2020 Media Kit and Audience Profile
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  |  cvanhouesen@mspcommunications.com
### Power of Print

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>55,000</strong></td>
<td>55,000 copies per issue.</td>
</tr>
<tr>
<td><strong>100,000</strong></td>
<td>Pass-along readership of 100,000</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Mailed four times a year direct to the homes of active members of the Minnesota Golf Association.</td>
</tr>
<tr>
<td><strong>450</strong></td>
<td>Copies are also sent to the managers, professionals and course superintendents at each of the nearly 450 member clubs of the MGA.</td>
</tr>
</tbody>
</table>

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**Magazines**

- **#1 in reaching influential customers**
- **Outperform** TV and online for critical purchase drivers
- **Recommend products and services** to others
- **PROVIDE A MORE POSITIVE ENVIRONMENT** for advertisers than other media
- **#1 in reader engagement**
- **#1 in reaching influential customers**
- **Tangible, more credible, and makes a more lasting impression**
- **Print gives you room to communicate**
- **Print remains tangible, more credible, and makes a more lasting impression**
- **Magazine ads are valued more than ads in other media**
- **91% of adults read print or digital magazines**

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**Source:** 2013/2014 & 2015 MPA Factbook

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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

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SPECS</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75&quot;w x 10.375&quot;h</td>
<td>$4,952</td>
<td>$4,754</td>
<td>$4,612</td>
<td>$4,212</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.75&quot;w x 9.875&quot;h</td>
<td>$4,096</td>
<td>$3,932</td>
<td>$3,790</td>
<td>$3,605</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.25&quot;w x 4.875&quot;h</td>
<td>$2,958</td>
<td>$2,840</td>
<td>$2,737</td>
<td>$2,603</td>
</tr>
<tr>
<td>1/3 Page Sq</td>
<td>4.75&quot;w x 4.875&quot;h</td>
<td>$2,731</td>
<td>$2,622</td>
<td>$2,527</td>
<td>$2,403</td>
</tr>
<tr>
<td>1/3 Page V</td>
<td>2.25&quot;w x 9.875&quot;h</td>
<td>$2,731</td>
<td>$2,622</td>
<td>$2,527</td>
<td>$2,403</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5&quot;w x 4.875&quot;h</td>
<td>$2,276</td>
<td>$2,185</td>
<td>$2,106</td>
<td>$2,003</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.25&quot;w x 4.875&quot;h</td>
<td>$1,820</td>
<td>$1,747</td>
<td>$1,684</td>
<td>$1,602</td>
</tr>
</tbody>
</table>

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.

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

Contact Us Today! Connie Van Housen | 612.723.2901 | cvanhouesen@mspcommunications.com
## Digital Advertising Opportunities

### Website

**250,000** average pageviews per month, **3 million** annually

### AD SIZES & SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadboard</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150 pixels</td>
</tr>
<tr>
<td>Skyscraper*</td>
<td>160 x 300 pixels or 160 x 600 pixels</td>
</tr>
<tr>
<td>Sponsorship logo</td>
<td>120 x 60 pixels</td>
</tr>
</tbody>
</table>

### 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 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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Contact Us Today!  Connie Van Housen | 612.723.2901 | cvan housen@mspcommunications.com
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 to) as an attachment or via link to a zip folder to Shaun Kats, Production Manager
SKats@msp-c.com or 612.336.9251

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

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

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