

# Carolinas Golf

THE OFFICIAL PUBLICATION OF THE CAROLINAS GOLF ASSOCIATION

## 2018 Media Kit



Chechessee Creek

**700**

Clubs

Founded

**1909**

Grande Dunes  
Resort Club

**84**

*Avg. Rounds/Year*

Caledonia Golf & Fish Club

*Average Age*

**56**

**140,000+**

Members

Pinehurst

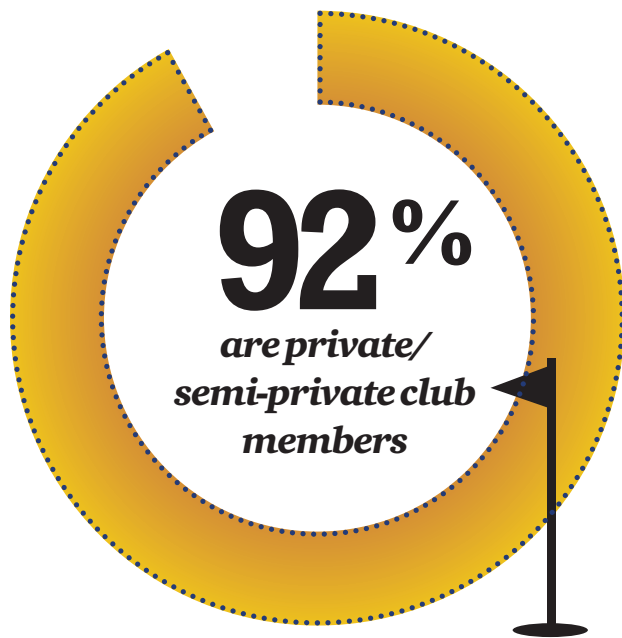
# Member Profile

Carolinas Golf Association members are highly engaged with all aspects of the game, playing often, traveling widely, and driving more than \$200 million in annual golf equipment and apparel spending.



Average Index:

**14.4**



**78%**

took at  
least one  
golf trip  
in the last  
12 months

**22%**



Published **4x**  
annually, direct  
mailed to **73,000**  
households

**Connect with avid golfers and clubs in top markets and destinations:**

- Charlotte
- Raleigh-Durham-Chapel Hill
- Greensboro Triad
- Pinehurst



- Asheville & Greenville
- Charleston & Kiawah Island
- Hilton Head Island
- Myrtle Beach

Specifications and Issue/Closing Dates: Contact Julie Yuen at [jyuen@pgamagazine.com](mailto:jyuen@pgamagazine.com)



# Rates & Specifications

## Rates

For rates, please contact Brian Folino at 661-312-6412.

## Page Specifications

**Trim Size:** 8" x 10.5"

Unit Size	Non-Bleed	Bleed
Full Page	7" (w) x 10"	8.25" x 10.75"
Two Page Spread	14.5" (w) x 10"	16.5" x 10.75"
½ Page Horizontal	7" (w) x 5" (h)	available on request
⅓ Page Square	4.625" (w) x 4.625" (h)	available on request
¼ Page	2.25" (w) x 4.875" (h)	available on request

## Submission Deadlines

### Issue/Closing Dates

Please contact Julie Yuen at [Jyuen@pgamagazine.com](mailto:Jyuen@pgamagazine.com) for closing dates for each issue (Winter, Spring, Summer, Fall).

**Commission:** A 15% agency commission is allowed to recognized agencies.

### Material Submission

To e-mail ad creative that has a maximum file size of 12MB, please send to [pgamagazine@aol.com](mailto:pgamagazine@aol.com) and copy Julie Yuen at [Jyuen@pgamagazine.com](mailto:Jyuen@pgamagazine.com).

All ad materials larger than 12MB can be posted to the PGA Magazine Publications & Marketing Group's FTP Site:

Address: FTP: 50.225.172.190  
Acct: FTPggrw  
Password: sesame

**Note:** Site is case sensitive, must use an ftp client (i.e. Fetch)

Please send an e-mail to Julie Yuen at [Jyuen@pgamagazine.com](mailto:Jyuen@pgamagazine.com) once the file has been posted.

## Digital Specifications

Our preferred format for advertisements is a high-resolution, reproduction-quality PDF/X-1a file.

It is highly recommended that all advertising creative be accompanied by a printed proof. Nonetheless publisher cannot assure that any or all differences between the proof and any submitted materials will be identified by publisher.

**Note for InDesign submissions:** All materials prepared using InDesign are required to be accompanied by a printed proof. Due to past problems with advertising submitted that were originally designed using InDesign software, Publisher will not take responsibility for the accuracy of any advertising reproduction (of text, color, trims or otherwise) if such ad was prepared using InDesign software whether a proof is submitted or not.

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Quail Hollow

Pinehurst

