

Golfer

The Northwest's Most Trusted Source of Golf Information

MEDIA KIT

Serving the Pacific Northwest

- The longest-running, direct-mailed quarterly publication in the region
 - Direct-mailed to over 100,000 households
- The official publication of Washington, Oregon, Idaho and British Columbia golf associations and the Pacific Northwest Section PGA
- The only regional golf publication with a verifiable reader demographic

“The PNGA is a central part of COVA’s marketing plan during our golf campaigns. We have better engagement with PNGA members than any other media vendor including national brands. PNGA members trust our content and many are return customers. COVA has formed a great relationship with the helpful and friendly PNGA staff who are willing to go above and beyond to make sure we are happy clients.”

*Joey Hamilton
Chief Marketing Officer, Central Oregon Visitors Association*

“The PNGA membership is exactly who our nationally recognized golf resort is looking to attract. Our targeted eblasts and advertising campaigns have yielded extraordinary results, year after year. They are a wonderful partner to work with, and will be a staple in our marketing strategies for the foreseeable future.”

*Brady Hatfield
General Manager, Gamble Sands*

Founded in 1899 the Pacific Northwest Golf Association represents nearly a quarter of a million golfers throughout the Pacific Northwest. The PNGA is the non-profit umbrella association that supports the Washington, Oregon, Idaho and British Columbia golf associations, which serve as the governing bodies of golf in the region.



The largest circulation in the Northwest

Among golf publications, *Pacific Northwest Golfer* has a higher direct-mailed circulation in the Northwest than any other. There's no competition on rate or total distribution.

Reaching the most avid core golfers in the Pacific Northwest!

Pacific Northwest Golfer - Over 100,000 households



Golf Digest - 69,517



Golf Magazine - 56,957



Golfweek - 25,000



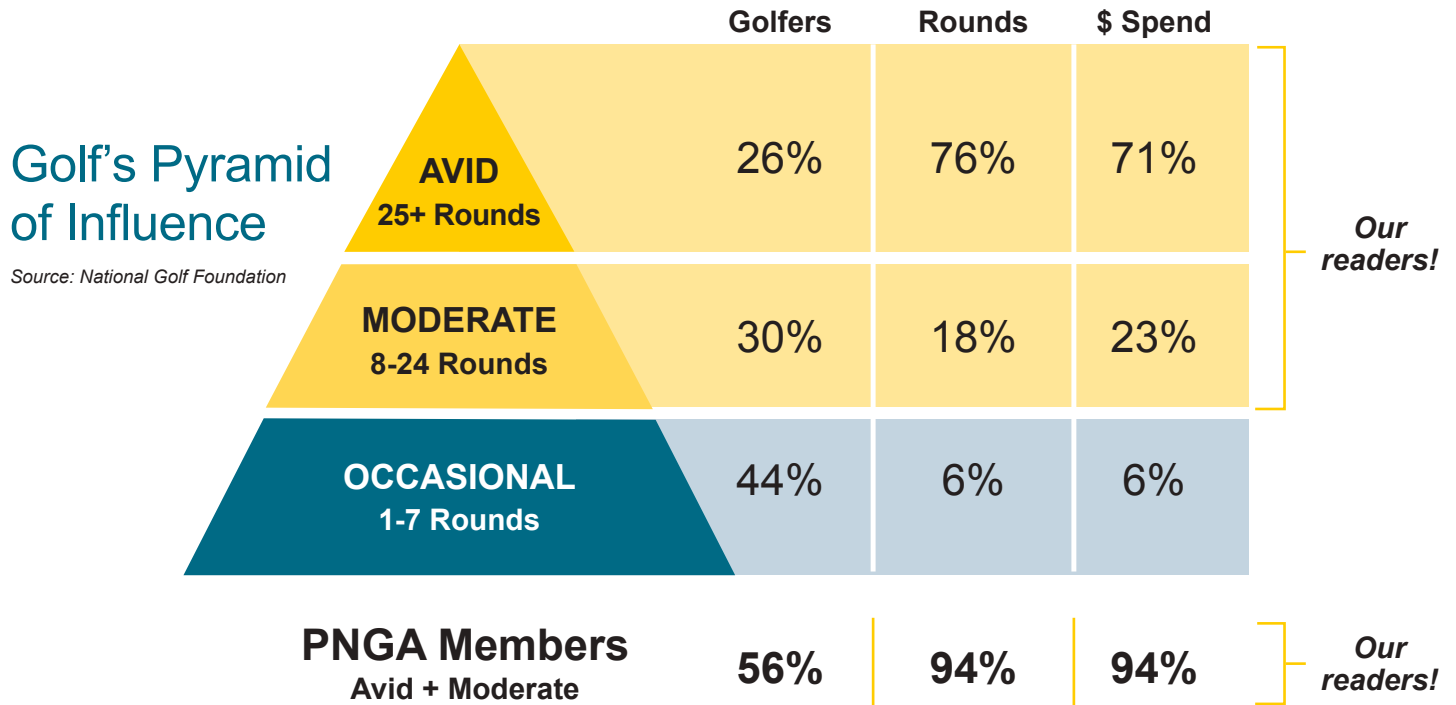
For additional information, contact editor@thepnga.org or 800-643-6410

Not all golfers are the same

Pacific Northwest Golfer readers rank highest...

