

MINNESOTA
golfer®

2023

MEDIA KIT
AND
AUDIENCE
PROFILE



*Official Publication of
The Minnesota Golf Association*

OUR AUDIENCE IS EDUCATED AND AFFLUENT



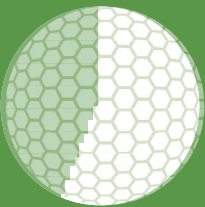
61%
are adults
ages 30-64



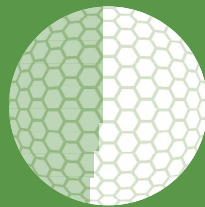
87%
attended
college



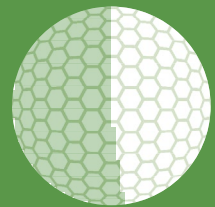
66%
have incomes
over \$100,000



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[†]

2023 PRINT MAGAZINE

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

Directory Issue



Travel Issue



DEADLINE:
12/16/2022

AD MATERIAL:
12/20/2022

MAIL DATE:
2/21/2023

DEADLINE:
8/21/2023

AD MATERIAL:
9/6/2023

MAIL DATE:
10/30/2023

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.

Minnesota golfers looking forward to golf getaways and bucket-list destinations rely on this issue for useful and informative information as to ideal courses throughout the country.

[†] Editorial content subject to change.



CONTACT US TODAY!

Connie Van Housen | 612.723.2901
cvanhousen@msspcommunications.com

EDITORIAL CALENDAR[†]

2023 DIGITAL MAGAZINE

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

| Summer Issue | | | Spring Issue | | |
|---|---|--------------------------------|---|----------------------------------|--------------------------------|
|  |  | | | | |
| DEADLINE: 5/9/2023 | AD MATERIAL: 5/16/2023 | LIVE DATE: 6/30/2023 | DEADLINE: 2/24/2023 | AD MATERIAL: 2/28/2023 | LIVE DATE: 4/30/2023 |
| <p>Our in-season issue is always brimming with timely and useful information Minnesota Golfers can apply to their golf game.</p> <p>3M Open: Preview</p> | | | <p>Annual Tournament Guide</p> <p>Always eagerly anticipated, this annual tournament guide and comprehensive event calendar kicks off Minnesota's Golf season.</p> | | |

[†] Editorial content subject to change.

CONTACT US TODAY!

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cvanhousen@mspcommunications.com

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 SPECS

COLOR

PRINT ISSUES

All files must be in CMYK format and color corrected. All other color formats (RGB, Pantone...) 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.

AD MATERIAL SUBMISSION

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

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

Looking for unique ways to reach MGA members?
ASK ABOUT SPONSORSHIPS.

MNGOLF.ORG 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@mspcommunications.com

MNGOLF.ORG WEBSITE

800,000
unique visitors
annually.

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 |
|-----------------------------|-------------------|
| 300 x 250* medium rectangle | Run of site (ROS) |
| 300 x 600 | Run of site (ROS) |
| 160 x 600 | Run of site (ROS) |
| 728 x 90 | Run of site (ROS) |
| 320 x 50: mobile | Run of site (ROS) |
| 300 x 50: mobile | Run of site (ROS) |
| 970 x 90 | 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@msp-c.com**

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

CONTACT US TODAY!

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cvanhousen@mspcommunications.com

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 **79,000+ 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 **80,000+ MGA members**.
One advertiser per email deployment.

