



PGA MAGAZINE

RELATIONSHIP • DIGITAL • PRINT



CAROLINAS GOLF MAGAZINE

Carolinan Golf is the official publication and the main communications vehicle of the Carolinas Golf Association, consisting of more than 700 clubs. The 140,000 affluent members come from Charlotte, Raleigh-Durham-Chapel Hill, Greensboro Triad, Pinehurst, Asheville & Greenville, Charleston & Kiawah Island, Hilton Head Island, and Myrtle Beach. Published four times a year, the magazine concentrates on local events, news, people, and issues in the Carolinas golfing community. Each issue is delivered by mail directly to the homes of CGA members, and additional copies are distributed through the private and public member club facilities of the CGA.

MEMBER PROFILE FOR CGA:

- Members average **84** rounds per year
- **92%** are private/semi-private club members
- **78%** of members are male, **22%** are female
- Average age: **56**
- **78%** took at least one golf trip in the last year
- Average handicap index: **14.4**
- **14%** own more than one home
- **50%** spend more than \$500 annually on golf equipment and apparel

RATES:

	1x	2x	3x	4x
Full Page	\$3,940	\$3,740	\$3,555	\$3,200
2/3 Page	\$3,500	\$3,350	\$3,200	\$2,950
1/2 Page	\$2,800	\$2,700	\$2,600	\$2,400
1/3 Page	\$2,000	\$1,900	\$1,800	\$1,700
1/6 Page	\$1,250	\$1,200	\$1,150	\$1,100

Issue Dates	Space Close	Publication Month*
Spring	February 4	March
Summer	May 1	June
Fall	July 20	September
Winter	November 2	December

*Subject to change.

For more information, please contact Brian Folino, President, at bfolino@pgamagazine.com.