



**SCGA**

SOUTHERN CALIFORNIA GOLF ASSOCIATION®

**2025 MEDIA KIT**

# Member Profile

<b>Male</b>	<b>81%</b>
<b>Female</b>	<b>19%</b>
<b>Married</b>	<b>76%</b>
<b>Graduated College</b>	<b>64%</b>
<b>Average HHI</b>	<b>\$202K</b>
<b>Average Net Worth</b>	<b>\$1.4MM</b>
<b>Own Home</b>	<b>82%</b>
<b>Own Second/Vacation Home</b>	<b>24%</b>
<b>SCGA Member 5+ Years</b>	<b>66%</b>
<b>TOTAL SCGA MEMBERSHIPS</b>	<b>214,000</b>



# SCGA ADVERTISERS



ROGER DUNN GOLF SHOPS.  
by WORLDWIDE GOLF

THE GOLF MART  
by WORLDWIDE GOLF



BLACK DESERT



RAMS HILL  
GOLF CLUB



Rancho San Lucas  
GOLF CLUB



SILVERADO RESORT  
GOLF | SPA | TENNIS  
NAPA, CA

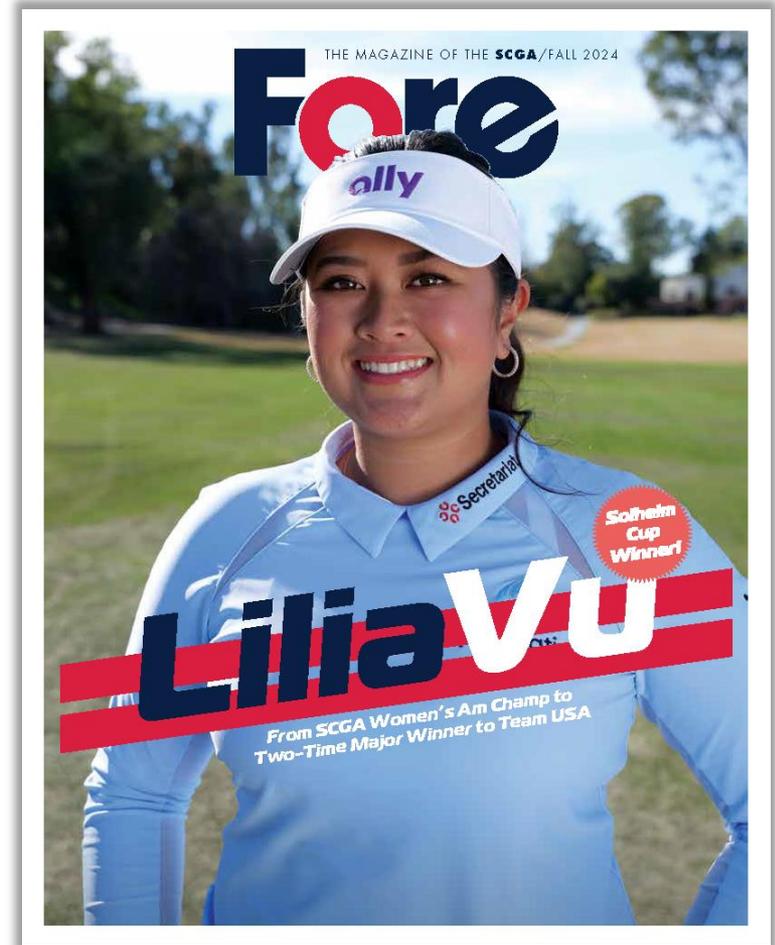


PEBBLE BEACH



# FORE Magazine

The SCGA's FORE Magazine is an award-winning quarterly publication that captures the Southern California golf lifestyle providing members a unique look into all the region has to offer.



# FORE Magazine Rates

<b>4-COLOR RATES</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full Page	\$7,000	\$6,440	\$5,880
1/2 Page	\$4,375	\$4,025	\$3,675
1/3 Page	\$2,888	\$2,657	\$2,426
Cover 2	\$8,400	\$7,728	\$7,056
Cover 3	\$8,050	\$7,406	\$6,762
Cover 4	\$8,750	\$8,050	\$7,350

ALL RATES ARE GROSS

**AVERAGE DISTRIBUTION 153,000**

# FORE Magazine Edit Calendar

<b>Issue</b>	<b>Space</b>	<b>Material</b>	<b>In-Home</b>
Winter	11/22/2024	12/6/2024	1/15/2025
Spring	2/21/2025	3/7/2025	4/15/2025
Summer	5/23/2025	6/6/2025	7/15/2025
Fall	8/22/2025	9/5/2025	10/15/2025

