



# 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

cobra



BLACK DESERT



Rancho San Lucas  
GOLF CLUB

GOLFTEC®



PING®



SENSEI



DESTINATION  
KOHLE



Titleist®



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

4-COLOR RATES	1X	2X	4X
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

Issue	Space	Material	In-Home
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 1,500	\$8,500

AVERAGE DISTRIBUTION **133,000** | AVERAGE OPEN RATE **13%**  
AVERAGE CLICK-THROUGH RATE **8%**

SCGA  
SOUTHERN CALIFORNIA GOLF ASSOCIATION

NEW **i525**

**WHERE DISTANCE & FEEL CONNECT.**

**A POWERFUL FEELING**  
More ball speed means higher launching, longer shots that land softly and closer to the hole.

**PING** GET FIT TODAY [LEARN MORE](#)

Copyright © 2022 SCGA, All rights reserved.  
Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list




# Digital Media

## On the Tee

On the Tee is a monthly e-newsletter providing active and lapsed members with customized 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 **142,000** | AVERAGE OPEN RATE **20%**  
AVERAGE CLICK-THROUGH RATE (NEWSLETTER) **14%**




### INTRODUCING ON THE TEE

Welcome to the all-new On the Tee newsletter from the SCGA! More than a rebrand of SCGA News, this is a refocused communication prioritizing our members and clubs. Every month, you can expect customized content that will help you get the most out of your SCGA membership and enhance your SoCal golf experience.

In a couple of weeks, be on the lookout for In the Clubhouse, a monthly roundup of the best club and community content in the regional golf space.

Chris Knowles, Membership




### Exclusive Playing Opportunities

Want to play Del Mar? Pelican Hill? River at Aliso? Our Member Outings calendar is full of premier golf destinations made available to you. We set up the entire day -- you just show up and play! This casual, non-competitive program is your ticket to the best local, national and international courses in the world.

Many outings are open now for registration with Bighorn, Hacienda, Monarch Beach and more, coming soon.

[Get Access, Join Today!](#)



### EPIC TRIP TO A TOP GOLF DESTINATION

Our featured Member Outing, Streamsong GR, is a nationally recognized premier golf destination and we have a four-night/three-round trip available to our members.

[Learn More & Sign-Up](#)


# Digital Media

## In the Clubhouse

In the Clubhouse is a new monthly e-newsletter providing active and lapsed members with engaging stories and updates from the local level, featuring club highlights, member spotlights and custom content from across the broader Southern California golf community.


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

AVERAGE DISTRIBUTION **142,000** | AVERAGE OPEN RATE **20%**  
AVERAGE CLICK-THROUGH RATE (NEWSLETTER) **9%**



Welcome to In The Clubhouse, a new monthly newsletter from the SCGA. At our core, we are a collection of communities that bring people together over a shared love of golf. This newsletter captures the people, groups and stories that make the Southern California golf community and its culture unlike any other. Because the best part of golf is the people you play with and the stories you create.


- Kevin Greenup, SCGA



**SCGA MEMBER BRIAN COXEN**

Oil painter Brian Coxen is an SCGA member through The Rivalry (Golf Club). He began playing golf during the pandemic and decided to combine his artistic talent with his newfound passion. While most course paintings are of world famous venues, Coxen focuses locally with the manta, "Paint what you play."

[@briancoxenart](#)



# Digital Media

## On the Tee and In the Clubhouse Presented By

This presenting sponsorship provides an ownership position in On the Tee or In the Clubhouse 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 ON THE TEE**

PRESENTED BY

**INTRODUCING ON THE TEE**

Welcome to the all-new On the Tee newsletter from the SCGA! More than a rebrand of SCGA News, this is a refocused communication prioritizing our members and clubs. Every month, you can expect customized content that will help you get the most out of your SCGA membership and enhance your SoCal golf experience.

In a couple of weeks, be on the lookout for In the Clubhouse, a monthly roundup of the best club and community content in the regional golf space.

Chris Knowles, Membership

SCGA MEMBER OUTINGS PRESENTED BY

**Exclusive Playing Opportunities**

Want to play Del Mar? Pelican Hill? River at Alisa? Our Member Outings calendar is full of premier golf destinations made available to you. We set up the entire day -- you just show up and play! This casual, non-competitive program is your ticket to the best local, national and international courses in the world.

Many outings are open now for registration with Bighorn, Hacienda, Monarch Beach and more, coming soon.