...in buying power
...in education and professional status

...in dollars spent on golf travel
...dollars spent on golf merchandise



Reader Profile

Household Income

75% Household incomes over \$75,000
\$116k Average combined household income

Home Ownership

91% Own their own home
42% Own a vacation home or timeshare

Travel

97% Took a vacation in the past 12 months
59% Took a golf vacation in the past 2 years
87% Plan to take a golf vacation next year
49% Use golf instructor
44% Travel 1+ times a year for business

Consumer Behavior

45% Spent more than \$3,000 on golf vacations in past 2 years
\$3,450 Average spent on golf vacations in past 2 years
76% Spent over \$500 on golf merchandise last year
\$1,110 Average spent on golf merchandise last year
33% Purchased a product in the past year advertised in *Pacific Northwest Golfer*
80% Visited golf courses seen advertised in *Pacific Northwest Golfer*
66% Visited golf destinations/resorts seen advertised in *Pacific Northwest Golfer*

Zoned to reach your market

Reach our full audience or a targeted segment

Pacific Northwest Golfer's circulation is segmented into four geographic zones: Idaho, Oregon, Washington and British Columbia.

An insert in each zone includes editorial content and advertising specific to each region and corresponding golf association—allowing advertisers to cost-effectively target their specific market.



Ad Rates

Pacific Northwest Golfer

| | 1x | 2x | 3x | 4x |
|--------------|--|-------|-------|-------|
| Cover | 10,000 (includes two pages of advertorial) | | | |
| Back Cover | 5,200 | | | |
| Inside Front | 4,680 | | | |
| Inside Back | 4,445 | | | |
| Spread | 8,000 | 7,600 | 7,220 | 6,500 |
| Full page | 4,150 | 3,950 | 3,745 | 3,370 |
| 2/3 page | 3,735 | 3,550 | 3,370 | 3,035 |
| 1/2 page | 2,800 | 2,660 | 2,530 | 2,275 |
| 1/3 page | 1,865 | 1,775 | 1,685 | 1,515 |
| 1/6 page | 1,245 | 1,180 | 1,120 | 1,010 |

Zones 1 or 2 (Washington or Oregon sections)

| | 1x | 2x | 3x | 4x |
|-----------|-------------------------------------|-------|-------|-------|
| Cover | 3,970 (includes one page editorial) | | | |
| Spread | 3,780 | 3,590 | 3,410 | 3,070 |
| Full page | 2,015 | 1,915 | 1,820 | 1,640 |
| 2/3 page | 1,815 | 1,725 | 1,640 | 1,465 |
| 1/2 page | 1,360 | 1,290 | 1,230 | 1,110 |
| 1/3 page | 905 | 860 | 815 | 735 |
| 1/6 page | 600 | 575 | 545 | 490 |

Zones 3 or 4 (British Columbia or Idaho sections)

| | 1x | 2x | 3x | 4x |
|-----------|-------------------------------------|-------|-------|-------|
| Cover | 2,520 (includes one page editorial) | | | |
| Spread | 2,395 | 2,275 | 2,160 | 1,945 |
| Full page | 1,260 | 1,195 | 1,135 | 1,025 |
| 2/3 page | 1,135 | 1,075 | 1,025 | 920 |
| 1/2 page | 850 | 810 | 765 | 690 |
| 1/3 page | 565 | 540 | 510 | 460 |
| 1/6 page | 375 | 365 | 340 | 304 |



Circulation

| | |
|------------------|---------|
| Washington | 55,000 |
| Oregon | 40,000 |
| Idaho | 14,000 |
| British Columbia | 35,000* |

* B.C. includes digital only

Multi-Zone Rate

25% discount with multiple zone buy

Inserts

Pricing available upon request

Graphic Design Service

Available at a rate of \$80 per hour

More ways to reach your customers

Website Ad

Online ad tile placements are available on the PNGA and four regional golf association websites. Placements are also available on member eNewsletters and semi-monthly handicap revision emails.

