

Golfer

The Northwest's Most Trusted Source of Golf Information

MEDIA KIT

Serving the Pacific Northwest

- The longest-running, direct-mailed quarterly publication in the region
 - Direct-mailed to over 100,000 households
- The official publication of Washington, Oregon, Idaho and British Columbia golf associations and the Pacific Northwest Section PGA
- The only regional golf publication with a verifiable reader demographic

“The PNGA is a central part of COVA’s marketing plan during our golf campaigns. We have better engagement with PNGA members than any other media vendor including national brands. PNGA members trust our content and many are return customers. COVA has formed a great relationship with the helpful and friendly PNGA staff who are willing to go above and beyond to make sure we are happy clients.”

*Joey Hamilton
Chief Marketing Officer, Central Oregon Visitors Association*

“The PNGA membership is exactly who our nationally recognized golf resort is looking to attract. Our targeted eblasts and advertising campaigns have yielded extraordinary results, year after year. They are a wonderful partner to work with, and will be a staple in our marketing strategies for the foreseeable future.”

*Brady Hatfield
General Manager, Gamble Sands*

Founded in 1899 the Pacific Northwest Golf Association represents nearly a quarter of a million golfers throughout the Pacific Northwest. The PNGA is the non-profit umbrella association that supports the Washington, Oregon, Idaho and British Columbia golf associations, which serve as the governing bodies of golf in the region.



The largest circulation in the Northwest

Among golf publications, *Pacific Northwest Golfer* has a higher direct-mailed circulation in the Northwest than any other. There's no competition on rate or total distribution.

Reaching the most avid core golfers in the Pacific Northwest!

Pacific Northwest Golfer - Over 100,000 households



Golf Digest - 69,517



Golf Magazine - 56,957



Golfweek - 25,000



For additional information, contact editor@thepnga.org or 800-643-6410

Not all golfers are the same

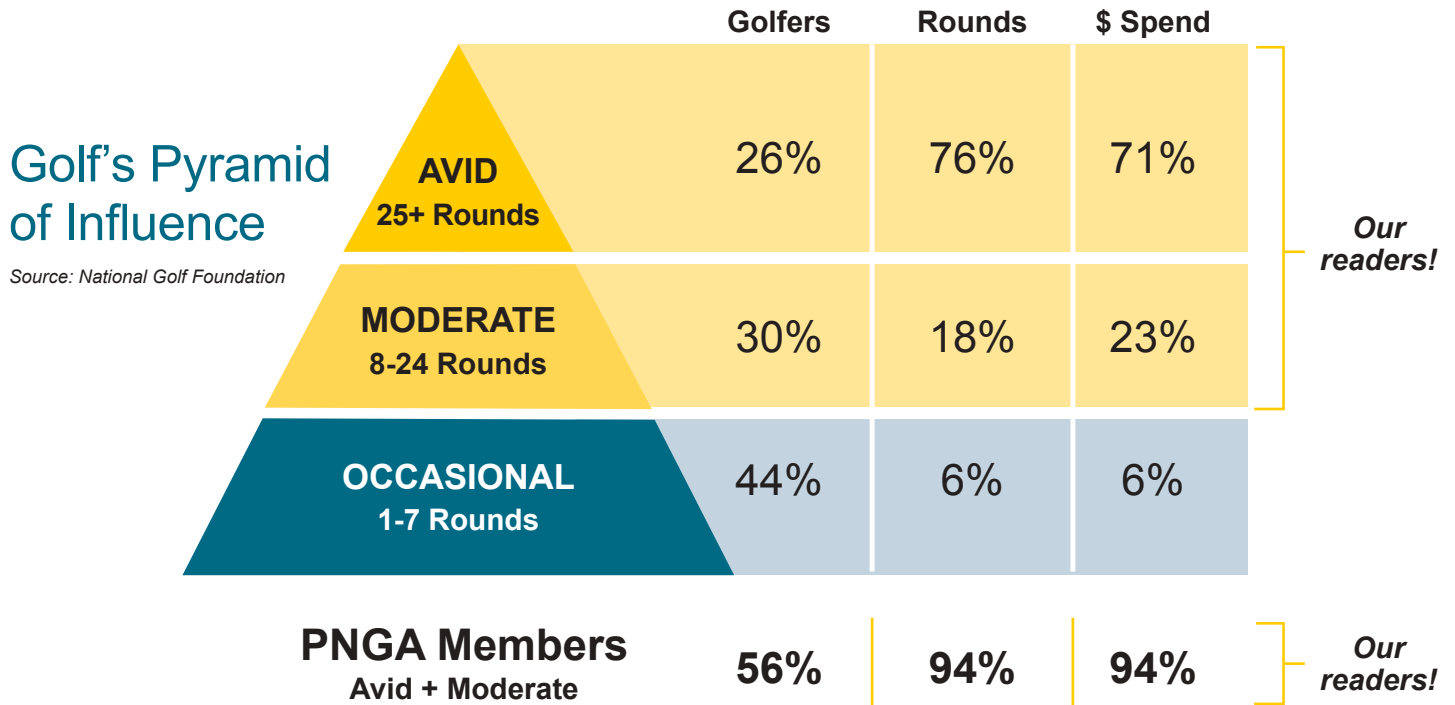
Pacific Northwest Golfer readers rank highest...