[Register Now!](#)


**X3**

# Digital Media

## SCGA Destinations

Custom content feature placed within On the Tee and In the Clubhouse newsletters 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	



**TEE DIVAS AND TEE DUDES**

With nearly 30 years of history, the Divas and Dudes have become a SoCal golf institution and have impacted the lives of multiple generations of Black golfers.

[WATCH MORE >](#)



**REDEFINING THE MODERN DAY CLUB**

Forget the stuffy formality you might associate with the phrase "golf club." There are only two things a modern golf group needs to qualify as a club and we identify them right here.

[READ MORE >](#)



**SCGA DESTINATIONS**

Summer specials are in full swing at Wailea Golf, Maui. Unlimited golf on every course, Kids Play Free After 3 pm, or everything you need in the Blue Bundle – there's something great for your Wailea golf-cation.

[Book Now](#)



# Digital Media

## SCGA Gear

Custom content feature placed within On the Tee and In the Clubhouse 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	



IN THE  
CLUBHOUSE  
SCGA



**CALIFORNIA  
COMMUNITY  
GOLF SUMMIT**  
JULY 8 AT LAKEWOOD GOLF COURSE  
SHAPING THE FUTURE OF GOLF

ONCE IN A LIFETIME  
**DON'T MISS THE CA  
GOLF SUMMIT**

There are limited complimentary tickets for SCGA Members to attend the California Community Golf Summit (use code **SCGA2025!**).

[Register Here](#)



FROM THE ARCHIVES  
**"I Wish I'd Started  
Sooner"**

Discover how your member club can play a pivotal role in inspiring the next generation of golfers.

[Read about](#) Keenan Barber's story.



PARADYM  
**Ai SMOKE**  
SWEETER FROM  
EVERY SPOT

**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 >**

# Digital Media

## SCGA TV

Custom content feature placed within the On the Tee and In the Clubhouse newsletters, 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 GO PAPERLESS!**

OPT-IN TO RECEIVE THE MAGAZINE DIGITALLY ONLY

**MAKE YOUR CHOICE**

**GO PAPERLESS WITH FORE MAGAZINE**

The Spring Magazine is already on its way, but if you want to go to paperless for Summer and beyond, let us know by clicking below!

[Edit this button](#)

**LOOSE IMPEDIMENT vs MOVABLE OBSTRUCTION**

**DO YOU KNOW THE KEY DIFFERENCES?**

One is natural and one is artificial. But which one comes with the penalty (most of the time) if your ball moves during removal?

[Find Out Here](#)

**SCGA TV**

The new Apex irons from Callaway are the first players' distance irons ever to combine a forged body with a forged AI Smart Face. Experience performance that stands alone.

[Watch Now](#)

# 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 **164,000** | AVERAGE OPEN RATE **28%**  
AVERAGE CLICK-THROUGH RATE (NEWSLETTER) **8%**

John Smith  
SCGA Member #: 9100000  
\*Your Current Handicap Index: 11.2  
\*Your Low Handicap Index: 10.7

\* Subject to change daily. Learn more about the WHI8 here!  
\* If no value listed, you don't have 20 scores posted (required for Low Handicap Index)

POST A SCORE      CHECK YOUR INDEX

**WORLD HANDICAP SYSTEM**  
In association with  
**SCGA** **USGA**  
Did You Post the Wrong Score?  
You can now delete scores and prevent posting incorrect or duplicate rounds with this new GHIN feature.  
[LEARN MORE](#)

**HUGE SAVINGS ON TaylorMade Stealth 2**  
THE GOLF MART  
ROGER DUNN GOLF SHOPS  
[CLICK HERE](#)

**SCGA Give the Gift of Membership**  
[Learn More](#)

**Fore** SCGA  
THE BEST MAGAZINE IN GOLF IS NOW DIGITAL!  
[READ NOW](#)

**DEADLINE APPROACHING:**  
Join the SCGA on the Big Island  
Four nights at Four Seasons Hualalai and two rounds at a Jack Nicklaus-signature track. That's what's in store for our next destination Member Outing. Registration closes on Oct. 6.  
[DON'T MISS OUT](#)

