

Golfer

The Northwest's Most Trusted Source of Golf Information

Serving the Pacific Northwest

- The longest-running, direct-mailed quarterly publication in the region
- Direct-mailed to over 120,000 households
- The official publication of Washington, Oregon, Idaho, Montana, Alaska and British Columbia golf associations and the Pacific Northwest Section PGA
- The only regional golf publication with a verifiable reader demographic

“Desert Willow Golf Resort continues to thrive year after year thanks in part to the PNGA. Their help with strategic media buys—both print and digital—has delivered great results. I couldn’t be more grateful for their invaluable partnership! The Golfer is a ‘Must Buy’ in our media plan.”

– Jodi Shaver, Marketing Manager, Desert Willow Golf Resort

“We’ve advertised with the PNGA for years because their audience is a perfect match for our nationally-ranked golf course. Our campaigns consistently deliver great results. The PNGA team is a fantastic partner—always proactive and full of creative ideas to share our message.”

– Tyler Sweet, PGA Director of Golf, Wine Valley Golf Club



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.

Pacific Northwest Golfer - Over 120,000 households



Reaching the most avid core golfers in the Pacific Northwest!

Golf Digest - 69,517



Golf Magazine - 56,957



Golfweek - 25,000



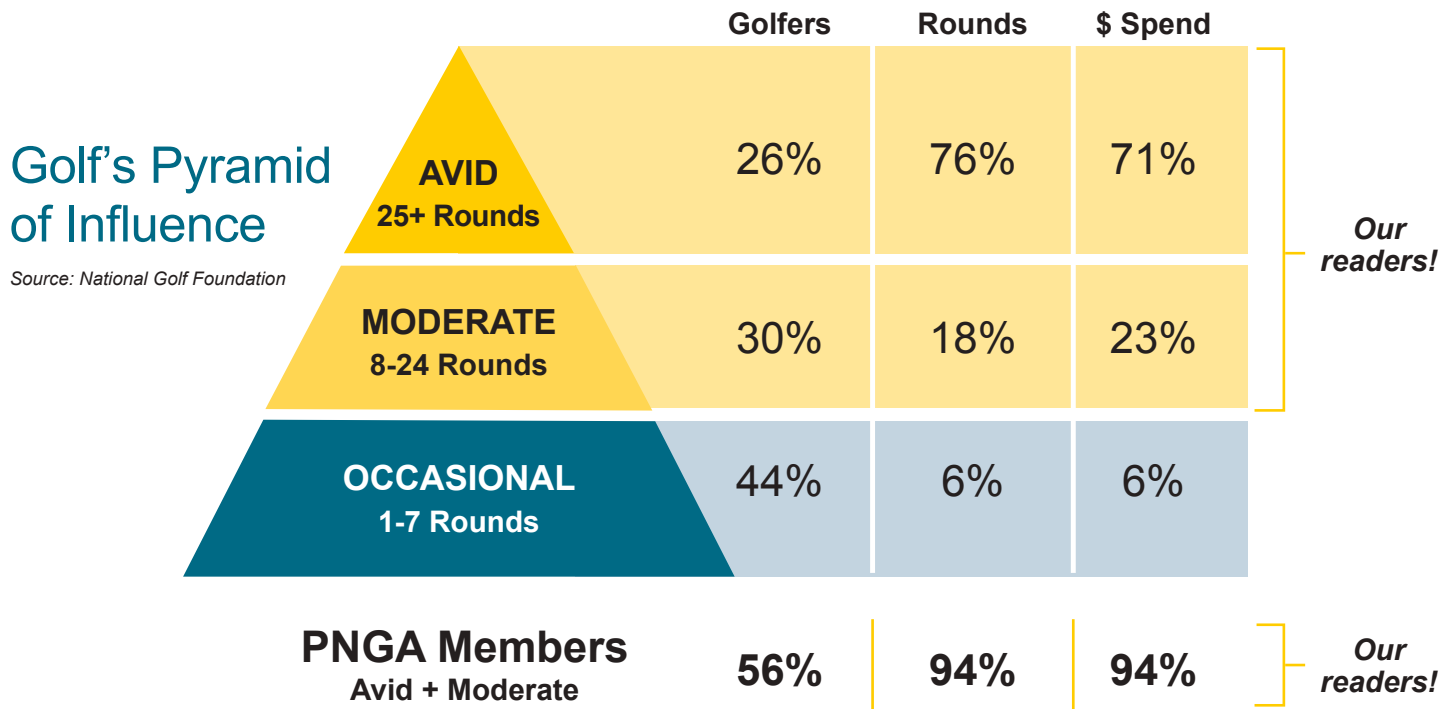
For additional information, contact editor@thepnga.org or 800-643-6410

