

MINNESOTA
golfer®

NO MEDIA
KIT AND
AUDIENCE
PROFILE



*Official Publication of
The Minnesota Golf Association*

OUR AUDIENCE IS EDUCATED AND AFFLUENT



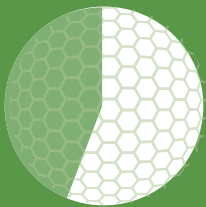
61%
are adults
ages 30-64



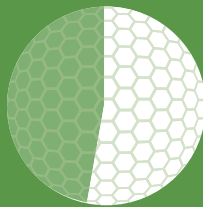
87%
attended
college



66%
have incomes
over \$100,000



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.*

OUR READERS LOVE TO TRAVEL AND GOLF



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

CONTACT US TODAY!

MISSION STATEMENT

The purpose of *Minnesota Golfer*—the official publication of the Minnesota Golf Association, a nonprofit serving all golfers in Minnesota—is to provide relevant and entertaining information on the Minnesota golf scene, including MGA activities.

It is published for the more than 80,000 MGA Members.



EDITORIAL CALENDAR[†]

2022 PRINT MAGAZINE

Minnesota Golfer Magazine, a publication of the Minnesota Golf Association, Inc..

Directory Issue	Spring Issue	Travel Issue
DEADLINE: 12/16/2021	DEADLINE: 2/25/2022	DEADLINE: 9/29/2022
AD MATERIAL: 12/20/2021	AD MATERIAL: 2/28/2022	AD MATERIAL: 10/4/2022
MAIL DATE: 2/15/2022	MAIL DATE: 4/15/2022	MAIL DATE: 11/30/2022
<p>Annual MGA Club of the Year, Golf Course Listings and Club Champions' sections.</p> <p>Driving Minnesota: Mississippi Headwaters Tour</p> <p>Sand Valley's Lido Course: C.B. Macdonald's long-lost gem is recreated in Nekoosa, Wis.</p> <p>BTN: Facility Golf Rounds</p> <p>Equipment: Evolution of modern driver technology</p> <p>Great Drives: Village Green GC</p> <p>Golfer Tales: Stan Steuter of the Golf Club Hospital</p>	<p>Annual Tournament Calendar: Spotlight on MN YOC 2022</p> <p>Driving Minnesota: Southern Prairie Tour</p> <p>Preview of Prep Golf: High School Rankings, Who to Watch and the annual Mr. and Ms. Minnesota Golf Award</p> <p>New Courses: The Gravel Pit and The Loop at Chaska</p> <p>BTN: MGA Member Survey results</p> <p>Equipment: Get Fit for the Right Putter</p> <p>Great Drives: (Mississippi Headwaters Tour hole)</p> <p>Golfer Tales: Seth Damsgard, 14, yardage book entrepreneur</p>	<p>► NEW RELEASE DATE. Always highly anticipated for its focus on golf-related destinations, the new November release date for this issue will now reach MGA's members as they are actively making winter golf getaway plans to warmer climes. The later release date means the annual year-end wrap up of MGA state tournaments and club championships results will be the most complete and comprehensive ever. A great issue that ends one golf year and begins a new one!</p>

[†] Editorial content subject to change.

CONTACT US TODAY!

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cvanhousen@mspcommunications.com

EDITORIAL CALENDAR[†]

NEW!

2022 DIGITAL MAGAZINE

Minnesota Golfer Magazine, a publication of the Minnesota Golf Association, Inc.

Summer Issue	Fall Issue
DEADLINE: 5/9/2022	DEADLINE: 7/5/2022
AD MATERIAL: 5/16/2022	AD MATERIAL: 7/12/2022
LIVE DATE: 6/30/2022	LIVE DATE: 8/30/2022
<p>Driving Minnesota: I-94 Tour (Fergus Falls to Moorhead)</p> <p>Who to Watch: A Guide to Locals on the Professional Golf Tours</p> <p>Equipment: Putter Design, from Concept to Build</p> <p>Great Drives: New Ulm CC, Hole No. 4</p> <p>A Tribute to MGA Photojournalist Mark Brettingen, 1954-2022</p> <p>Profile of Eddie Manderville, a Minneapolis Golf Legend</p>	<p>► NEW ADDITION to the <i>Minnesota Golfer</i> lineup. We're adding this issue to bring MGA members the latest in-season news about Minnesota golf, giving you an extra in-season opportunity to reach MGA's 60,000 members. Highlights include:</p> <p>Fall Golf Packages: A look at golf packages and events awaiting golfers during Minnesota's glorious fall season.</p> <p>Conditioned for Success: Course superintendents share the techniques and strategies that produce the best course conditions of the entire year.</p> <p>Late Season Golf Gear: The latest in golf gear for Minnesota's cooler fall temps and conditions.</p> <p>Profile: Solomon Hughes, a legendary golf icon who helped break the color barrier on the PGA Tour.</p> <p>Labor Day Golf Tournament Events and Listings</p>



