

# MINNESOTA golfer<sup>®</sup>

**2021**  
Media Kit and  
Audience Profile



*Official Publication Of The Minnesota Golf Association*

# The Audience

MINNESOTA  
**golfer**

Our readers are educated and affluent.

**87%**

attended  
college

**66%**

have  
incomes  
over  
**\$100,000**

**61%**

are adults  
ages 30-64

**56%**

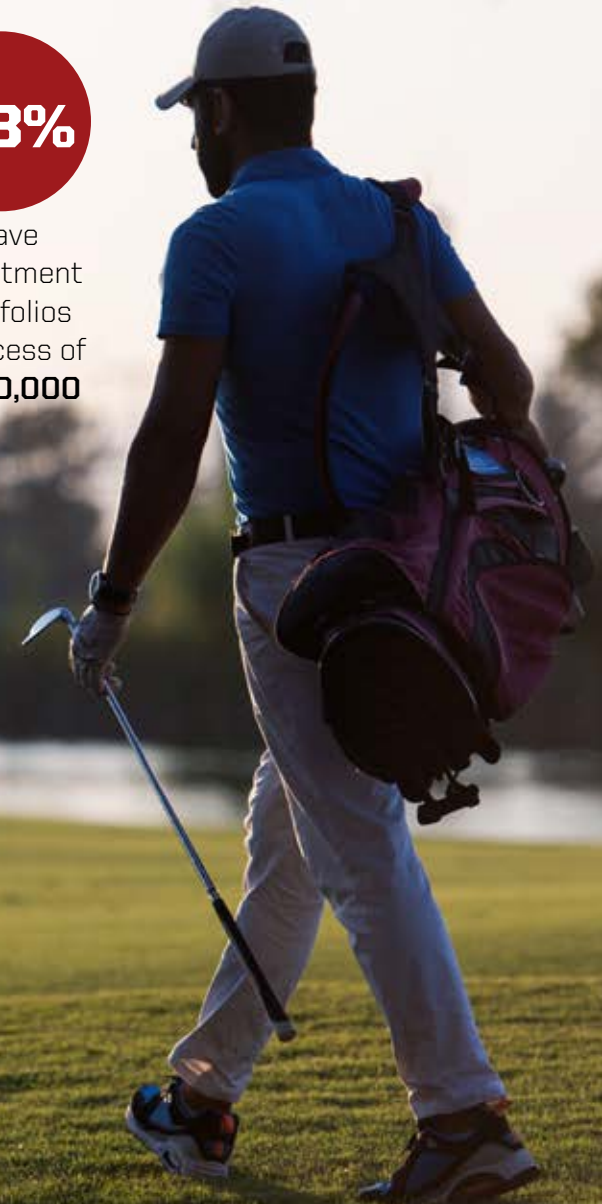
own homes  
worth  
**\$350,000 -  
\$1 Million**

**53%**

have net  
worth over  
**\$1 Million**

**48%**

have  
investment  
portfolios  
in excess of  
**\$500,000**

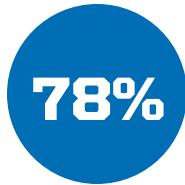


*\*Family income ranking based on state/county household income ranking.*

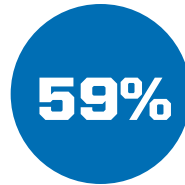
# Demographics



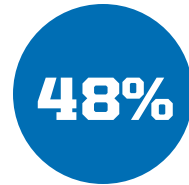
## Frequent Travelers



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

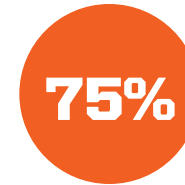


plan to take a **golf vacation** outside of Minnesota in the next 12 months

## Passionate About Golf



have been playing golf for more than 10 years



played more than 25 rounds of golf in the past year

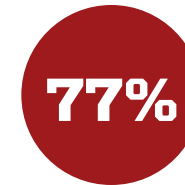


played more than six different courses in the past year

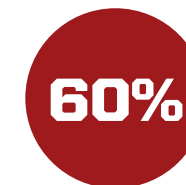
## Buying Power



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](mailto: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

