

Carolinas Golf

THE OFFICIAL PUBLICATION OF THE CAROLINAS GOLF ASSOCIATION

2018 Media Kit



Chechessee Creek

700

Clubs

Founded

1909

Grande Dunes
Resort Club

84

Avg. Rounds/Year

Caledonia Golf & Fish Club

Average Age

56

140,000+

Members

Pinehurst

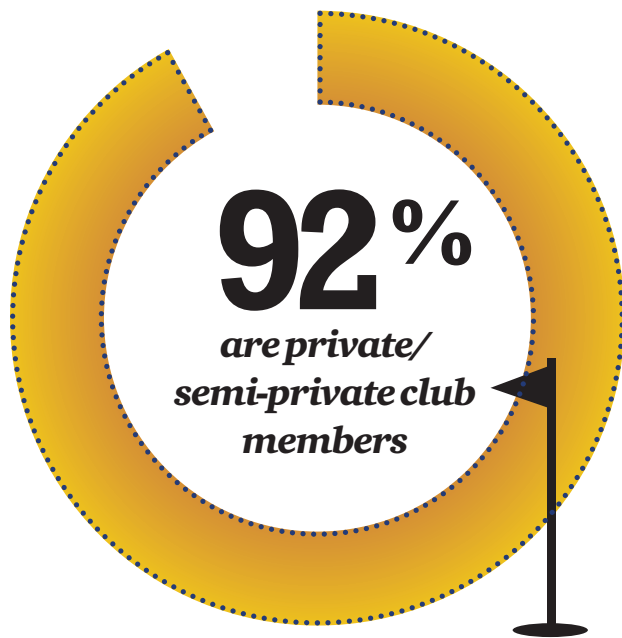
Member Profile

Carolinas Golf Association members are highly engaged with all aspects of the game, playing often, traveling widely, and driving more than \$200 million in annual golf equipment and apparel spending.



Average Index:

14.4



78%

took at
least one
golf trip
in the last
12 months

22%



Published **4x**
annually, direct
mailed to **73,000**
households

Connect with avid golfers and clubs in top markets and destinations:

- Charlotte
- Raleigh-Durham-Chapel Hill
- Greensboro Triad
- Pinehurst



- Asheville & Greenville
- Charleston & Kiawah Island
- Hilton Head Island
- Myrtle Beach

Specifications and Issue/Closing Dates: Contact Julie Yuen at jyuen@pgamagazine.com

Rates & Specifications

Rates

For rates, please contact Brian Folino at 661-312-6412.

Page Specifications

Trim Size: 8" x 10.5"

Unit Size	Non-Bleed	Bleed
Full Page	7" (w) x 10"	8.25" x 10.75"
Two Page Spread	14.5" (w) x 10"	16.5" x 10.75"
½ Page Horizontal	7" (w) x 5" (h)	available on request
⅓ Page Square	4.625" (w) x 4.625" (h)	available on request
¼ Page	2.25" (w) x 4.875" (h)	available on request

Submission Deadlines

Issue/Closing Dates

Please contact Julie Yuen at Jyuen@pgamagazine.com for closing dates for each issue (Winter, Spring, Summer, Fall).

Commission: A 15% agency commission is allowed to recognized agencies.

Material Submission

To e-mail ad creative that has a maximum file size of 12MB, please send to pgamagazine@aol.com and copy Julie Yuen at Jyuen@pgamagazine.com.

All ad materials larger than 12MB can be posted to the PGA Magazine Publications & Marketing Group's FTP Site:

Address: FTP: 50.225.172.190
Acct: FTPggrw
Password: sesame

Note: Site is case sensitive, must use an ftp client (i.e. Fetch)

Please send an e-mail to Julie Yuen at Jyuen@pgamagazine.com once the file has been posted.

Digital Specifications

Our preferred format for advertisements is a high-resolution, reproduction-quality PDF/X-1a file.

It is highly recommended that all advertising creative be accompanied by a printed proof. Nonetheless publisher cannot assure that any or all differences between the proof and any submitted materials will be identified by publisher.

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Quail Hollow

Pinehurst