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MAGAZINE

RATES PRINT ONLY

Size	1X	2X
Full Page	\$5,000	\$4,750
1/2 Page	\$3,100	\$2,945
1/4 Page	\$2,500	\$2,375

RATES DIGITAL ONLY

Size	1X	2X
Full Page	\$3,750	\$3,750
1/2 Page	\$2,450	\$2,328
1/4 Page	\$1,975	\$1,876

RATES PRINT + DIGITAL

Size	1X	2X
Full Page	\$3,250	\$3,088
1/2 Page	\$2,015	\$1,914
1/4 Page	\$1,625	\$1,544

AD SIZES

1/4 PAGE
3.5" x 4.875"

Please make
sure document
dimensions are
correct.

1/2 PAGE
7.25" x 4.875"

FULL PAGE (NO BLEED)
7.75" x 10.375"

FULL PAGE (WITH BLEED)
8.5" x 11.125"
(Trim size 8.25" x 10.875")

**TWO PAGE SPREAD
(WITH BLEED)**
16.75" x 11.125"
(Trim size 16.5" x 10.875")

Keep live matter 1/4"
from trim size.

AD MATERIAL SUBMISSION

Ads can be emailed (20mbs or less) to tdallum@msp-c.com

Tim Dallum, Production Manager // 612-418-6695

AD SPECS

COLOR

PRINT ISSUES

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%.

DIGITAL ISSUES

All files must be in RGB format.

FONTS

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

PREFERRED FILE FORMAT

PRINT ISSUES

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

DIGITAL ISSUES

High Resolution (300 DPI) Adobe PDF with embedded fonts, RGB Color and flattened transparency.

PRINTING

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

Looking for unique ways to reach MGA members?

ASK ABOUT **SPONSORSHIPS.**

MGA WEBSITE

SPONSORED CONTENT + LOGO

Create an online destination on MNgolf.org that elevates your brand presence on a highly authoritative website. Branded content is a proven strategy that builds trust in your brand and accelerates the conversion of leads. MNgolf.org's branded content solutions allow you to extend your reach to a larger, targeted audience. MNgolf.org can seamlessly integrate your most engaging content into contextually relevant editorial using a single creative that dynamically adapts to its environment.

PACKAGES INCLUDE

CREATE URL LANDING PAGE ON MNGOLF.ORG

online editorial content – sponsored

→ HOST FOR 1 YEAR

25,000 DIGITAL IMPRESSIONS

promoting the landing page

→ PER MONTH

\$500 CREDIT to run programmatic traffic to the landing page

→ PER MONTH

RATES

Exposure	Price
1 Month	\$3,000
3 Months*	\$8,000
6 Months*	\$15,000



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cvanhousen@msppcommunications.com

WEBSITE

RATES

Ads Delivered	Pricing
125,000	\$1,000* includes 25,000 FREE impressions
300,000	\$2,500* includes 50,000 FREE impressions
600,000	\$5,000* includes 100,000 FREE impressions

LOGO INCLUSION

Duration	Pricing
One year on mngolf.com	\$6,000

AD SIZES + DELIVERY

Size	Delivery
300x250* medium rectangle	Run of site (ROS)
300x600	Run of site (ROS)
160x600	Run of site (ROS)
728x90	Run of site (ROS)
320x50 - mobile	Run of site (ROS)
300x50 - mobile	Run of site (ROS)
970x90	Run of site (ROS)

*required

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 tdallum@misp-c.com

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800,000

unique visitors
annually.

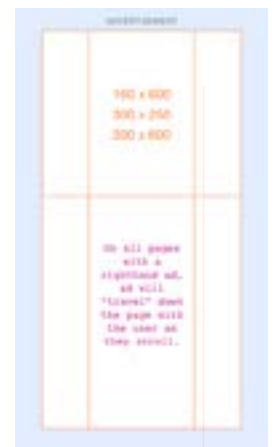


← **Leaderboard**
728 x 90 px

← **Medium Rectangle**
300 x 250 px

← **Monster**
300 x 600 px

Wide Skyscraper
160 x 600 px



← **Leaderboard**
728 x 90 px

Medium Rectangle
300 x 250 px

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.