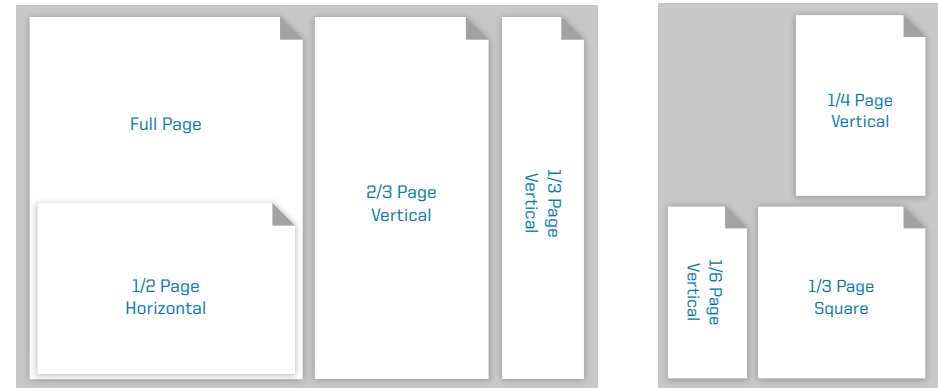
*Minnesota golfers looking for golf getaways and bucket-list destinations will love this can't-miss issue.*

- **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
<b>Full Page</b>	7.75"w x 10.375"h	\$4,952	\$4,754	\$4,612	\$4,212
<b>2/3 Page</b>	4.75"w x 9.875"h	\$4,096	\$3,932	\$3,790	\$3,605
<b>1/2 Page</b>	7.25"w x 4.875"h	\$2,958	\$2,840	\$2,737	\$2,603
<b>1/3 Page Sq</b>	4.75"w x 4.875"h	\$2,731	\$2,622	\$2,527	\$2,403
<b>1/3 Page V</b>	2.25"w x 9.875"h	\$2,731	\$2,622	\$2,527	\$2,403
<b>1/4 Page</b>	3.5"w x 4.875"h	\$2,276	\$2,185	\$2,106	\$2,003
<b>1/6 Page</b>	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@misp-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**

The screenshot shows the Minnesota Golf Association website homepage. Several advertising spots are highlighted with red arrows and labels:

- Top Leaderboard:** 728 x 90 (at the very top of the page)
- Skyscraper:** 160 x 300 or 160 x 600 (on the right side of the page)
- Rectangle:** 180 x 150 (in the middle section of the page)
- Bottom Leaderboard:** 728 x 90 (at the bottom of the page)

# 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

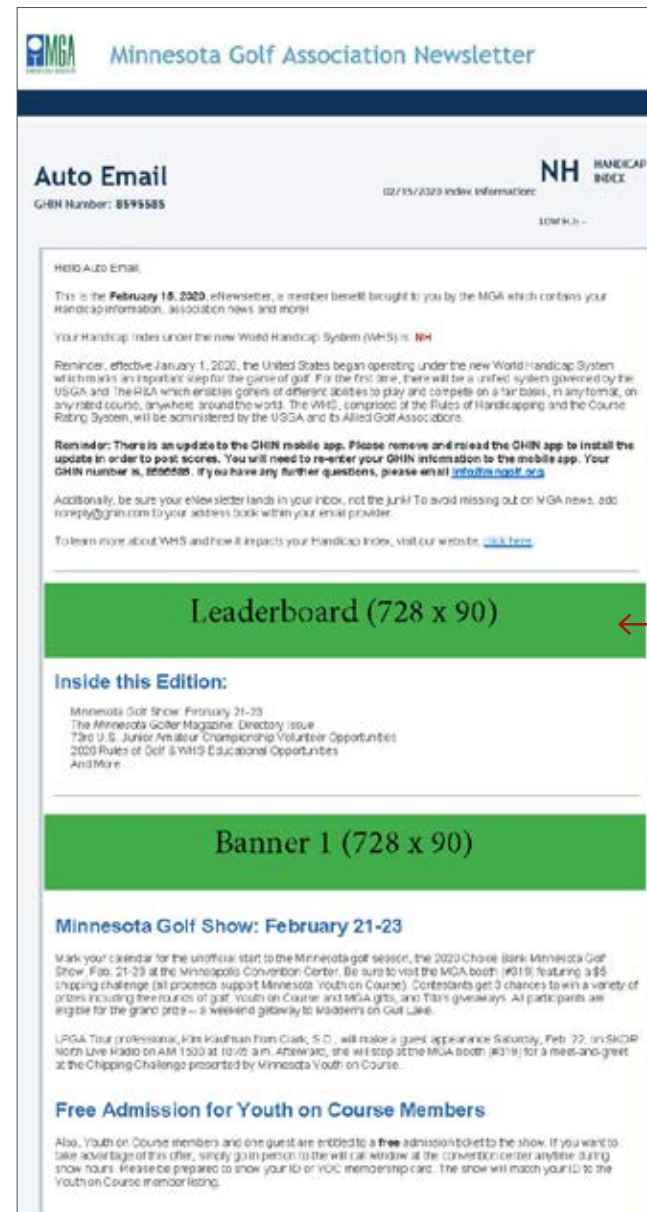
\* Maximum of 5 banners ads available per newsletter

### 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**

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**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