# Digital Media

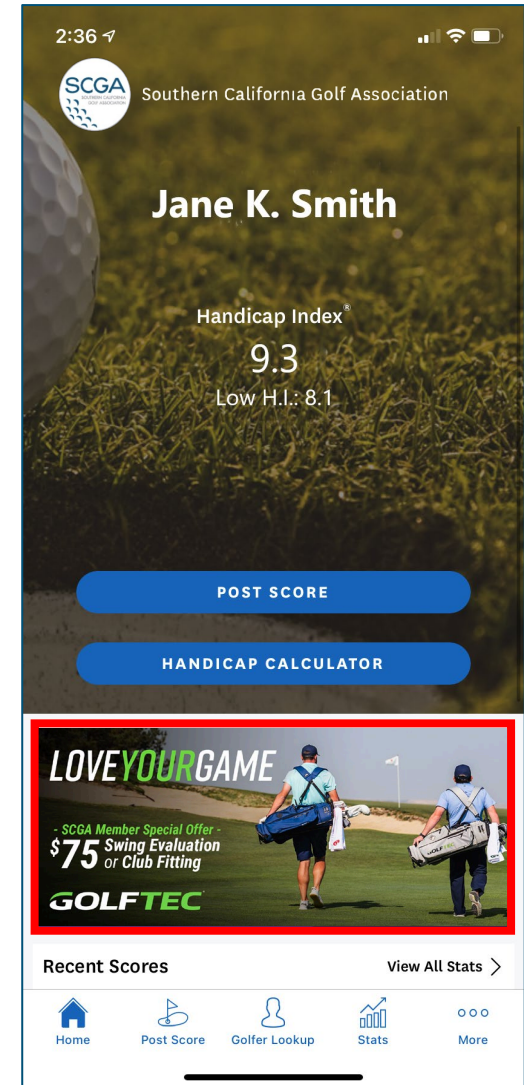
## GHIN APP

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*





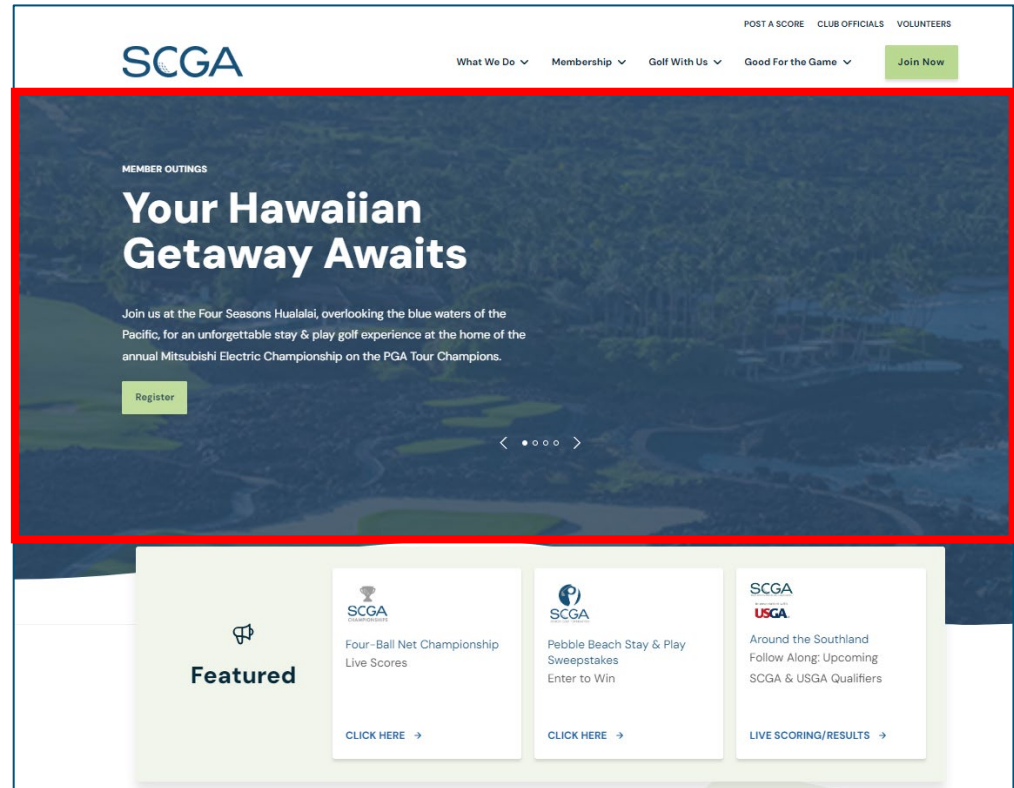
# Digital Media

## 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	On the Tee, In the Clubhouse, SCGA Handicap Update, <a href="http://scga.org">scga.org</a>	.jpg, .png
728 x 90	On the Tee, In the Clubhouse, SCGA Handicap Update, <a href="http://scga.org">scga.org</a>	.jpg, .png
800 x 454	<a href="http://scga.org">scga.org</a>	.jpg, .png
600 x 1,500	eBlast	.jpg, .png, HTML
300 x 125 (submit 1920 x 800)	GHIN App	.jpg, .png

# Integrated Programs

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

Program	Integration
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