



CAROLINAS GOLF ASSOCIATION MEDIA KIT



fb.com/cgagolf1909



[@cgagolf1909](https://twitter.com/cgagolf1909)



[@cgagolf1909](https://www.instagram.com/cgagolf1909)



[@carolinasgolf](https://www.tiktok.com/@carolinasgolf)

The CGA is a 501(c)(3) not-for-profit educational organization that was founded in 1909 to promote and to protect the game of golf in the Carolinas by providing competitions, education, support and benefits to golf clubs and golfers. The CGA is the third largest golf association in the country with over 700 member clubs represented by over 185,000 individuals.

WWW.CAROLINASGOLF.ORG



CAROLINAS GOLF ASSOCIATION

CGA MEMBER DEMOGRAPHICS

Golf Profile

- Play an average of 73 golf rounds annually
- 29% play 100+ rounds each year
- 93% have been playing golf for more than 10 years
- 70% are members of private/semi-private clubs
- Average handicap index is 14.4
- 76% have taken at least one golf vacation in the past three years
- Play an average of 11 different golf courses each year

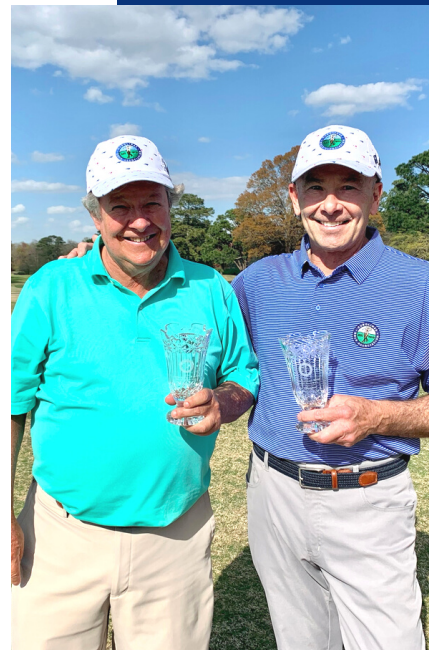
Spending Habits

- 30% spend more than \$500 annually on golf equipment and apparel
- 95% are home owners
- 19% own more than one home
- 40% have an annual household income greater than \$150,000

Breakdown

- 188,000 members
- 145,000 male members
- 35,000 female members
- 7,000 junior members
- Average age is 63
- 89% are married
- 94% have attended college
- 30% of college graduates have a Master's or Doctoral degree

