

The Met Golfer

THE OFFICIAL PUBLICATION OF THE METROPOLITAN GOLF ASSOCIATION

MGAGOLF.ORG



The Met Golfer Golf & Gaming Advertorials

Golf & Gaming is a special advertising section focusing on casino golf travel options that will appear in the April/May and August/September issues of *The Met Golfer*. This piece will include great advertorial content as well as print advertising from the participating properties. It is packaged with additional digital assets into two great options as a special introductory offer. For those "Doubling Down," we make the return that much greater by adding a bonus with four issues of *PGA Magazine*. *Golf & Gaming* is an ideal section for reaching an avid golf audience with a \$347,000 average household income, each of whom play on average more than 50 rounds a year, both close to New York and further afield!

CLOSING DATES:

| Issue Dates | Space Closing | Material Closing |
|-----------------|---------------|------------------|
| April/May | February 15th | March 1st |
| Aug./Sept./Oct. | June 15th | July 1st |

PACKAGES:

Double Down

Participation in each of two *Golf & Gaming* advertorial sections with one page advertorial and one full page ad in each section. Advertorial to be supplied by the property and edited by our editorial team, edits subject to final approval of the client.

Participation in a Casino Advertorial Directory section in *PGA Magazine* that will appear 4x annually with a 1/4 page listing per property. *PGA Magazine* is the country's leading trade golf magazine reaching every PGA of America professional twelve months per year.

MGA Travel Center package program: 12 month participation on mgagolf.org

- 1 button for 2 weeks on the MGA Travel Center home page
- 52 week MGA Travel Center Casino listing

Seasonal

Participation in one of the two *Golf & Gaming* advertorial sections with one page advertorial and one full page ad in the issue selected. Advertorial to be supplied by the property and edited by our editorial team, edits subject to final approval of the client.

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- 1 button for 2 weeks on the MGA Travel Center home page
- 52 week MGA Travel Center Casino listing

INVESTMENT:

Double Down Package: Two issues \$8,900 (net)

Seasonal Package: One issue \$5,990 (net)

FEATURES & BENEFITS:

- Efficient, targeted reach of affluent, core golfers in the highly-desirable New York/New Jersey/Connecticut Metro market. Directly mailed to over 93,000 homes of avid-core golfers.
- Direct lift from 3 regional airports throughout the hemisphere
- Advertorial coverage in *Golf & Gaming* section, up to 2 photographs and contact information

For more information, please contact your *Met Golfer* sales representative.