...in buying power

...in education and professional status

...in dollars spent on golf travel

...dollars spent on golf merchandise



Reader Profile

Household Income

- 75% Household incomes over \$75,000
- \$116k Average combined household income

Home Ownership

- 91% Own their own home
- 42% Own a vacation home or timeshare

Travel

- 97% Took a vacation in the past 12 months
- 59% Took a golf vacation in the past 2 years
- 87% Plan to take a golf vacation next year
- 49% Use golf instructor
- 44% Travel 1+ times a year for business

Consumer Behavior

- 45% Spent more than \$3,000 on golf vacations in past 2 years
- \$3,450 Average spent on golf vacations in past 2 years
- 76% Spent over \$500 on golf merchandise last year
- \$1,110 Average spent on golf merchandise last year
- 33% Purchased a product in the past year advertised in Pacific Northwest Golfer
- 80% Visited golf courses seen advertised in Pacific Northwest Golfer
- 66% Visited golf destinations/resorts seen advertised in Pacific Northwest Golfer

Zoned to reach your market

Reach our full audience or a targeted segment

Pacific Northwest Golfer's circulation is segmented into four geographic zones: Idaho, Oregon, Washington and British Columbia.

An insert in each zone includes editorial content and advertising specific to each region and corresponding golf association—allowing advertisers to cost-effectively target their specific market.



Ad Rates

Pacific Northwest Golfer

	1x	2x	3x	4x
Cover	10,000 (includes two pages of advertorial)			
Back Cover	5,200			
Inside Front	4,680			
Inside Back	4,445			
Spread	8,000	7,600	7,220	6,500
Full page	4,150	3,950	3,745	3,370
2/3 page	3,735	3,550	3,370	3,035
1/2 page	2,800	2,660	2,530	2,275
1/3 page	1,865	1,775	1,685	1,515
1/6 page	1,245	1,180	1,120	1,010

Zones 1 or 2 (Washington or Oregon sections)

	1x	2x	3x	4x
Cover	3,970 (includes one page editorial)			
Spread	3,780	3,590	3,410	3,070
Full page	2,015	1,915	1,820	1,640
2/3 page	1,815	1,725	1,640	1,465
1/2 page	1,360	1,290	1,230	1,110
1/3 page	905	860	815	735
1/6 page	600	575	545	490

Zones 3 or 4 (British Columbia or Idaho sections)

	1x	2x	3x	4x
Cover	2,520 (includes one page editorial)			
Spread	2,395	2,275	2,160	1,945
Full page	1,260	1,195	1,135	1,025
2/3 page	1,135	1,075	1,025	920
1/2 page	850	810	765	690
1/3 page	565	540	510	460
1/6 page	375	365	340	304



Circulation

Washington	55,000
Oregon	40,000
Idaho	14,000
British Columbia	50,000*

* B.C. includes digital & print

Multi-Zone Rate

25% discount with multiple zone buy

Inserts

Pricing available upon request

Graphic Design Service

Available at a rate of \$80 per hour

More ways to reach your customers

Website Ad

Online ad tile placements are available on the PNGA and four regional golf association websites. Placements are also available on member eNewsletters and semi-monthly handicap revision emails.

