



SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION
2026 MEDIA KIT

Member Profile

Male	81%
Female	19%
Married	76%
Graduated College	64%
Average HHI	\$202K
Average Net Worth	\$1.4MM
Own Home	82%
Own Second/Vacation Home	24%
SCGA Member 5+ Years	66%
TOTAL SCGA MEMBERSHIPS	226,000



SCGA ADVERTISERS



ROGER DUNN GOLF SHOPS[®]
by WORLDWIDE GOLF

THE GOLF MART
by WORLDWIDE GOLF

cobra



BLACK DESERT



RAMS HILL
GOLF CLUB



Rancho San Lucas
GOLF CLUB

GOLFTEC[®]



PING[®]



SILVERADO RESORT
GOLF | SPA | TENNIS
NAPA, CA



SENSEI



DESTINATION
KOHLER



PEBBLE BEACH

Titleist[®]





207,000+ Members



Members ages 18-34 are the SCGA's fastest-growing segment



27k Instagram followers with a focus on custom video content



Wholistic Partnerships

WHAT'S NEW AT THE SCGA



300+ days of events featuring competitive and non-competitive opportunities for all skill levels and abilities



Avg. rounds posted per year: 30

Avg. Handicap Index: 16.6

So Cal Golfer

Handicap ID - N/A
H.J. NH | Low H.J. NH

MEMBERSHIP STATUS INACTIVE

To learn more about membership, click [here](#).

SCGA NEWS

This is SCGA News, a combination of two long-standing newsletters created to serve you and streamline communications. If you're looking for your **Handicap Index update®**, you'll find it right at the top along with important membership information. This new format combines the things you loved about our Handicap-focused newsletter with videos, blogs, swing tips and more, to enhance your experience with the game and with us.

Refreshed member-first communications with targeted content capabilities



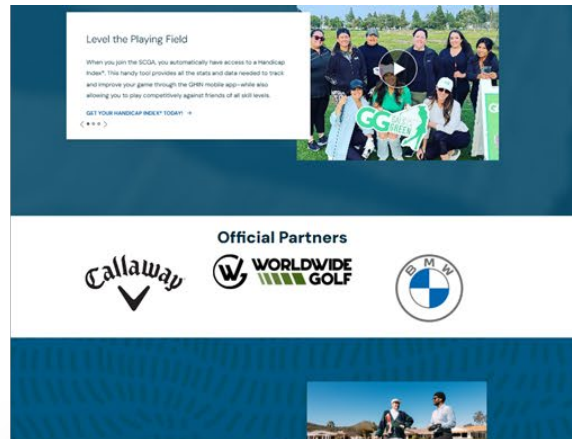
13,000 juniors served through our Player & Youth Development Program

New Partnership Opportunities



Elevated Content Creation

Utilize the SCGA video team to collaborate on and produce **social-first videos** that connect your brand with SCGA's loyal and engaged community



Partner Benefit Program

Offer member-only benefits and receive **official SCGA partner recognition**, amplified through our digital channels and member outreach



Ambassador Program

Connect with **influential members** who represent the SCGA, bringing your brand to golfers through authentic, social engagement

Integrated Programs

Unique sponsorship programs integrate advertisers into the fabric of the SCGA through unique media and event ownership opportunities.



Print, Digital, Social, On-Course, Product Seeding and More Available

Digital Media

Dedicated eBlast

The SCGA's premium weekly digital advertising opportunity sent to SCGA members and other opt-in golfers. Targeted email opportunities include segmenting by region, Handicap Index & club affiliation, with pricing based on segmentation.

Unit	Size	Cost
Dedicated Email	600 x 1,500	\$8,500

AVERAGE DISTRIBUTION **138,000** | AVERAGE OPEN RATE **13%**
AVERAGE CLICK-THROUGH RATE **7%**

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

NEW i525

WHERE DISTANCE & FEEL CONNECT.

A POWERFUL FEELING
More ball speed means higher launching, longer shots that land softly and closer to the hole.

