



PGA
MAGAZINE

RELATIONSHIP • DIGITAL • PRINT

MORNING READ

GOLF AT A GLANCE

MORNING READ NEWSLETTER ADVERTISING SOLUTIONS

Morning Read offers an addictive first read of the morning for anyone with a passion for golf. Connect to the largest and most engaged golfer audience. Daily. Drive awareness, traffic and revenue for your brand by partnering with content that only a daily golf platform can provide.

MEMBER PROFILE FOR MORNING READ

- **\$175,000+** average annual HHI
- **82%** play 20+ rounds/year; **30%** have a handicap 10 or better
- **64%** of MR readers are planning a golf vacation in the next 12 months
- **54%** purchased golf clubs in the past 12 months

MORNING READ NEWSLETTER

- **Content:** Articles, videos, podcasts and more, of content for active, transactional golfer and non-golf fans alike. Morning Read Newsletters are sent six days each week, reaching 371,000 inboxes with each deployment with 51,980 average daily opens and 216,933 average weekly unique opens.

Advertising Opportunities:

- **Static Banner Ad:** 600px wide x 400px high. JPEG or GIF file.

Package Rates:

- **One week** (6x banner placement): \$9,594
- **Two weeks** (12x): \$17,269
- **Four weeks** (24x): \$30,701

All package weeks are for daily (Monday-Saturday) banner placement, non-major championship week, 1 of 2 positions, non-exclusive. Digital rates are based on first available timing. You will be scheduled for the first available dates outside of major championship weeks. If other dates are preferred, we will do our best to accommodate.

Blackout Dates: The above packages are not available for major championship weeks (e.g., Masters, U.S. Open, Ryder Cup).



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