Final editorial, space, material and in-home dates subject to change

# FORE Magazine Ad Specifications

Ad Size	Trim	Bleed
Page	8.25" x 10.5"	8.5" x 10.75"
Spread	16.5" x 10.5"	16.75" x 10.75"
1/2 Page Horizontal	7.125" x 4.75"	7.375" x 5"
1/3 Page Vertical	2.25" x 9.5"	2.5" x 9.75"

## BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least 5/16-inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less-than-full-page ads.

## INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

## SHIPPING AND EMAIL INSTRUCTIONS

FORE MAGAZINE  
Attn: Emily Redecker  
3740 Cahuenga Boulevard  
Studio City, CA 91604  
[eredecker@scga.org](mailto:eredecker@scga.org)

## SUPPORTED AD MEDIA, SOFTWARE & GUIDELINES

Submit ads via email. FORE Magazine prefers to receive ads generated in Hi Res Adobe PDF with NO spot colors. DO NOT submit ads in PageMaker, MS Word or PC formats.

**FONTS:** Include all screen and printer fonts. Convert all fonts to outline, where available. Do not apply attributes to fonts.

**IMAGES:** All linked images must be included. All images must be supplied as CMYK or grayscale, NOT RGB. Photos should be TIFF or Photoshop EPS at 300 dpi for best results.

**GRAPHICS:** For best results, logos and graphics should be created in Adobe Illustrator or saved as EPS files.

**COLOR:** All colors must be defined as/ converted to CMYK process. Follow SWOP specifications when possible. Do not attach color profiles.

**LAYERS:** All files should be flattened before saving.

## FILE FORMATS

PDF and PDFX1A are acceptable. Use the following Adobe Distiller settings for best results:

**GENERAL:** Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding.

**COMPRESSION:** For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi.

**FONTS:** Embed, and subset all embedded fonts below 99%.

**COLOR:** When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve Overprint Settings.

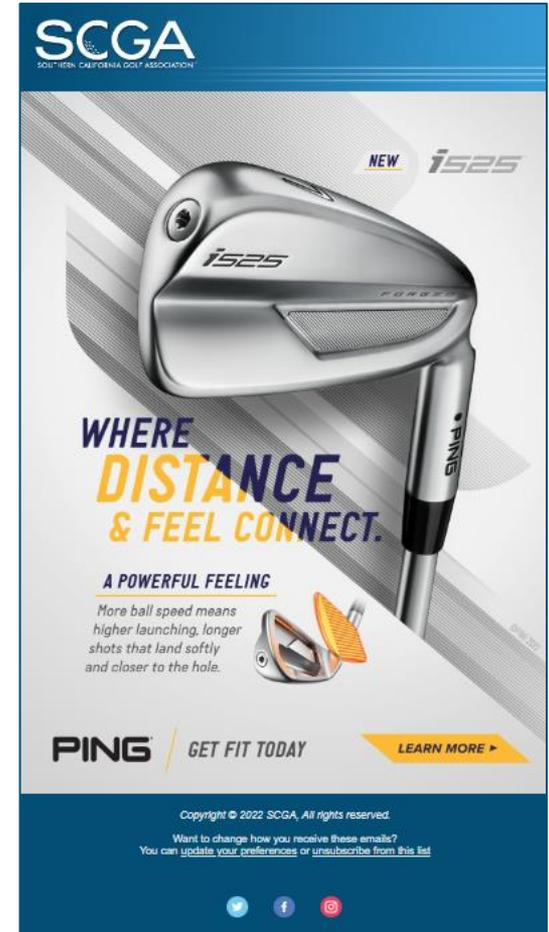
# Digital Media

## Dedicated eBlast

The SCGA's premium weekly digital advertising opportunity sent to SCGA members and other opt-in golfers. Targeted email opportunities include segmenting by region, Handicap Index & club affiliation, with pricing based on segmentation.

Unit	Size	Cost
Dedicated Email	600 x 800	\$8,500

AVERAGE DISTRIBUTION **170,000** | AVERAGE OPEN RATE **60.8%**



# Digital Media

## SCGA News

SCGA News is a bimonthly e-newsletter providing members with content, instruction and playing opportunities highlighting member benefits and enhancing their overall experience.