PING GET FIT TODAY [LEARN MORE](#)

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[Twitter](#) [Facebook](#) [Instagram](#)

Digital Media

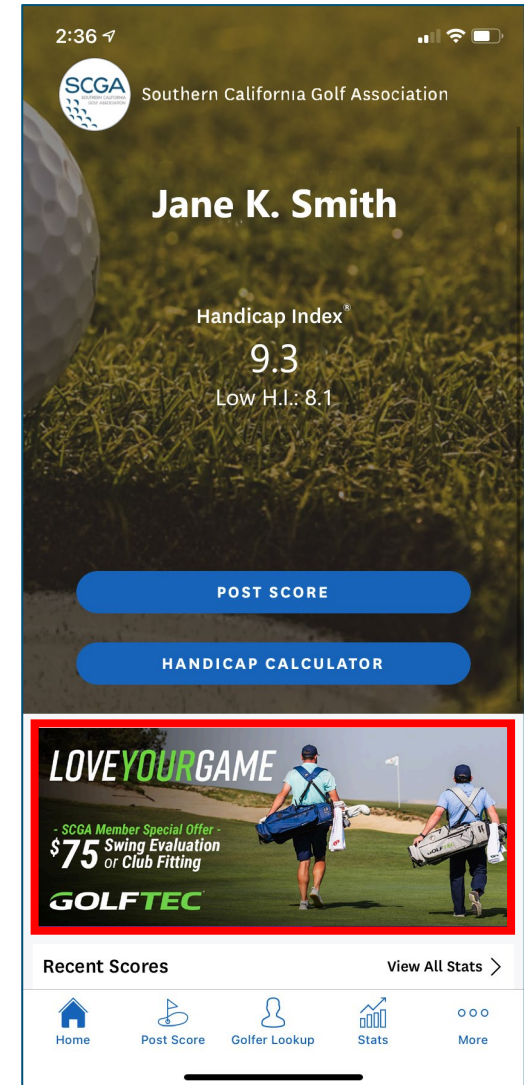
GHIN APP

Official app of GHIN, a service offered by the USGA providing a personalized mobile experience offering handicap index, score posting & tracking, score history and course handicap calculator.

Unit	Size	Cost
Banner - First Position	300 x 125	\$3,500 / week
Banner - Second Position	300 x 125	\$2,350 / week

AVG. MONTHLY SESSIONS STARTED **923,000** | AVG. MONTHLY ROUNDS POSTED **448,000**

*Flight weeks are Monday-Sunday
Ad submission size is 1920 x 800*



Digital Media

SCGA News

SCGA News is a personalized bimonthly email providing members with relevant content, updated Handicap Index information, instruction and playing opportunities highlighting member benefits and enhancing their overall experience.

Unit	Size	Cost
Banner	728 x 90	\$1,500
Banner	300 x 250	\$1,300

AVERAGE DISTRIBUTION **167,000** | AVERAGE OPEN RATE **29%**

So Cal Golfer
Handicap ID - N/A
H.I. NH | Low H.I. NH

MEMBERSHIP STATUS INACTIVE
To learn more about membership, click [here](#).

SCGA NEWS


[Upcoming Events](#) | [ASW](#) | [Become a Member](#) | [Member Benefits](#)

At the SCGA's Annual Meeting last week, I was inspired by all of the Association's accomplishments, the truly heroic efforts of our volunteers and the achievements of our Players of the Year.

2025 set a very high bar for what's possible from a golf association. From the \$200,000+ the SCGA donated to California Wildfire relief efforts, to record-setting membership and participation, I am honored to serve as president and lead this great organization into the new year. We have the best staff of any AGA in the country and I know they're ready to make 2026 even better!

- Lynne Haraway, SCGA President
Selected Oct. 2025

**SCGA WILDFIRE RECOVERY CAMPAIGN:
MORE THAN \$200,000 RAISED**



Thanks in large part, to you, the member, the SCGA's unified wildfire relief campaign just eclipsed \$200,000 raised. This milestone is a testament to the incredible generosity and care of the Southern California golf community.

We invite you to watch this powerful video which tells the story of why we became involved and the optimistic path back for Altadena GC.

[WATCH VIDEO](#)

Digital Media

SCGA News Presented By

This presenting sponsorship provides an ownership position in SCGA News with a minimum of four flight weeks. Sponsorship includes prominent placement in the header and a banner ad in each sponsored edition.

Unit	Size	Cost
Banner	Presented by Logo	\$2,500
Banner	728 x 90	


The screenshot shows the SCGA News website. At the top, the SCGA logo is next to a megaphone icon and the word 'NEWS'. Below this is a 'PRESENTED BY' section featuring the BMW logo. A navigation bar contains links for 'Upcoming Events', 'Post a Score', and 'Member Benefits'. A banner ad for 'THE iX' by BMW is prominently displayed. The main content area includes a quote from Chris Knowles, a link to '5 Reasons to Play Golf with Grandparents', and a section for 'UPCOMING SCGA MEMBER OUTINGS' with images of Spanish Hills Club and Streamsong.