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

44% of our readers are private club members
with an average household income of **\$410,000**
and an average net worth of **\$5.9 million**

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

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*

Reach a full market or target a region

Pacific Northwest Golfer Magazine

| | Full edition | WA | OR | ID | MT | BC | AK |
|--------------|--|---------|---------|---------|---------|---------|-------|
| Cover | \$10,000 (includes two pages of advertorial) | | | | | | |
| Back Cover | \$6,000 | | | | | | |
| Inside Front | \$5,000 | | | | | | |
| Inside Back | \$5,000 | | | | | | |
| Spread | \$8,000 | | | | | | |
| Full page | \$4,800 | \$2,500 | \$2,500 | \$1,500 | \$1,500 | \$1,500 | \$500 |
| 1/2 page | \$3,400 | \$1,600 | \$1,600 | \$1,000 | \$1,000 | \$1,000 | \$300 |
| 1/3 page | \$2,200 | \$1,100 | \$1,100 | \$650 | \$650 | \$650 | \$250 |
| 1/6 page | \$1,400 | \$750 | \$750 | \$500 | \$500 | \$500 | \$150 |

Multi-issue Discount: 15% 2 issues; 25% 3 issues; 34% 4 issues

eNewsletter Feature

| | PNGA | WA | OR | ID | MT | BC | AK |
|--------------|---------|-------|---------|-------|-------|---------|-------|
| Per email | \$2,000 | 1,000 | \$1,000 | \$550 | \$550 | \$1,000 | \$400 |
| Ad per email | \$900 | | | | | | |

Website Banner

| | PNGA | WA | OR | ID | MT | BC | AK |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| Per month | \$455 | \$700 | \$600 | \$350 | \$350 | \$390 | \$200 |

GHIN Mobile App

| | WA | OR | ID | MT | BC | AK |
|-----------|---------|---------|---------|---------|-----|-------|
| Per month | \$2,500 | \$1,800 | \$1,100 | \$1,100 | n/a | \$500 |

Handicap eRevision

| | WA | OR | ID | MT | BC | AK |
|-----------|-------|-------|-------|-------|-------|-------|
| Per email | \$600 | \$500 | \$300 | \$300 | \$500 | \$150 |

Dedicated Email must include exclusive offer

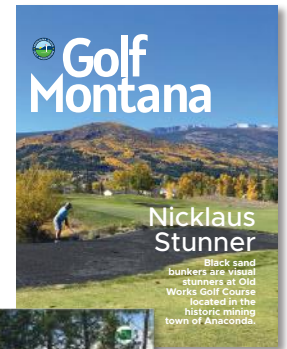
| | PNGA | WA | OR | ID | MT | BC | AK |
|-----------|---------|---------|---------|---------|---------|---------|-------|
| Per email | \$9,000 | \$4,700 | \$2,900 | \$1,500 | \$1,500 | \$2,800 | \$500 |

By ZIP code \$65 per 1,000 available in all zones

Inserts Pricing available upon request

Graphic Design Service \$80 per hour, 1 hour min.

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



Membership

| | |
|------------------|--------|
| Washington | 95,000 |
| Oregon | 56,000 |
| Idaho | 24,000 |
| Montana | 21,500 |
| Alaska | 2,300 |
| British Columbia | 70,000 |

PNGA Package **\$9,500**

Includes:

- Full page print ad
- eBlast to full PNGA database

Ad Specifications

Print 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 |
| 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

March - Golf Show Edition

June - Summer Season

September - Fall Specials

December - Travel/Destinations

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, 2% added to fee.

Website Ad

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

300 px x 250 px

Dedicated eBlasts

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

600 px x 1000 px

- *All eBlasts must present exclusive offer to our audience.*

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 increases each year. The app is free to each Association's members in Washington, Oregon, Idaho, Montana, and Alaska. Ask your representative for recent statistics.

1920px x 800 px: \$12 CPM

PNGA eNewsletter

Monthly newsletter sent to 210,000 opt-in email addresses.

Feature: Includes 500-word website post and up to 5 photos

Ad: 300 px x 250 px

Twice-Monthly Handicap eRevision

Newsletter sent to all opt-in email addresses of respective Association.

300 px x 250 px

ID: 1,000 px x 200 px

Digital file formats accepted

PNG or JPG, at least 96 dpi resolution



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