E-NEWSLETTER

E-Revision is emailed bi-monthly to **64,000+ MGA members** on the 1st and 15th.

RATES

Ad Size	Price
Leaderboards	\$1,500 per newsletter (includes both positions)
Banner*	\$800

AD SIZES

Ad Size	Dimensions
Leaderboards	728 x 90 px (top and bottom positions)
Banner*	728 x 90 px

*Maximum of 5 banners ads available per newsletter

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 **tdallum@msp-c.com**

Tim Dallum, Production Manager // 612-418-6695



Leaderboard
728 x 90

Banner
728 x 90

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.

CONTACT US TODAY!

Connie Van Housen | 612.723.2901
cvanhousen@mspcommunications.com

DEDICATED EMAILS

Your exclusive message will be sent to approximately **60,000+ MGA members**.
One advertiser per email deployment.

RATES

Deployment	PRICE
Per deployment	\$4,200
Per deployment for advertisers in <i>Minnesota Golfer</i> → A 15% SAVINGS	\$3,500

MATERIAL SPECS

- 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.

MATERIAL SUBMISSION

Submit materials to tdallum@msp-c.com

Tim Dallum, Production Manager // 612-418-6695



DEADLINES

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

CONTACT US TODAY!

Connie Van Housen | 612.723.2901
cvanhousen@mspcommunications.com

GIFT GUIDE EMAIL

Twice a year *Minnesota Golfer* sends a special email to its **60,000+ MGA members** offering gift ideas for the avid golfer for Father's Day and Holiday gift giving.

RATES

Listing	Price
Per listing	\$599

DEADLINES

Father's Day Gift Guide
SPACE RESERVATION: 4/26/2022
MATERIALS DUE: 5/3/2022
SEND DATE: week of 5/17/2022
Holiday Gift Guide
SPACE RESERVATION: 11/8/2022
MATERIALS DUE: 11/15/2022
SEND DATE: 12/6/2022

MATERIAL SUBMISSION

Submit materials to tdallum@msp-c.com

Tim Dallum, Production Manager // 612-418-6695



MATERIAL SPECS

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

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NEW FOR 2022

5 Great Brand-Building Sponsorship Opportunities with Minnesota Golfer

1

MGA Website Sponsored Content + Logo

Create an online destination on MNgolfer.org that elevates your brand presence on a highly authoritative website. Branded content is a proven strategy

that builds trust in your brand and accelerates the conversion of leads. MNgolfer.org's branded content solutions allow you to extend your reach to a larger, targeted audience. MNgolfer.org can seamlessly integrate your most engaging content into contextually relevant editorial using a single creative that dynamically adapts to its environment.



PACKAGES INCLUDES

- Create URL landing page on MNgolfer.org – online editorial content – sponsored – *HOST FOR 1 YEAR*
- 25,000 digital impressions promoting the landing page – *PER MONTH*
- \$500 credit to run programmatic traffic to the landing page – *PER MONTH*

PRICING

- **1 Months Exposure** // \$3,000
- **3 Months Exposure*** // \$8,000
- **6 Months Exposure*** // \$15,000

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2

MGA Website Digital Advertising

As a premium advertiser on mngolf.org, your ads will be rotating in prominent locations throughout the website for the duration of your campaign.

In 2021, MNGOLF.org was visited by over 800,000 unique visitors which was up +126% from 2020!

- **\$1,000 PER MONTH** = 100,000 ads delivered.
- **BEST VALUE** // 6 months for \$5,000 (\$1,000 off)

3

GHIN Handicap Mobile App

Sponsorship Prominent ad position within the GHIN Mobile App. The app puts your message in front of an average of 23.4k unique users a month.

78% of scores posted by MGA members are done via the app.

- **COST PER MONTH** // \$3,800



4

E-Newsletter Sponsorship

Feature your ad, message, logo and link in a Top Leaderboard- space on the E-Newsletter.

The E-version is emailed to 64,000+ MGA members on the 1st and 15th of each month.

- **One Monthly Inclusion**
(1st or 15th) // \$6,000
- **Two Monthly Inclusions**
(1st or 15th) // \$3,000