Digital Media

Golf Getaways

Custom content feature placed within the bi-weekly SCGA News newsletter featuring golf resorts, facilities and destinations. Content block includes 300x300 image, 35 words of copy and link.

Unit	Size	Cost
Content Image	300 x 300	\$2,500
Content Copy	35 Words	




Golf Getaways

Three distinctive courses, gorgeous scenery, and an ever-welcoming spirit of aloha – Maui's Wailea Golf is an endless playground. Tee up your visit today with unlimited golf, Kids Play Free After 3 pm, and other summer offers.

[Book Now](#)

SWING TIP



Brian Schippel, PGA

SWING TIP
MASTER THE FAIRWAY
BUNKER SHOT

SCGA PGA

MASTER DIFFICULT BUNKER SHOTS
Brian Schippel, PGA, from Arroyo Trabuco GC, shares how to handle those treacherous fairway bunkers.

Digital Media

SCGA Gear

Custom content feature placed within the bi-weekly SCGA News newsletter featuring messaging from golf equipment and product companies. Content block includes 300x300 image, 35 words of copy and link.

Unit	Size	Cost
Content Image	300 x 300	\$2,500
Content Copy	35 Words	

VIRTUAL COMPETITION COMES TO SOUTHERN CALIFORNIA

FIND A COURSE NEAR YOU

Compete with golfers across Southern California through GHIN Challenges, put your Handicap Index to work and see how your score stacks up on a live leaderboard. Play the featured course, post your rounds and track your performance in real time. It's an easy, fun way to test your game and join an engaging competition.

PARADYM Ai SMOKE
SWEETER FROM EVERY SPOT

SCGA GEAR

Callaway combined real player data with proprietary Ai technology to create Ai Smoke and its revolutionary Ai Smart Face™. Multiple sweet spots make Ai Smoke 7 yards longer on average.

[LEARN MORE >](#)

Digital Media

SCGA TV

Custom content feature placed within the bi-weekly SCGA News newsletter highlighting video content through brand video. Includes video, 35 words of copy and link.

Unit	Size	Cost
Content Image	Video	\$3,000
Content Copy	35 Words	

SCGA  **NEWS**



2025 TORREY PINES STAY & PLAY
SWEEPSTAKES IS NOW LIVE



Enter to win the grand prize package of the SCGA Junior Golf Foundation San Diego Stay & Play Sweepstakes. One lucky winner will win:



The new Opus wedges from Callaway use SpinGen Face Technology™ to provide the ultimate spin, versatility and feel. When artistry meets innovation, you create truly extraordinary performance. This is Opus. [Learn more >](#)

