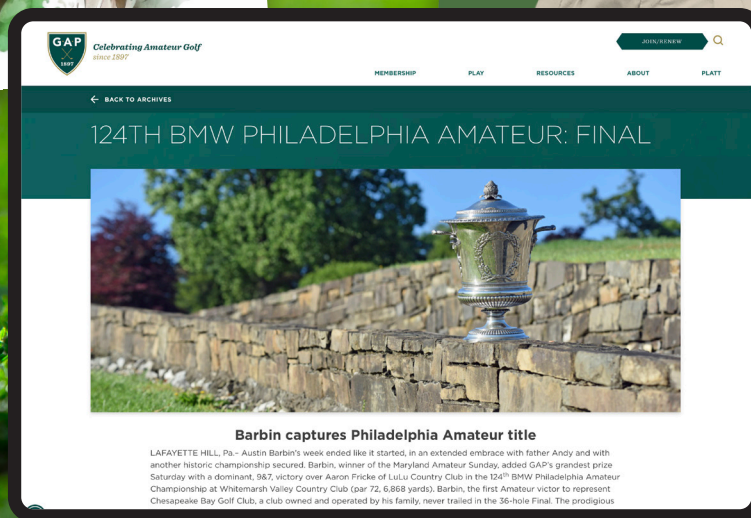
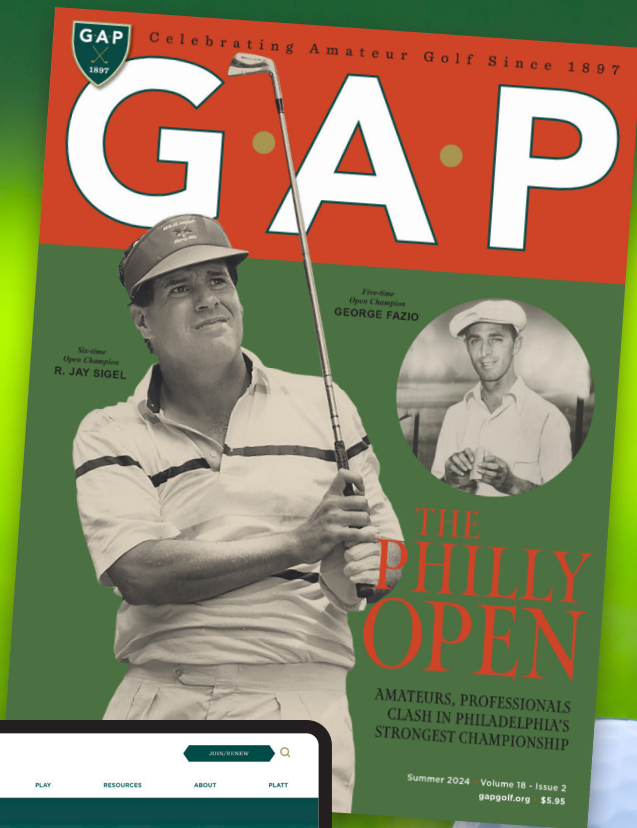


2025



Media Kit



C E L E B R A T I N G A M A T E U R G O L F S I N C E 1 8 9 7



Who is GAP?

www.gapgolf.org



GAP (Golf Association of Philadelphia) is an association whose sole purpose is to preserve, protect and promote the game of golf. GAP is well positioned to be a great source of all golf information. In fact, in a recent survey of almost 2,000 members, 68 percent said that GAP was the best source of golf information in the Philadelphia region. GAP is comprised of more than 300-plus member golf clubs with more than 105,000 members in the Greater Delaware Valley. The Association's member clubs are spread across parts of four states - Pennsylvania, New Jersey, Delaware and Maryland. The GAP encompasses an area that stretches from Bellefonte, Pa. to the New York state border to Princeton, N.J. to Cape May, N.J. to Owings Mills, Md. The GAP membership represents a select audience of the most passionate golfers who are affluent, educated and engaged in the golf community that the *GAP Magazine* covers.

GAP Magazine

GAP Magazine reaches the most affluent, avid golfers in the Greater Delaware Valley. It is the official publication of GAP. And, as an indication of reader's engagement with the magazine, 85 percent of survey respondents said that the

magazine is trustworthy. *GAP Magazine* is published four times a year, March, June, August and November. This magazine is the embodiment of all that the GAP organization does. The magazine promotes the game of golf with articles about regional events, GAP championships, golfing news, a player's spotlight, a club's spotlight, new technologies, history of the game and articles on the rules of golf. *GAP Magazine* is mailed to approximately 35,000 members with another 1,500 copies being sent to the member clubs directly.

GAP Magazine Reader

GAP Magazine is delivered to approximately 35,000 homes. Our readers represent a coveted audience of educated, affluent consumers throughout the Greater Philadelphia Area. They dine out, travel, attend cultural and sporting events, are consumers of luxury goods, and they are hard to reach with traditional media. A very convincing 64 percent of readers also recently told GAP that they notice and remember the ads in the magazine. *GAP Magazine* reader is also passionate about golf and actively engaged in the news, events and content they find in *GAP Magazine*, giving advertisers a unique opportunity to connect with them on their turf.

Key Demographics **Trust and Information**

Average Age: **39**

Average Household Income: **\$183,428**

College Educated: **71%**

Homeowners: **95%**

Multiple Property Owners: **33%**

Key Company Decision Makers: **67%**

Average Number of Vehicles Owned: **2.97**

Invest in Mutual Funds: **83%**

Average Investment Portfolio: **\$647,000**

Fine Dining 2 to 3 Times per Month: **78%**

Number of Annual Business Trips: **5**

Mean Domestic Trips in Last Year: **4.2**

Mean International Trips in Last Year: **1.5**

Attend Sporting Events 1 Time per Month: **28%**

Attend Concerts/Live Theatre 1 Time per Month: **20%**



GAP Magazine makes an impact with readers.

64%
notice the ads

63%
are more likely
to purchase
products advertised



Rates & Specifications Four-buy discounts available with signed contract.

PRINT ADVERTISING RATES

Premium Positions <i>(inside front/back cover)</i>	CALL FOR PRICING
Full Page <i>(inside)</i>	
Half Page.....	
Quarter Page.....	

All pricing is net. 144,000 issues annually.

CIRCULATION

36,500 PER ISSUE
4X PER YEAR

PUBLICATION DEADLINE DATES

Spring	Summer	Fall	Winter
March 7	June 6	August 15	November 7

ONLINE ADVERTISING RATES

Email Campaign.....	CALL FOR PRICING
The GAP Index <i>(monthly newsletter)</i>	
GHIN App.....	
Website Ad.....	

There are a variety of digital advertising options that can be utilized individually or together across multiple platforms. Contact us for more information.

Receive a discount when you advertise across multiple media platforms.

Contact Info:

Martin D. Emeno, Jr.
Phone: 610-687-2340, ext. 27 • Email: memeno@gapgolf.org

PAGE SPECIFICATIONS

Full Page (w/ bleed) 8.125" x 10.75"	Half Page (horizontal) 7.125" x 4.75"	Half Page (vertical) 3.5" x 9.75"	Quarter Page 3.5" x 4.75"
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GAP Magazine measures 7.875" x 10.5". Supplied file must include a minimum of .125" (1/8 inch) on **all four sides** of file if the ad is to **bleed**. Include crop marks. If the ad is not to bleed, the live area is 7.125" x 9.75".

Preferred file type: Hi-resolution PDF

