MINNESOTA golfer

2020 Media Kit and Audience Profile

Official Publication Of The Minnesota Golf Association
Our readers are educated and affluent.

- **87%** attended college
- **66%** have incomes over $100,000
- **61%** are adults ages 30-64
- **56%** own homes worth $350,000 - $1 Million
- **53%** have net worth over $1 Million
- **48%** have investment portfolios in excess of $500,000

*Family income ranking based on state/county household income ranking.*
### Demographics

#### Frequent Travelers
- 78% plan to take a vacation outside of Minnesota in the next 12 months
- 59% have taken a golf vacation outside the state of Minnesota in the past year
- 48% plan to take a golf vacation outside of Minnesota in the next 12 months

#### Passionate About Golf
- 94% have been playing golf for more than 10 years
- 75% played more than 25 rounds of golf in the past year
- 74% played more than six different courses in the past year

#### Buying Power
- 79% spent more than $250 on golf equipment and apparel in the past year
- 77% plan to purchase golf equipment or apparel in the next 12 months
- 60% purchase their golf equipment and apparel at a golf specific retail store or pro shop

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**Contact Us Today!**  Connie Van Housen | 612.723.2901 | cvan housen@mspcommunications.com
Power of Print

**55,000**
55,000 copies per issue.

**100,000**
Pass-along readership of 100,000

**4**
Mailed four times a year direct to the homes of active members of the Minnesota Golf Association.

**450**
Copies are also sent to the managers, professionals and course superintendents at each of the nearly 450 member clubs of the MGA.

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Magazines Rank #1 in reaching influential customers

Print remains tangible, more credible, and makes a more lasting impression

Print gives you room to communicate

Magazines outperform TV and online for critical purchase drivers

91% of adults read print or digital magazines

Magazine ads are valued more than ads in other media

Magazine readers recommend products and services to others

Magazines provide a more positive environment for advertisers than other media

Magazines are #1 in reader engagement

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Source: 2013-2014 & 2015 MPA Factbook

Contact Us Today! Connie Van Housen | 612.723.2901 | cvanhousen@mspcommunications.com
FALL TRAVEL ISSUE

DEADLINE: 8/28/2020
AD MATERIALS DUE: 9/18/2020
MAILED: 10/15/2020

Our annual focus on warm weather and dream golf destinations get our travel-hungry readers ready to hit the road.

• Annual State Tournament Winners and MGA Amateur Championships Summaries
• The RV Life: MGA Snowbirds who RV/Caravan seeking sun, fun and golf
• Golf Destinations: Monterey, California, and Scottsdale, Arizona.
• Recaps of the 3M Open and USGA Junior Amateur
• Equipment: Fall golf togs
• Great Drives: Ruttger's #18
Print Rate and Specs

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AD MATERIAL SUBMISSION
Ads can be uploaded at mspaduploader.com
Username: mspads
Password: sonic
OR Emailed (20mbs or less) to Shaun Kats, Production Manager
SKats@msp-c.com or 612-336-9251

PRINTING
Web Offset; 133 Line Screen. Additional production charges may be incurred if supplied ads do not follow listed specifications.

PREFERRED FILE FORMAT
High Resolution (300 DPI) Adobe PDF with embedded fonts, CMYK Color and flattened transparency.

FONTS
PostScript fonts are preferred. TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

COLOR
All files must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

BLEED SPECIFICATIONS
Full page bleed: 8.5”w x 11.125”h; Trim size: 8.25”w x 10.875”h
Two page spread bleed: 16.75”w x 11.125”h; Trim size: 16.5”w x 10.875”h
Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8”. Keep live matter 1/4” from trim size.

