



## MGA Travel Center

The Metropolitan Golf Association's 140,000+ members consist of the game's most upscale avid-core golfers in the nation. The Association is the authoritative voice of golf in the New York Metropolitan area and includes over 350 golf clubs and their members as its members. MGA members are passionate about the game of golf and demonstrate it by playing often, playing competitively, maintaining multiple memberships at private clubs, regularly spending on new equipment and apparel, giving back to the game and their communities through golf and by frequently traveling outside of the New York Metropolitan area to play their favorite game.

The MGA's December 2009 Research Study bears out their member's passion for the game and their uniquely upscale demographics (1,963 respondents):

- Average number of golf rounds last 12 months: 52.5
- Average USGA Index: 13.6 (61% have index of 15.0 or below)
- Number of golfers in household: 1.86
- Percentage that have read all five of the last five issues of The Met Golfer: 64.1%
- Percentage visiting MGA.org: 66.5%
- Average Household Income: \$347,365
- Average Net Worth: \$3,104,867
- Professional/Managerial: 53.9%
- Median Age: 57.8

### TRAVEL/HOME OWNERSHIP RESEARCH

- Average # of golf vacations planned in the next 12 months: 1.72
- Golf destinations visited in past 5 years:
 

Florida: 71.0%	Mexico: 12.2%
Scotland: 15.8%	Pinehurst: 18.2%
Ireland: 21.5%	Hilton Head/Kiawah: 18.6%
New England: 25.5%	Hawaii: 11.5%
Canada: 4.9%	Arizona: 15.1%
Caribbean: 26.8%	Pebble Beach: 13.9%
- Own primary residence: 93.1%
- Own a second home in a golf community: 18.7%
- Read The Met Golfer Travel Focus editorial: 69.5%
- 100% enjoy access to daily direct flights from one of three local airports to almost every major golf destination in the world



**THE MGA TRAVEL CENTER PROGRAM**

The MGA launched a major travel marketing program allowing travel destinations and golf club real estate communities to better reach its membership. By combining the MGA’s internet, e-mail and print assets into one competitively priced package, golf destinations can now target the MGA’s membership efficiently and effectively without overspending. While a major goal of the MGA is to help identify and promote exclusive travel and discovery package offers by advertisers and sponsors to its MGA membership, exclusive offers are not required.

**THE MGA TRAVEL CENTER PACKAGE INCLUDES:**

- 12-month digital listing on mgatravelcenter.com including slideshow, listing, link to website and opportunity to feature exclusive offer for MGA members. The MGA Travel Center micro-site will be promoted 365 days per year on the mgagolf.org home page, throughout the mgagolf.org site, through the MGA’s bi-weekly e-Revision e-newsletters, and in every issue of *The Met Golfer*. MGA golf.org enjoys over 500,000 page views per month in season; MGA Handicap opt-in e-revisions have an open rate of over 70%; and over 65% of all MGA members read every issue of *The Met Golfer* magazine.
- 2x 1/3rd square ads (4 5/8” (w) x 5” (h)) appearing in *The Met Golfer* (Rate Card Value: \$15,480)
- 1x button for 2 weeks on the MGA Travel Center home page
- 1x button for 8 weeks on the destination’s applicable MGA Travel Center “State or Region Page”
- 1x two-week “Featured Destination” listing on “State or Region Page”
- 1x two-week button on one e-revision (open rate of over 70%)
- If destination provides exclusive offer for MGA members, 1x two-week mention on e-revision newsletter (with up to three other exclusive offers mentioned)

**INVESTMENT:**

\$5,000 net.

Additional upgrade options:

Video listing: \$250.00

Additional buttons on MGA Travel & Discovery Center: \$150.00 per button per two week period

Additional banner on MGA Travel & Discovery Center: \$350.00 per expanded banner per two week period

Upgrade to vertical 1/3 page ads: \$350.00 per ad additional

Upgrade to full page ad in *The Met Golfer* rather than 2x 1/3: \$1,500.00 additional (full page can appear ROB)