

MINNESOTA golfer®

2021
Media Kit and
Audience Profile



Official Publication Of The Minnesota Golf Association

The Audience

Our readers are educated and affluent.

87%

attended
college

66%

have
incomes
over
\$100,000

61%

are adults
ages 30-64

56%

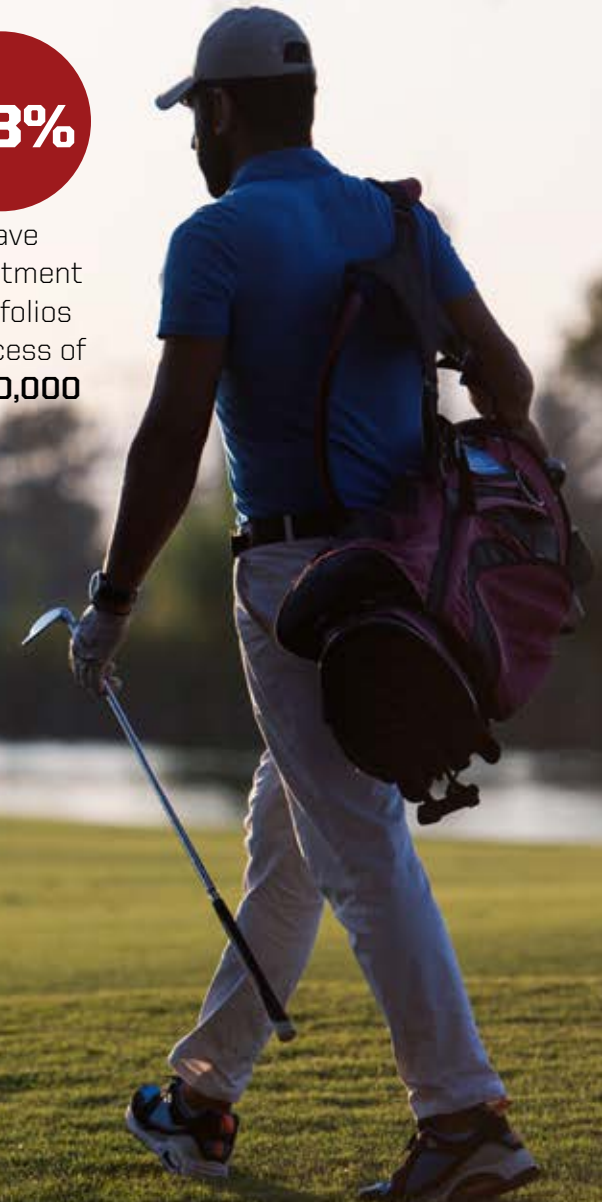
own homes
worth
**\$350,000 -
\$1 Million**

53%

have net
worth over
\$1 Million

48%

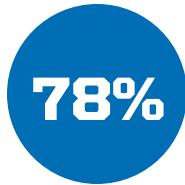
have
investment
portfolios
in excess of
\$500,000



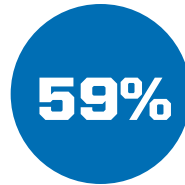
Demographics



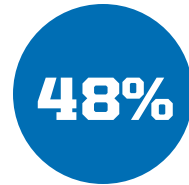
Frequent Travelers



plan to take a vacation outside of Minnesota in the next 12 months



have taken a **golf vacation** outside the state of Minnesota in the past year

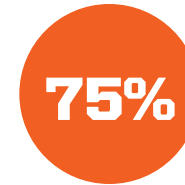


plan to take a **golf vacation** outside of Minnesota in the next 12 months

Passionate About Golf



have been playing golf for more than 10 years



played more than 25 rounds of golf in the past year

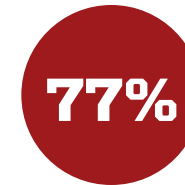


played more than six different courses in the past year

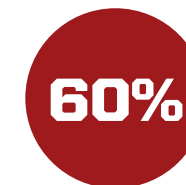
Buying Power



spent more than \$250 on golf equipment and apparel in the past year



plan to purchase golf equipment or apparel in the next 12 months



purchase their golf equipment and apparel at a golf specific retail store or pro shop



Power of Print



55,000

55,000 copies per issue.

100,000

Pass-along readership

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.

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**

Source: 2013/2014 & 2015 MPA Factbook

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

2021 Editorial Calendar



DIRECTORY ISSUE

DEADLINE: 12/29/2020
AD MATERIAL: 1/15/2021
MAIL DATE: 2/21/2021

MGA Annual Directory of Minnesota Golf Courses

The biggest issue of the year! This coveted comprehensive annual directory features in-the-know information for more than 400 courses in Minnesota. A must-have resource for Minnesota golfers.

