



2017 Media Kit

Overview

NCGA Golf is the official publication and the main communications vehicle of the 116-year-old Northern California Golf Association, consisting of more than 400 regular clubs and 850 associate clubs. The 150,000 affluent members come from San Francisco, Silicon Valley, Napa, Sonoma, Monterey, Tahoe and Sacramento. Published four times a year, the magazine concentrates on local events, news, people, and issues in the Northern California golfing community. Each issue is delivered by mail directly to the homes of NCGA members, and additional copies are distributed through the private and public member club facilities of the NCGA.



Founded
1901

150,000
Members

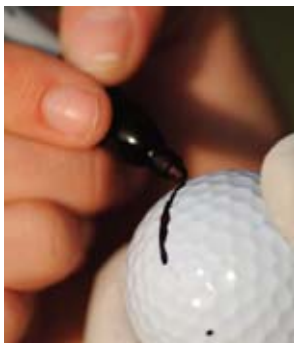
1,250
Clubs



Presidio Golf Club

Member Profile

One of the most distinguished audiences in golf, the 150,000 NCGA members utilize more than 400 regional facilities, in Silicon Valley, San Francisco and the Bay Area, Sonoma, Napa, Monterey and Sacramento.



92%
play more than 10 rounds a year

92% | **8%**
male | female

88%
own their own home and
29% own a 2nd home or condo

65%
graduated college;
29% Masters/PhD

Average Age

59.2

30%

Private Club Members

Two of America's 25 highest-income counties are to be found in Northern California:
Santa Clara and Marin.*

* Source: 2012 US Census Bureau's American Community Survey

A Travel Focused Membership

57.3%

have taken **2 or more golf trips**
in the past 12 months

84%

took at least **one golf trip**
in the last 12 months

78%

plan to take a **golf trip**
in the next 12 months

Considering for Future Travel *(non-lower 48)*

- 1** Hawai'i
- 2** UK and Ireland
- 3** Mexico
- 4** Canada

Considering for Future Travel *(lower 48)*

- 1** Las Vegas & Nevada
- 2** Palm Springs
- 3** Arizona
- 4** San Diego
- 5** Bandon Dunes & Oregon
- 6** Santa Barbara
- 7** Texas
- 8** Florida
- 9** Carolinas



The Gleneagles Hotel, Scotland



Bandon Dunes Golf Resort, Oregon

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 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 sent to pgamagazine@aol.com and copy Julie Yuen at Jyuen@pgamagazine.com.

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

Address: FTP://75.151.169.2

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 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.

If you have any questions regarding PDF Files, please contact us at 215-914-2071. If you do not have the capability to create a PDF File, there will be a minimum charge of \$75 for us to transfer your ad into a PDF format.

For more information, please contact your sales representative.



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NCGA.ORG