Unit	Size	Cost
Banner	728 x 90	\$1,250
Banner	300 x 250	\$1,000

AVERAGE DISTRIBUTION **119,000** | AVERAGE OPEN RATE **61.0%**

SCGA Membership Status: **ACTIVE**

**SCGA NEWS**

X f Instagram YouTube

**SOCAL GOLF HALL OF FAME RECAP**

Headlined by Ely Callaway, Roger Cleveland and Scott Simpson, the 2024 class showcases a special group of innovators, champions and trailblazers.



CHECK IT OUT >

**THE LATEST ON TEE TIME BROKERS**

The hottest story in our game isn't just bringing critical change. It's validating the passion and purpose of the golf community.



READ THE BLOG >

**Gina Umeck, PGA**



**SWING TIP**

Focus on Your Release for Straighter Shots  
How to properly release the body

SCGA WATCH > PGA Southern California

# Digital Media

## SCGA News Presented By

This presenting sponsorship provides an ownership position in SCGA News with a minimum of four flight weeks. Sponsorship includes prominent placement in the header and a banner ad in each sponsored edition.

Unit	Size	Cost
Banner	Presented by Logo	\$2,500
Banner	728 x 90	

SCGA Membership Status: **ACTIVE**



PRESENTED BY  
**Callaway**

X f Instagram YouTube

**GIL HANSE TAKES OVER MAGGIE RENO**

The world-renowned golf course designer is offering his services (pro-bono) to help restore an iconic par-3 course in the heart of South LA.

READ MORE ▶

**THE 10 WORST EXCUSES IN GOLF**

You know what they say about excuses, so make sure you're not the one making the rest of the group roll their eyes the entire round.

READ MORE ▶



# Digital Media

## SCGA Destinations

Custom content feature placed within the bi-weekly SCGA News newsletter featuring golf resorts, facilities and destinations. Content block includes 300x300 image, 35 words of copy and link.

Unit	Size	Cost
Content Image	300 x 300	\$2,500
Content Copy	35 Words	

The image shows two examples of digital media content. The top example is a video thumbnail for a 'Swing Tip' featuring Maiya Puterbaugh, PGA. The text on the thumbnail reads: 'PUTTING TWO TIPS FOR FOCUSED PUTTING' and 'SWING TIP Two Techniques That Will Boost Your Putting Confidence'. It includes the SCGA logo and a 'WATCH' button. The bottom example is an 'SCGA Destinations' article card for Wailea Golf. The text on the card reads: 'Swing and score at Maui's award-winning Wailea Golf, where three gorgeous courses with spectacular vistas and high-caliber amenities exude a welcoming aloha vibe - all within easy reach of Wailea's luxurious accommodations, eateries, spas and beaches.' It includes the SCGA logo and a 'BOOK NOW' button.

# Digital Media

## SCGA Gear

Custom content feature placed within the bi-weekly SCGA News newsletter featuring messaging from golf equipment and product companies. Content block includes 300x300 image, 35 words of copy and link.

Unit	Size	Cost
Content Image	300 x 300	\$2,500
Content Copy	35 Words	





**5 GAMES FOR WIDE HANDICAP RANGES**

Scratch golfers and high handicappers alike can compete seamlessly against one another with these five games.

[READ MORE >](#)

**CELEBRATING OUR VIBRANT COMMUNITY**

It's Women's Golf Month and we certainly wouldn't be where we are today without the incredible people that make up our women's clubs.

[WATCH >](#)



SCGA GEAR

Callaway combined real player data with proprietary Ai technology to create Ai Smoke and its revolutionary Ai Smart Face™. Multiple sweet spots make Ai Smoke 7 yards longer on average.

[LEARN MORE >](#)

For Presentation Only

To advertise, please contact the Communications and Marketing Dept. (818) 980-3630 | info@scga.org

# Digital Media

## SCGA TV

Custom content feature placed within the bi-weekly SCGA News newsletter highlighting video content through brand video. Includes video, 35 words of copy and link.

Unit	Size	Cost
Content Image	Video	\$3,000
Content Copy	35 Words	

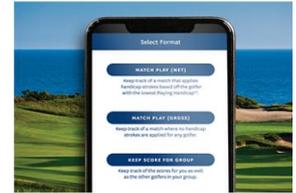
**SCGA NEWS**



### 5 GAMES FOR WIDE HANDICAP RANGES

Scratch golfers and high handicappers alike can compete seamlessly against one another with these five games.