- Annual MGA Club of the Year and Club Champions sections
- Driving Minnesota: Iron Range Tour



SPRING ISSUE

DEADLINE: 3/3/2021
AD MATERIALS DUE: 3/18/2021
MAILED: 4/15/2021

Annual Tournament Guide

Always eagerly anticipated, this annual tournament guide and comprehensive event calendar kicks off Minnesota's golf season..

- **Junior Golf in Minnesota:** How the next generation of golfers are being shaped by junior programs, caddie and Evans Scholar opportunities and the Youth on Course movement
- **Driving Minnesota:** Brainerd Lakes Tour
- Preview of MGA Amateur championship sites
- Trendy new golf fashions for men and women
- **Great Drives:** The Jewel



SUMMER ISSUE

DEADLINE: 5/18/2021
AD MATERIAL: 6/3/2021
MAIL DATE: 6/30/2021

Our in-season issue is always brimming with timely and useful information Minnesota golfers can apply to their golf game, including:

- **Driving Minnesota:** Southeast Border Tour
- **Car Vacations:** short trips to break up your summer golf season
- **3M Open** (Preview)
- **A League Of Their Own:** the enduring appeal of afterwork golf leagues at MGA clubs
- **Great Drives:** Dutch's Legacy #11 at Cragun's



FALL TRAVEL ISSUE

DEADLINE: 9/2/2021
AD MATERIAL: 9/16/2021
MAIL DATE: 10/15/2021

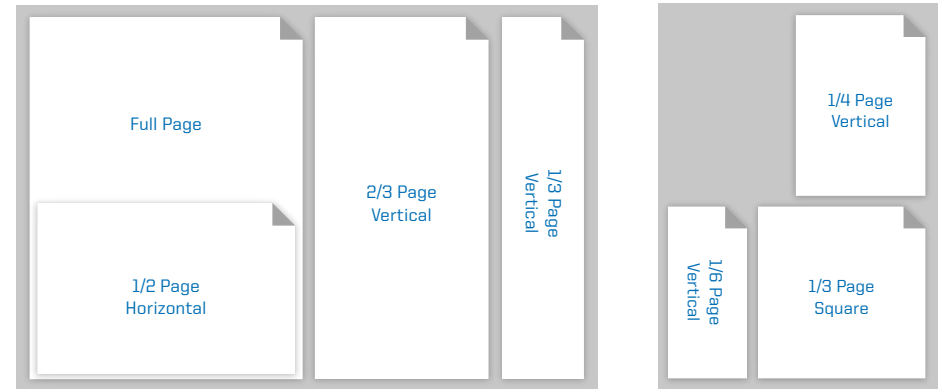
Minnesota golfers looking for golf getaways and bucket-list destinations will love this can't-miss issue.

- **The Bucket List Revisited** MGA members share their favorite golf destinations and experiences
- Annual Celebration of State Tournament Winners
- MGA Amateur Championships Summaries
- Cold-weather gear for Men and Women
- **Great Drives:** Mesaba Country Club

Print Rate and Specs



SIZE	SPECS	1X	2X	3X	4X
Full Page	7.75"w x 10.375"h	\$4,952	\$4,754	\$4,612	\$4,212
2/3 Page	4.75"w x 9.875"h	\$4,096	\$3,932	\$3,790	\$3,605
1/2 Page	7.25"w x 4.875"h	\$2,958	\$2,840	\$2,737	\$2,603
1/3 Page Sq	4.75"w x 4.875"h	\$2,731	\$2,622	\$2,527	\$2,403
1/3 Page V	2.25"w x 9.875"h	\$2,731	\$2,622	\$2,527	\$2,403
1/4 Page	3.5"w x 4.875"h	\$2,276	\$2,185	\$2,106	\$2,003
1/6 Page	2.25"w x 4.875"h	\$1,820	\$1,747	\$1,684	\$1,602



AD MATERIAL SUBMISSION

Ads can be emailed (20mbs or less) to Tim Dallum:

tdallum@msp-c.com

Tim Dallum, Production Manager

MSP Communications

901 N. 3rd Street., Suite. 195, Minneapolis, MN 55401

612-418-6695

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.