*data based on a 2022 survey of 3,624 Carolinas golfers



SOCIAL MEDIA REACH



8,300
followers



8,700
followers



11,400
followers



1,700
followers





CAROLINAS GOLF ASSOCIATION

ADVERTISING PARTNERS

Dedicated Emails

Database Size: 185,000

Average Open Rate: 49%

Average Click Rate: 1.2%

Rate: \$8,000

Creative Size: 826 px wide

Example: <https://conta.cc/3CkONSG>

Example: <https://conta.cc/3hKCpEU>

Destination Guide Emails

Database Size: 185,000

Average Open Rate: 51%

Average Click Rate: 2.5%

Rate: \$2,500

Creative Size: 686 x 686 px

Example: <https://conta.cc/3R4UsSB>

eRevision Email Banner

Database Reach: 163,000

Average Open Rate: 67%

Average Click Rate: 2.6%

Rate: \$2,500

Creative Size: 728 x 90 px

Example: Right-side Image 1

GHIN App Banner

Average Annual Unique App Users: 249,000

Average Annual Screen Views: 106,000,000

Average Annual Banner Impressions: 5,300,000

Average Annual Banner Clicks: 93,000

Position 1 Banner Rate: \$5,000/week

Position 2 Banner Rate: \$2,500/week

Creative Size: 1920 x 800 px

Example: Right-side Image 2

CarolinanGolf.org Website Banner

Website Reach: 175,000 views/month

Member Club Rate: \$2,000

Creative Size: 280 x 120 px

Example: Right-side Image 3



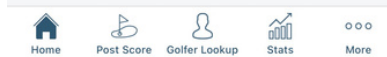
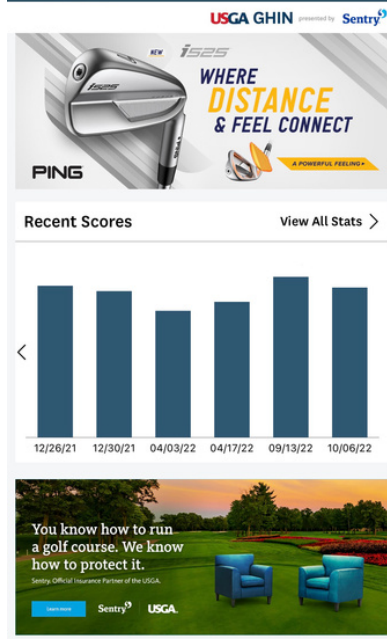
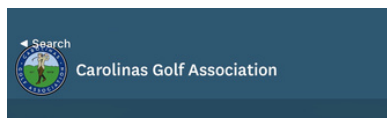
One Day Events: [Towhee Golf Club](#) | [Darlington Country Club](#) | [Mid-Carolina Club](#)
Championships: [WSCGA State Amateur Championships](#) | [WSCGA Jr. State Championships](#)
Open Events: [South Carolina Women's Open Pro-Am](#) | [South Carolina Women's Open](#)



Check out our latest edition of *Carolinan Golf Magazine*!
Plan out your summer golf tournament schedule here:
Follow us on [Instagram](#), [Twitter](#) and [Facebook](#) for the latest in Carolinian golf.



Open For Registration: [Mid-Am Four-Ball Championship](#)
Opening Soon: [Senior Better-Ball Championship](#), [Players Four-Ball Championship](#)
Download the [MyUSGA app](#) today!





CAROLINAS GOLF ASSOCIATION

ADVERTISING PARTNERS

Member Perks Program

We have partnered with over 20 companies to provide a discount code for CGA members to use on their products and in exchange we send monthly emails to our database of about 195,000 golfers in the Carolinas featuring our partners. To join the perks program, companies need to offer a discount, benefit or gift with purchase to our members, a giveaway worth at least \$150, and a one-time fee of \$1,000. For more information, please call or email Madison Balfe at (910) 725-4085 | madison.balfe@carolinasgolf.org.

Database Size: 195,000 (CGA Members and Prospects)

One-Time Fee to Join: \$1,000

Current Partners: <https://www.carolinasgolf.org/member-perks-page>

Quarterly Email: <https://conta.cc/34H9zz5>

Monthly Themed Email: <https://conta.cc/3nVd0Z5>

Holiday Email: <https://conta.cc/3qfjnam>

Carolinan Golf Magazine

Print Edition Reach: 77,000 households

Online Edition Reach: 185,000 emails

Full Page: 7 x 10 in non-bleed or 8.25 x 10.75 in bleed

Two Page Spread: 14.5 x 10 in non-bleed or 16.5 x 10.75 in bleed

1/2 Page Horizontal: 7 x 5 in non-bleed

1/3 Page Square: 4.625 x 4.625 in non-bleed

1/6 Page: 2.25 x 4.875 in non-bleed

Previous Editions: www.carolinasgolf.org/carolinas-golf-magazine

Rates: Contact Julie Yuen at jyuen@pgamagazine.com

Dates and Deadlines: Contact Julie Yuen at jyuen@pgamagazine.com

Carolinan Golf EXPRESS Spread

Database Reach: 185,000

Average Open Rate: 52%

Average Click Rate: 1.2%

Rate: \$2,500

Example: www.bit.ly/3B1hggP

Example: www.bit.ly/3VI2A46





CAROLINAS GOLF ASSOCIATION

MEMBER CLUB ADVERTISING

Dedicated Emails

Database Size: 185,000
Average Open Rate: 49%
Average Click Rate: 1.2%
Member Club Rate: \$4,000 (50% off)
Creative Size: 826 px wide
Example: <https://conta.cc/3ARL6Dt>
Example: <https://conta.cc/3hKCpEU>

Destination Guide Emails

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Position 2 Banner Rate: \$2,500/week
Creative Size: 1920 x 800 px
Example: Right-side Image 2

Carolina's Golf EXPRESS Spread

Database Reach: 185,000
Average Open Rate: 52%
Average Click Rate: 1.2%
Member Club Rate: \$2,500
Example: www.bit.ly/3XP3EPf
Example: www.bit.ly/3B0XYYI



One Day Events: [True Blue Golf Club](#) | [Darlington Country Club](#) | [Mid-Carolina Club](#)
Championships: [WSCGA State Amateur Championship](#) | [WSCGA Jr. State Championship](#)
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