300px x 250px

| | VIEWS/30DAYS | COST |
|-------------------------------|--------------|-------|
| thepnga.org | 48,000 | \$455 |
| britishcolumbiagolf.org | 54,000 | 390 |
| oga.org | 99,000 | 475 |
| idahoga.org | 36,000 | 335 |
| wagolf.org | 83,000 | 475 |
| Text Link WA Golf only | 83,000 | 250 |

File format: PNG or JPG, 96dpi

GHIN Mobile App Ad

Among the fastest-growing digital marketing opportunities is the GHIN Mobile App. The number of golfers using the app to post their scores increased by 15 percent in the last year, and the number of page views of the app increased by 25 percent during the same time frame (for example: the WA Golf app received over 2.8 million page views in 2019). The GHIN mobile app is available as a free download for each association's members in Washington, Oregon and Idaho. **640px x 100px: \$12 CPM**

File format: PNG, 96dpi

PNGA eNewsletter

Monthly newsletter sent to 167,000 opt-in email addresses.

| | |
|--|-------|
| 300px x 250px | \$700 |
| Feature: includes 500 words plus 2 photos | 1,500 |

File format: PNG or JPG, 96dpi

Twice-Monthly Handicap eRevision

| 300px x 250px | REACH | RATE |
|---------------|--------|-------|
| WA Golf | 45,000 | \$350 |
| OGA | 32,000 | \$350 |
| IGA | 13,900 | \$175 |
| BCG | 35,000 | \$340 |

Advertorial WAGolf, OGA or BCG: \$700 / IGA: \$350

File format: PNG or JPG, 96dpi

Dedicated eBlasts

Target golfers by zip code, region or state, with a special email offer. Open-rates for our eBlasts continue to double the national average.

- All eBlasts must present exclusive offer to our audience.
- eBlast packages are available at a lower rate.

600px x 1000px

| | REACH | COST |
|------------------|---------|---------|
| PNGA | 159,000 | \$7,632 |
| British Columbia | 35,000 | 2,275 |
| Oregon | 41,000 | 2,665 |
| Idaho | 12,000 | 780 |
| Washington | 57,000 | 3,705 |

Each zone can be segmented at \$65/1,000 emails. Minimum \$600.

File format: PNG or JPG, 96dpi



For additional information, contact editor@thepnga.org or 800-643-6410

Ad Specifications

Ad Sizes (w x h in inches)

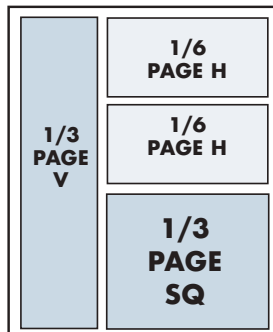
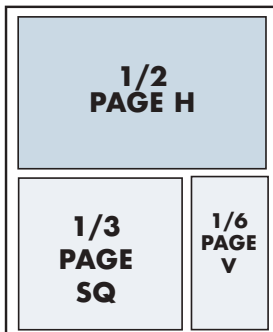
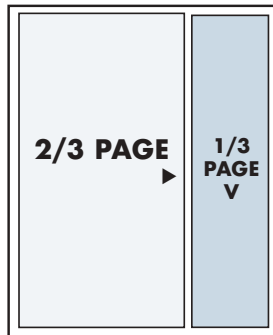
| | | |
|-----------|------------|----------------|
| Full page | Live Area | 7.25 x 9.812 |
| | Trim Size | 8.375 x 10.875 |
| | With Bleed | 8.625 x 11.125 |
| Spread | Live Area | 15.625 x 9.812 |
| | Trim Size | 16.75 x 10.875 |
| | With Bleed | 17 x 11.125 |
| 2/3 page | Vertical | 4.75 x 9.812 |
| 1/2 page | Horizontal | 7.25 x 4.812 |
| 1/3 page | Vertical | 2.312 x 9.812 |
| | Square | 4.75 x 4.812 |
| 1/6 page | Vertical | 2.312 x 4.812 |
| | Horizontal | 4.75 x 2.3125 |

Press-ready file specs

- Photo resolution - 300 dpi, CMYK, density not to exceed 235%. Save to final size.
- Line art - 1200 dpi
- A PDF file is preferred. Please embed all fonts and images, set compression at 300 dpi and colors to CMYK.

Ad Submission

- Please e-mail ads or a link to download your ad to your sales rep or to ads@thepnga.org.



Editorial Calendar

| | |
|----------|-------------------------------|
| February | Golf Show Edition |
| May | Summer Season |
| August | Fall Specials |
| November | Travel/ Snowbird Destinations |

| ISSUE | AD DEADLINE |
|----------|-------------|
| February | Jan 19 |
| May | Apr 12 |
| August | July 12 |
| November | Oct 12 |

Payment & Terms

- No terms or conditions of the rate card may be altered except in writing, signed by the publisher.
- All advertisers must sign an insertion order at the time of sale, bonding them to the space reservation.
- The PNGA's liability for error shall not exceed cost of space occupied by the error.
- The PNGA reserves the right to revise or reject any advertisement. Also, the phrase "paid advertisement" may be added to any copy, which in the PNGA's opinion simulates editorial matter and might be misleading.
- The PNGA shall be under no liability for its failure, for any cause, to publish or insert any advertisement.
- The advertiser assumes liability for all ad content.
- Accounts are due and payable upon receipt of invoice. A service charge of 2% will be charged on all 30-day past-due accounts. If contract terms are not met an adjustment will be made per rate frequency used. In the event collections are to be made, the PNGA is not responsible for legal fees.
- Visa and MasterCard accepted



PACIFIC NORTHWEST
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