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 thread to) as an attachment or via link to a zip folder to Tim Dallum, Production Manager

tdallum@msp-c.com or
612-418-6695



Top Leaderboard
728 x 90

Skyscraper
160 x 300 or 160 x 600

Rectangle
180 x 150

Bottom Leaderboard
728 x 90

Digital Advertising Opportunities



E-Newsletter

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

AD SIZES & SPECIFICATIONS

Leaderboards (top & bottom) 728 x 90 pxls
Banners 728 x 90 pxls

RATES

Leaderboard \$1,500 per newsletter, includes both positions
Banner* \$800

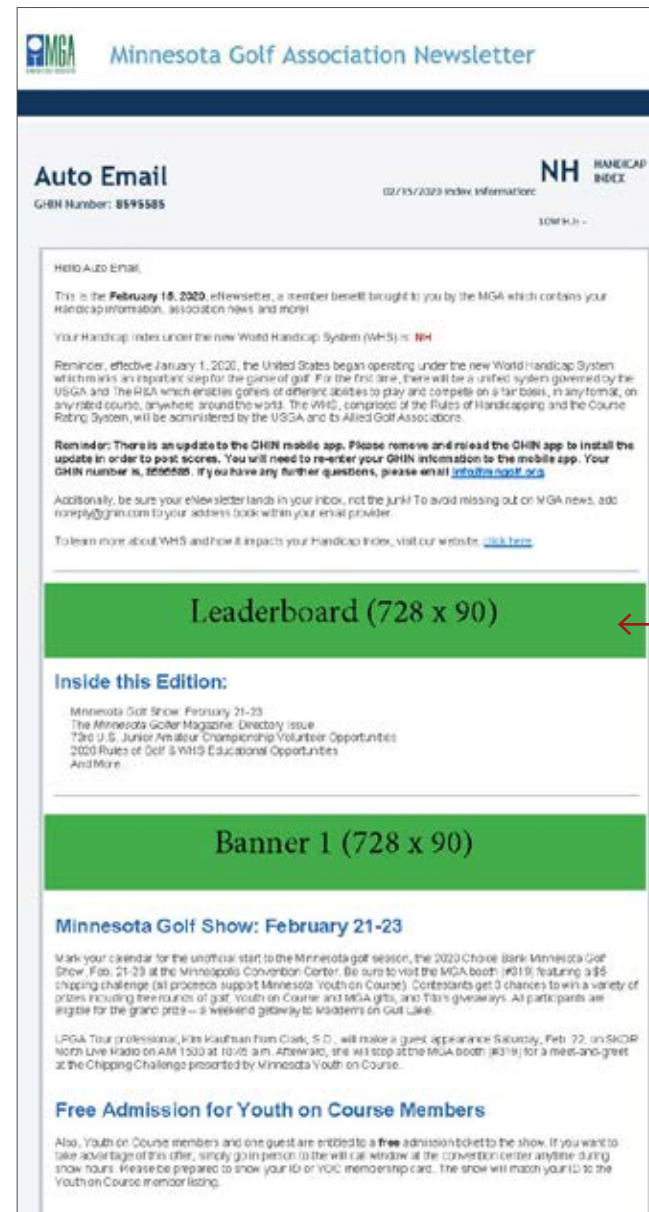
* Maximum of 5 banners ads available per newsletter

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 thread to) as an attachment or via link to a zip folder to Tim Dallum, Production Manager
tdallum@msp-c.com or **612-418-6695**



Leaderboard 728 x 90

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 Tim Dallum, Production Manager
tdallum@msp-c.com or **612-418-6695**



Gulf Shores and Orange Beach are known for their 32 miles of white-sand beaches, pristine turquoise waters and warm, coastal climate. But what may surprise you is that the area is also home to nationally-acclaimed golf courses and resorts. With **14 area courses** crafted by the likes of Jerry Pate, Arno Palmer and Bruce Devlin, golf enthusiasts have a variety of top-notch places to tee off when vacationing on Alabama's beaches. When golfing on the Alabama Gulf Coast expect to be surrounded by scenic coastlines, wetland preserves and rolling hills. Some facilities also offer luxury accommodations, amenities, restaurants and more. Visit our website to order a **golf guide** and start planning your Coastal Alabama getaway today.



Digital Advertising Opportunities

Gift Guide Email

Twice a year *Minnesota Golfer* sends a special email to it's **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 /26/2021

Materials Due: 5 /3/2021

Sends the week of 5/17/2021

Holiday Gift Guide:

Space Reservation: 11/8/2021

Materials Due: 11/15/2021

Sends the week of 12/6/2021

MATERIAL SUBMISSION

Submit materials to Tim Dallum, Production Manager

tdallum@msp-c.com or **612-418-6695**



MINNESOTA golfer
HOLIDAY GIFT GUIDE



HOLIDAY GIFT GUIDE
PGA TOUR SUPERSTORE

Shop the PGA TOUR Superstore Holiday Gift Guide

Find the top gift ideas at the best price with the PGA TOUR Superstore Holiday Gift Guide. Also, shop PGATOURSuperstore.com this holiday season to earn free shipping on all orders over \$99. Exclusions apply.

SHOP NOW



PGA TOUR SUPERSTORE