Contact Us Today! Connie Van Housen | 612.723.2901 | cvanhousten@mspcommunications.com

Looking for unique ways to reach MGA members? Ask about Sponsorships.
Digital Advertising Opportunities

Website

250,000 average pageviews per month, 3 million annually

AD SIZES & SPECIFICATIONS

Leadboard 728 x 90 pxls
Rectangle 180 x 150 pxls
Skyscraper 160 x 300 pxls or 160 x 600 pxls
Sponsorship logo 120 x 60 pxls

RATES

Top Leaderboard* $800 per month
Bottom Leaderboard* $500 per month
Skyscraper* $550 per month
Rectangle** $250 per month

* These ad sizes rotate throughout the site with a maximum of 3 ads in rotation per position.
** Rectangles run only on homepage with a maximum of 2 ads in rotation per position.

DEADLINES

Web-ready ads are due on the 25th of the month preceding the start of the run month. Ex. Jan 25 for a Feb 1 start.

AD MATERIAL SUBMISSION

Submit web-ready ad (along with a URL to link to) as an attachment or via link to a zip folder to Shaun Kats, Production Manager

SKats@msp-c.com or 612.336.9251

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Digital Advertising Opportunities

E-Newsletter
E-version is emailed bi-monthly to 40,000+ MGA members on the 1st and 15th.

AD SIZES & SPECIFICATIONS
Leaderboard 728 x 90 pxls
Tile 125 x 125 pxls

RATES
Leaderboard* $1000 / per banner ad / per newsletter
Tile Ad** $300 / per tile ad / per newsletter
* Maximum of 1 banner available per newsletter
** Maximum of 5 individual tile ads available per newsletter

DEADLINES
Web-ready ads are due five working days in advance of the contracted newsletter, which is emailed twice monthly on the 1st and 15th.

AD MATERIAL SUBMISSION
Submit web-ready ad (along with a URL to link the ad to) as an attachment or via link to a zip folder to Shaun Kats, Production Manager
SKats@msp-c.com or 612.336.9251

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Digital Advertising Opportunities

Dedicated Emails
Your exclusive message will be sent to approximately **40,000 MGA members.**
One advertiser per email deployment.

**RATES**
- $4,200 per advertisement deployment
- $3,500 per deployment for advertisers in *Minnesota Golfer* – a **15% saving**

**MATERIALS SPECIFICATIONS**
- Please send HTML email link to the email content.
- Email size may range from 600-900 wide; but 700 wide is preferable. Sending large jpg or gif files with large photos is not advised as those files might be caught by spam filters. The file size for Dedicated Emails must be no larger than 450 KB.
- Please provide your preferred subject line with your submission.

**DEADLINES**
Materials are due seven days in advance of the contracted deployment date.

**MATERIAL SUBMISSION**
Submit materials to Shaun Kats, Production Manager
SKats@msp-c.com or 612.336.925

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Digital Advertising Opportunities

Gift Guide Email

Twice a year Minnesota Golfer sends a special email to its 40,000 MGA members offering gift ideas for the avid golfer for Father’s Day and Holiday gift giving.

RATES
$599 per listings

MATERIALS SPECIFICATIONS
Please provide the following:
- Company Name:
- Headline (Max. 50 Characters):
- Text (Max. 50 Words):
- URL
- Image (Not an Ad or Logo) 300 x 250 pxls
- Logo 120 pxls wide

DEADLINES
Father's Day Gift Guide:
- Space Reservation: 4/27/2020
- Materials Due: 5/4/2020
- Sends the week of 5/18/2020

Holiday Gift Guide:
- Space Reservation: 11/9/2020
- Materials Due: 11/16/2020
- Sends the week of 12/7/2020

MATERIAL SUBMISSION
Submit materials to Shaun Kats, Production Manager
SKats@msp-c.com or 612.336.9251

Ace your holiday sales this year!

Holiday Gift Guide Email
Don’t miss this timely and targeted opportunity to get your product or service in front of MGA’s 10,000 golf-loving members as they fill out their holiday shopping lists.

Give golfers what they want this year:
- Gift certificates
- Golf equipment and apparel
- Instruction, lesson and club-fitting packages
- Golf vacations

Send Date:
December 3rd

Investment:
$699 per advertisement ($3,700 value)
*Production costs included

Deadlines:
- Space Reservations: November 11th
- Materials Due: November 18th
- Holiday Gift guide Email Deployment: December 4th

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