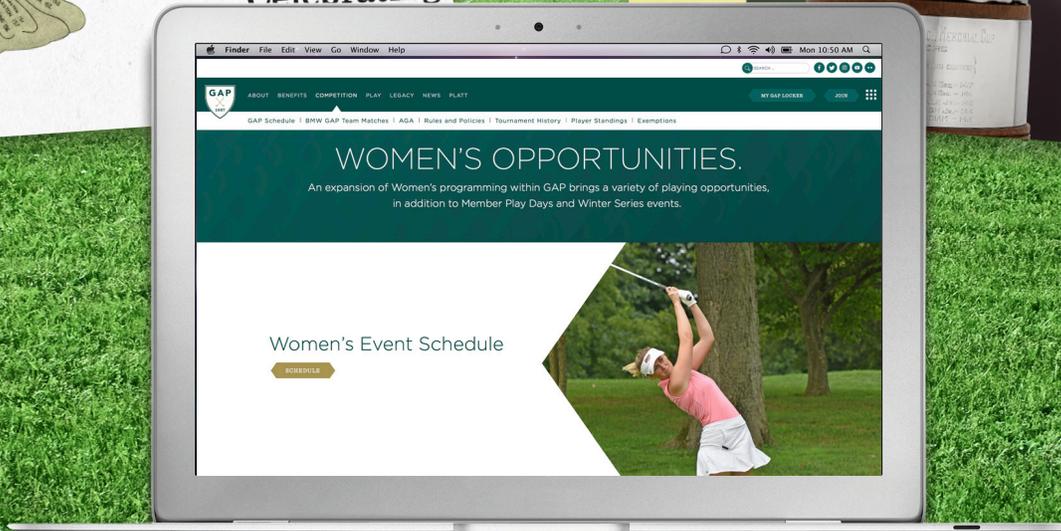
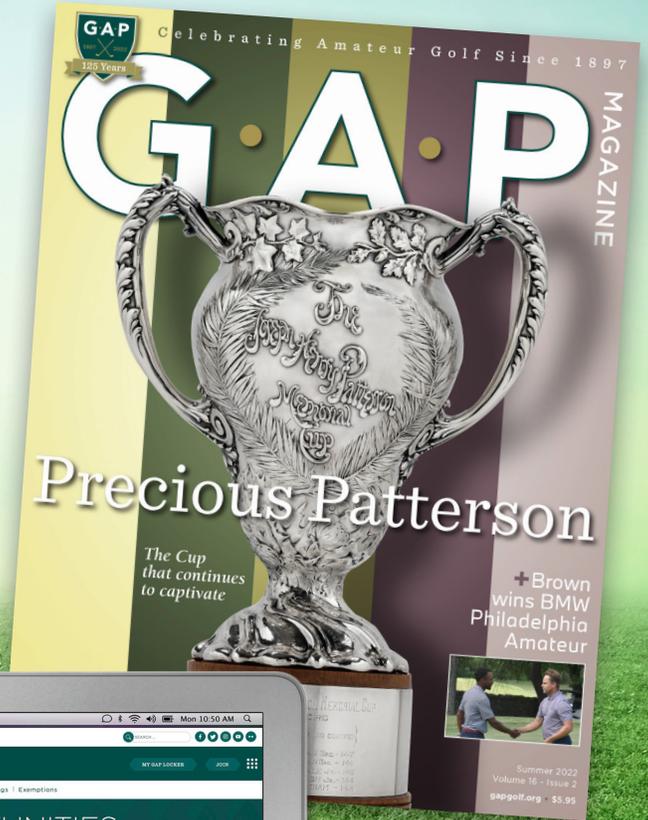
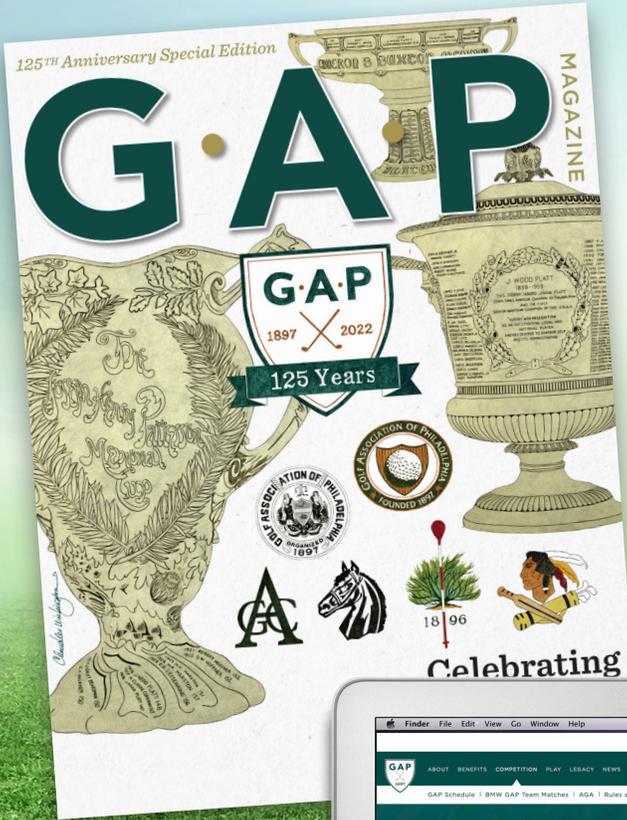


# 2023



# 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



# 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 'The Post' website interface for a golfer's profile. At the top, there is a navigation menu with links: About, Benefits, Competition, Play, Legacy, News, and Platt. Below the menu, the date 'August 4, 2022' and the title 'Hi Gap Golfer' are displayed. The profile information includes an HCP Index of 8.8 and a GHIN Number of 1234567. A '+ Post A Score' button is visible. Below this, a table lists 'Home Course Handicap' for different categories: black (10), blue (10), blue/white (10), and white (10). There are three buttons: 'View All', 'View Scoring History', 'View Handicap History', and 'View Handicap Card'. Two large pink rectangular areas on the right side of the page contain the text 'YOUR AD HERE' in white, bold, uppercase letters.

The screenshot shows a laptop displaying the GAP website. The website features a large image of a golf clubhouse and a green golf course. Below the image, there are several small advertisements, including one for 'Membership Equals Value' and another for 'Financial Advice, Personal Savings'. At the bottom of the page, there is a banner that reads 'AMERICA'S FIRST STATE OR REGIONAL GOLF ASSOCIATION ALSO HAPPENS TO BE ITS'. A white speech bubble points from the pink ad placeholder on the laptop screen to the text 'YOUR AD HERE' on the background image.

**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

	<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"

## PUBLICATION DEADLINE DATES

<b>Spring</b>	March 10
<b>Summer</b>	June 9
<b>Fall</b>	August 18
<b>Winter</b>	November 10

*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.