[READ MORE >](#)



### CELEBRATING OUR VIBRANT COMMUNITY

It's Women's Golf Month and we certainly wouldn't be where we are today without the incredible people that make up our women's clubs.

[WATCH >](#)



The new Opus wedges from Callaway use SpinGen Face Technology™ to provide the ultimate spin, versatility and feel. When artistry meets innovation, you create truly extraordinary performance. This is Opus. [Learn more >](#)

For Presentation Only

# Digital Media

## SCGA HANDICAP UPDATE NEWSLETTER

Personalized bimonthly email sent the 1st and 15th of every month, including updated Handicap Index, year low Handicap Index and World Handicap System information and relevant SCGA content.

Unit	Size	Cost
Banner	300 x 250	\$1,500

**AVERAGE DISTRIBUTION 168,000 | AVERAGE OPEN RATE 68.0%**

# Digital Media

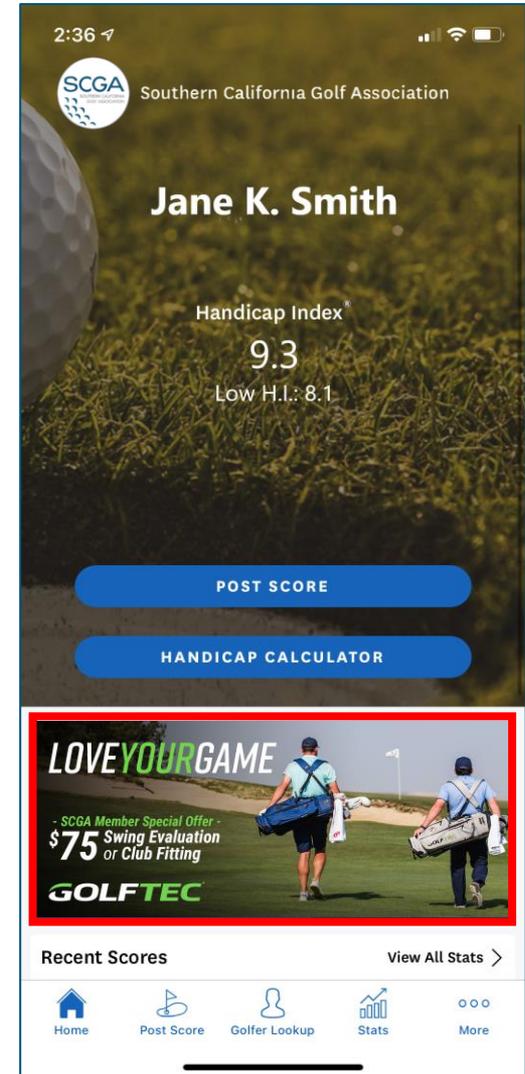
## GHIN APP

Official app of GHIN, a service offered by the USGA providing a personalized mobile experience offering handicap index, score posting & tracking, score history and course handicap calculator.

Unit	Size	Cost
Banner - First Position	300 x 125	\$3,500 / week
Banner - Second Position	300 x 125	\$2,350 / week