RATES

| Deployment | PRICE |
|--------------------------------|---------|
| Per deployment | \$4,200 |
| Per deployment for advertisers | \$3,500 |

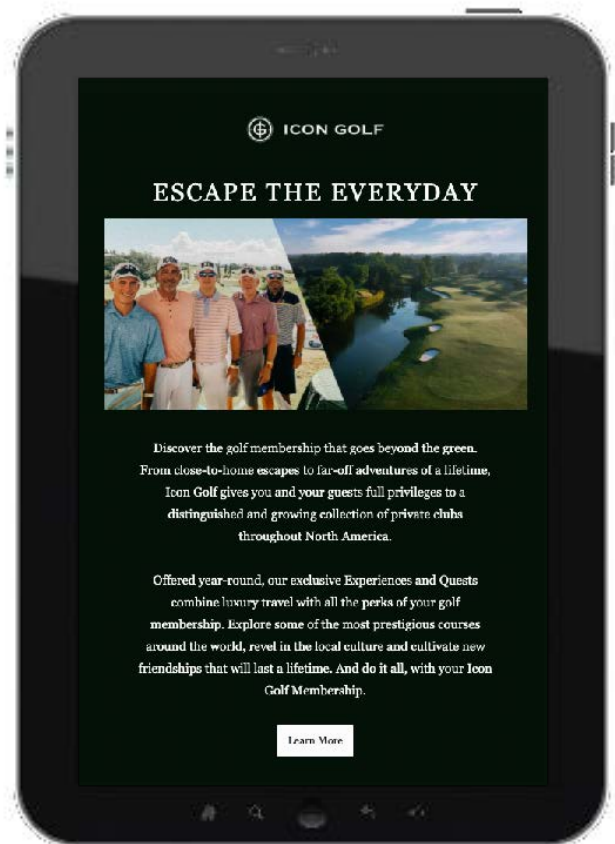
MATERIAL SPECS

- 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@m-sp-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@m-sp-c.com

GIFT GUIDE EMAIL

Twice a year *Minnesota Golfer* sends a special email to its **80,000+ 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: 4/26/2023

MATERIALS DUE: 5/3/2023

SEND DATE: week of 5/17/2023

Holiday Gift Guide

SPACE RESERVATION: 11/8/2023

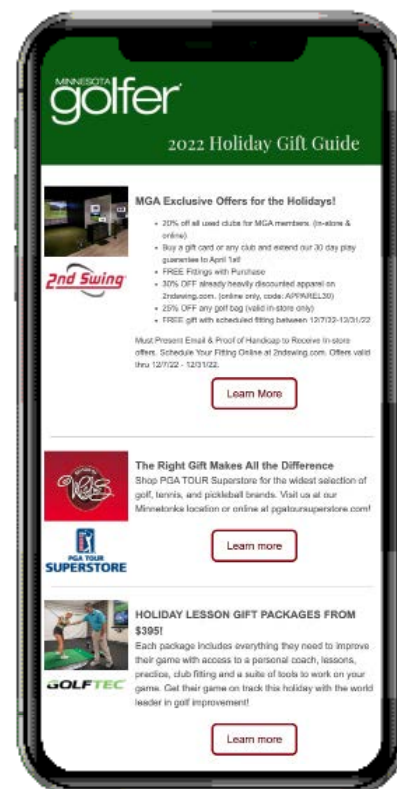
MATERIALS DUE: 11/15/2023

SEND DATE: 12/6/2023

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 px
- Logo, 120 px wide

CONTACT US TODAY!

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SPONSORSHIP OPPORTUNITIES

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 INCLUDE

- Create URL landing page on MNgolfer.org: online editorial content, sponsored—*HOSTED 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

CONTACT US TODAY!

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cvanhousen@mspcommunications.com

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 2022, MNGOLF.org was visited by over 800,000 unique visitors which was up +126% from 2021!

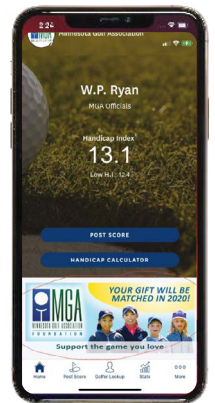
- **\$1,000 PER MONTH** = 100,000 ads delivered.
- **BEST VALUE** // 6 months for \$5,000 (\$1,000 off)

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 79,000+ 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