300px x 250px

	VIEWS/30DAYS	COST
thepnga.org	48,000	\$455
britishcolumbiagolf.org	54,000	390
oga.org	99,000	475
idahoga.org	36,000	335
wagolf.org	83,000	700
Text Link <i>WSGA only</i>	83,000	250

File format: PNG or JPG, 96dpi

GHIN Mobile App Ad

Among the fastest-growing digital marketing opportunities is the GHIN Mobile App. The number of golfers using the app to post their scores increased by 15 percent in the last year, and the number of page views of the app increased by 25 percent during the same time frame (for example: the WSGA app received over 2.8 million page views in 2019). The GHIN mobile app is available as a free download for each association's members in Washington, Oregon and Idaho. **640px x 100px: \$12 CPM**

File format: PNG, 96dpi

PNGA eNewsletter

Monthly newsletter sent to 167,000 opt-in email addresses.

300px x 250px	\$700
Feature: includes 500 words plus 2 photos	1,500

File format: PNG or JPG, 96dpi

Twice-Monthly Handicap eRevision

300px x 250px	REACH	RATE
WSGA	45,000	\$350
OGA	32,000	\$350
IGA	13,900	\$175
BCG	35,000	\$340

Advertorial WAGolf, OGA or BCG: \$700 / IGA: \$350

File format: PNG or JPG, 96dpi

Dedicated eBlasts

Target golfers by zip code, region or state, with a special email offer. Open-rates for our eBlasts continue to double the national average.

- All eBlasts must present exclusive offer to our audience.
- eBlast packages are available at a lower rate.

600px x 1000px

	REACH	COST
PNGA	159,000	\$7,632
British Columbia	35,000	2,275
Oregon	40,000	2,450
Idaho	12,000	780
Washington	57,000	3,705

Each zone can be segmented at \$65/1,000 emails. Minimum \$600.

File format: PNG or JPG, 96dpi



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Ad Specifications

Ad Sizes (w x h in inches)

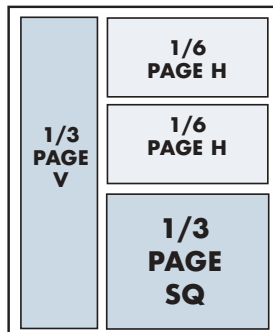
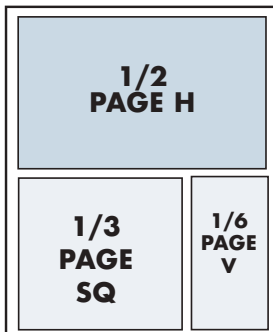
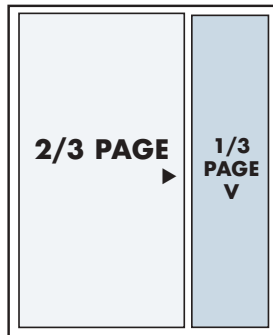
Full page	Live Area	7.25 x 9.812
	Trim Size	8.375 x 10.875
	With Bleed	8.625 x 11.125
Spread	Live Area	15.625 x 9.812
	Trim Size	16.75 x 10.875
	With Bleed	17 x 11.125
2/3 page	Vertical	4.75 x 9.812
1/2 page	Horizontal	7.25 x 4.812
1/3 page	Vertical	2.312 x 9.812
	Square	4.75 x 4.812
1/6 page	Vertical	2.312 x 4.812
	Horizontal	4.75 x 2.3125

Press-ready file specs

- Photo resolution - 300 dpi, CMYK, density not to exceed 235%. Save to final size.
- Line art - 1200 dpi
- A PDF file is preferred. Please embed all fonts and images, set compression at 300 dpi and colors to CMYK.

Ad Submission

- Please e-mail ads or a link to download your ad to your sales rep or to ads@thepnga.org.



Editorial Calendar

February	Golf Show Edition
May	Summer Season
August	Fall Specials
November	Travel/ Snowbird Destinations

ISSUE	AD DEADLINE
February	Jan 19
May	Apr 12
August	July 12
November	Oct 12

Payment & Terms

- No terms or conditions of the rate card may be altered except in writing, signed by the publisher.
- All advertisers must sign an insertion order at the time of sale, bonding them to the space reservation.
- The PNGA's liability for error shall not exceed cost of space occupied by the error.
- The PNGA reserves the right to revise or reject any advertisement. Also, the phrase "paid advertisement" may be added to any copy, which in the PNGA's opinion simulates editorial matter and might be misleading.
- The PNGA shall be under no liability for its failure, for any cause, to publish or insert any advertisement.
- The advertiser assumes liability for all ad content.
- Accounts are due and payable upon receipt of invoice. A service charge of 2% will be charged on all 30-day past-due accounts. If contract terms are not met an adjustment will be made per rate frequency used. In the event collections are to be made, the PNGA is not responsible for legal fees.
- Visa and MasterCard accepted



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