AVG. MONTHLY SESSIONS STARTED **922,000** | AVG. MONTHLY ROUNDS POSTED **464,000**

*Flight weeks are Monday-Sunday  
Ad submission size is 1920 x 800*



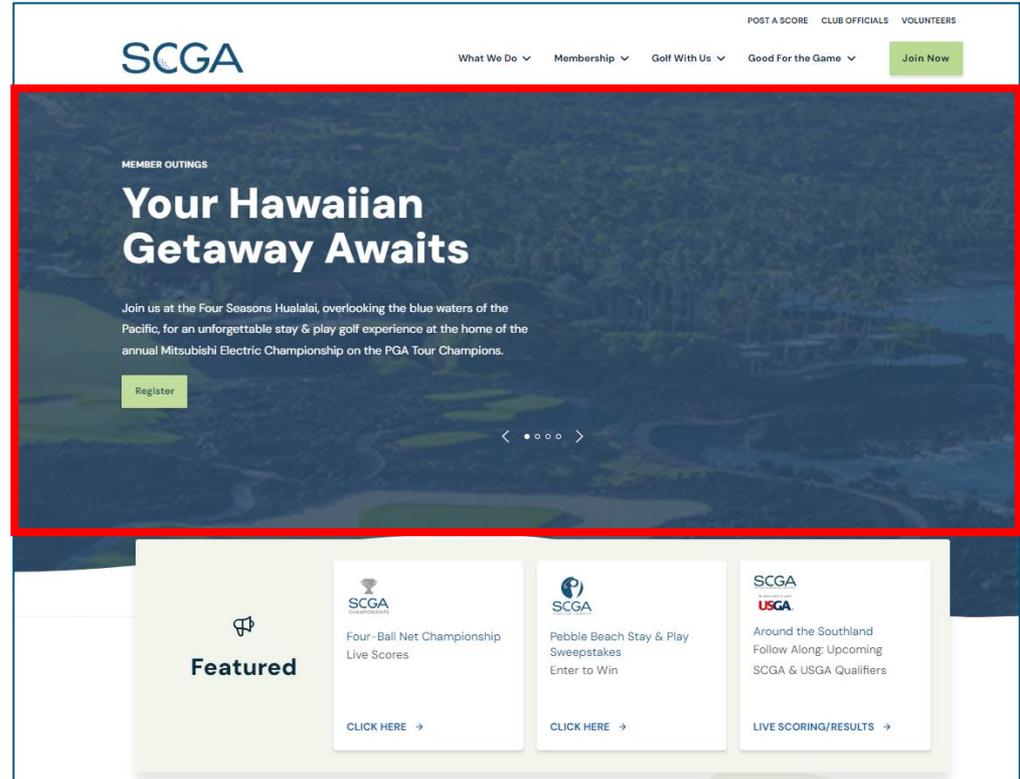
# Digital Media

## SCGA.org

The homepage of SCGA.org is the entry point for members and their digital experience with the Association.

Opportunity for inclusion within the homepage slider, a content carousel featuring four relevant editorial sections.

*Flight weeks are Monday-Sunday  
Maximum of four executions/year*



**Unit**

Homepage Slider

**Size**

800x454 Image + 40 words of copy.  
Option for YouTube video link

**Cost**

\$1,500 / week

**AVG. WEEKLY PAGEVIEWS 14,450**

# Digital Media Ad Specifications

Ad Size	Media	File Format
300 x 250	SCGA News, SoCal Golf Roundup, SCGA Handicap Update, scga.org	.jpg, .png
728 x 90	SCGA News, SoCal Golf Roundup	.jpg, .png
800 x 454	scga.org	.jpg, .png
600 x 800	eBlast	.jpg, .png, HTML
300 x 125 <small>(submit 1920 x 800)</small>	GHIN App	.jpg, .png

# Integrated Programs

Unique sponsorship programs integrate advertisers into the fabric of the SCGA through unique media and event ownership opportunities.

<b>Program</b>	<b>Integration</b>
SCGA Member Outings	On-site, SCGA.org, Digital, Print
SCGA One-Day Series	On-site, SCGA.org, Digital, Print
SCGA Championships	On-site, SCGA.org, Digital, Print
SCGA Junior	On-site, SCGAJunior.org, Digital, Print

# Birdies for Juniors

The SCGA Amateur and SCGA Women’s Amateur are the premier amateur championships in SoCal, and now these two events provide an opportunity to give back to golf.

**Birdies for Juniors** is a charitable program benefitting the SCGA Junior Golf Foundation and providing direct support of the advancement of junior golfers in the SoCal region.

## **BIRDIES = DONATIONS**

Become a sponsor of this impactful program and make a difference with junior golfers in Southern California.

### **How do you help...**

For every birdie made by participants in these two events, your company will make a minimum donation of \$5.

The SCGA will match your company’s donation to double the contribution the SCGA Junior Golf Foundation receives.

Average total annual combined birdies is ≈ 1,000

*\* The SCGA Junior Golf Foundation is a 501(c)(3) charitable organization*

## **MEDIA PROMOTION AND SUPPORT**

Press release announcing program partnership

Pre-event & post-event program messaging and communications across SCGA media properties

Onsite promotion

SCGA Junior Golf Foundation executive communications recognition



# Sponsorship Opportunities

Opportunities for year-long exposure to the SCGA's 195,000+ membership base through digital, print, on-site activities and program sponsorship include:

Official SCGA Partner Status

Product Sampling

Product Demonstrations

Product Placement

Speaking Opportunities

Surveys

Exclusive SCGA Member Offers

Club or Course Outreach

Program Sponsorship

Youth Program Sponsorship

Video Program Sponsorship

Tournament Sponsorship

Collateral Distribution

Giveaways / Prizes

Product Reviews

Sponsored Print Content

Social Media Marketing

Direct Mailings