For Presentation Only

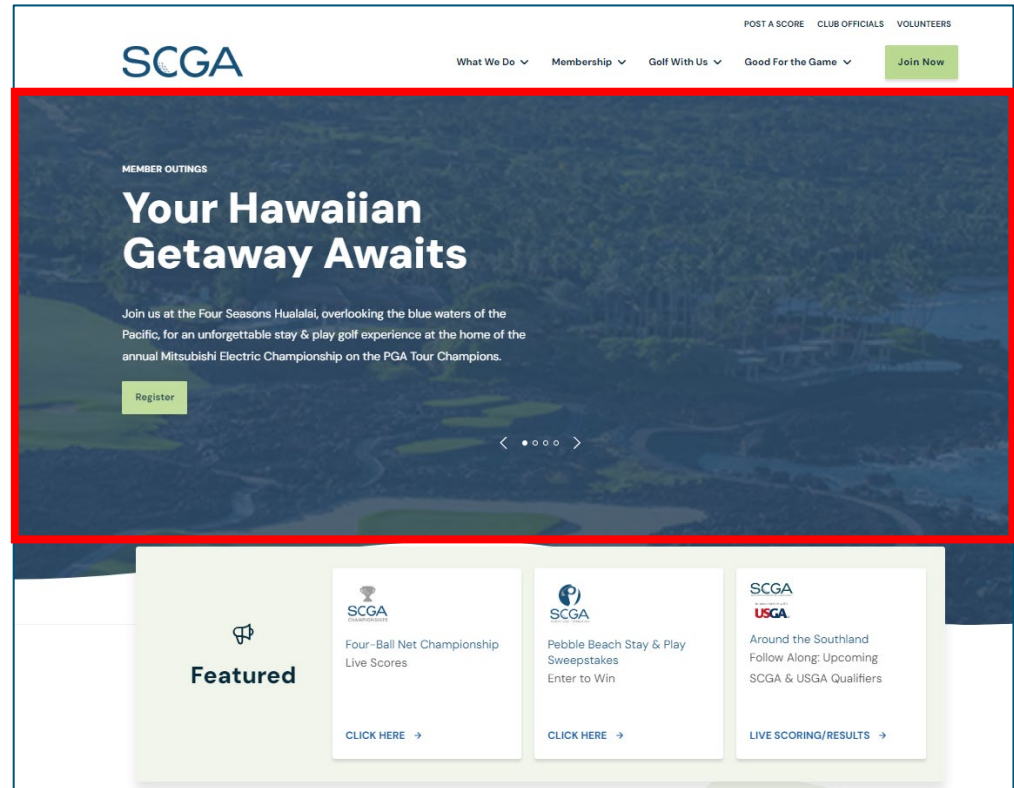
Digital Media

SCGA.org

The homepage of SCGA.org is the entry point for members and their digital experience with the Association.

Opportunity for inclusion within the homepage slider, a content carousel featuring four relevant editorial sections.

*Flight weeks are Monday-Sunday
Maximum of four executions/year*



Unit

Homepage Slider

Size

800x454 Image + 40 words of copy.
Option for YouTube video link

Cost

\$1,500 / week

AVG. WEEKLY PAGEVIEWS 7,000

Digital Media Ad Specifications

Ad Size	Media	File Format
300 x 250	SCGA News Handicap Update	.jpg, .png
728 x 90	SCGA News Handicap Update	.jpg, .png
800 x 454	scga.org	.jpg, .png
600 x 1,500	eBlast	.jpg, .png, HTML
300 x 125 (submit 1920 x 800)	GHIN App	.jpg, .png

FORE Magazine

The SCGA's FORE Magazine is an award-winning quarterly publication that captures the Southern California golf lifestyle providing members a unique look into all the region has to offer.



FORE Magazine Rates

4-COLOR RATES	1X	2X	4X
Full Page	\$7,000	\$6,440	\$5,880
1/2 Page	\$4,375	\$4,025	\$3,675
1/3 Page	\$2,888	\$2,657	\$2,426
Cover 2	\$8,400	\$7,728	\$7,056
Cover 3	\$8,050	\$7,406	\$6,762
Cover 4	\$8,750	\$8,050	\$7,350

ALL RATES ARE GROSS

AVERAGE DISTRIBUTION **160,000**

FORE Magazine Edit Calendar

Issue	Space	Material	In-Home
Winter	11/28/2025	12/12/2025	1/21/2026
Spring	2/27/2026	3/13/2026	4/21/2026
Summer	5/29/2026	6/12/2026	7/21/2026
Fall	8/28/2026	9/11/2026	10/21/2026

Final editorial, space, material and in-home dates subject to change

FORE Magazine Ad Specifications

Ad Size	Trim	Bleed
Page	8.25" x 10.5"	8.5" x 10.75"
Spread	16.5" x 10.5"	16.75" x 10.75"
1/2 Page Horizontal	7.125" x 4.75"	7.375" x 5"
1/3 Page Vertical	2.25" x 9.5"	2.5" x 9.75"

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least 5/16-inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less-than-full-page ads.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

SHIPPING AND EMAIL INSTRUCTIONS

FORE MAGAZINE
Attn: Emily Redecker
3740 Cahuenga Boulevard
Studio City, CA 91604
eredecker@scga.org

SUPPORTED AD MEDIA, SOFTWARE & GUIDELINES

Submit ads via email. FORE Magazine prefers to receive ads generated in Hi Res Adobe PDF with NO spot colors. DO NOT submit ads in PageMaker, MS Word or PC formats.

FONTS: Include all screen and printer fonts. Convert all fonts to outline, where available. Do not apply attributes to fonts.

IMAGES: All linked images must be included. All images must be supplied as CMYK or grayscale, NOT RGB. Photos should be TIFF or Photoshop EPS at 300 dpi for best results.

GRAPHICS: For best results, logos and graphics should be created in Adobe Illustrator or saved as EPS files.

COLOR: All colors must be defined as/ converted to CMYK process. Follow SWOP specifications when possible. Do not attach color profiles.

LAYERS: All files should be flattened before saving.

FILE FORMATS

PDF and PDFX1A are acceptable. Use the following Adobe Distiller settings for best results:

GENERAL: Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding.

COMPRESSION: For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi.

FONTS: Embed, and subset all embedded fonts below 99%.

COLOR: When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve Overprint Settings.



The SCGA can work with you to build customized opportunities that meet your goals and reach our 205,000+ members year-round.