

# SOUTHERN NEW ENGLAND GOLFER

## Rate Card #8

(Effective 1/1/18 - 12/31/18)

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**Southern New England Golfer**, an extension of **Ocean State Golf** that has been incorporated since 1990, is a blend of print and emails of the publication.

For 2018 there will be four issues printed. A May issue will be printed on April 25, a June/July issue will be printed on June 6, an Aug/Sep issue will be printed on Aug. 1 and a Fall issue will be printed on Oct. 3. 25,000 copies of each issue will be printed and 35,000 digital copies will be distributed.

### ADVERTISING RATES

Position	1x	3x	4x
Full Page	\$2,000	\$1,800	\$1,650
1/2 page	\$1,100	\$1,000	\$900
1/4 page	\$650	\$575	\$500
1/6 page	\$500	\$450	\$400
1/8 page	\$350	\$325	\$270
1/16 page	\$225	\$200	\$175
Center page	\$2,050	\$1,950	\$1,800
Inside front	\$2,150	\$2,050	\$1,900
Inside back	\$2,100	\$2,000	\$1,850
Back Cover	\$2,400	\$2,250	\$2,075

**Rates shown are per issue.**

**Lower rates (3X or 4X) are shown if contracting for more than one issue per year.**

**\*All Ads are Full Color**

## ADVERTISING DIMENSIONS

Ad Size	Wide	X	High
Full Page	9.5"	X	10.75"
1/2 Page Vert.	4.7"	X	10.75"
1/2 Page Horiz.	9.5"	X	5.3"
1/4 Page Vert.	2.3"	X	10.75"
1/4 Page Horiz.	4.7"	X	5.3"
1/6 Page	4.7"	X	3.9"
1/8 Page Vert.	2.3"	X	5.3"
1/8 Page Horiz.	4.7"	X	2.6"
1/16 Page	2.3"	X	2.6"

### PRODUCTION CHARGES

- *Southern New England Golfer* has a graphic designer on staff to help prepare ads for you at no charge. All requests for assistance in creating an ad must be made two weeks before publishing date.
- Proof changes, except for errors made by the publisher, will be charged to the advertiser.

### MECHANICAL SPECIFICATIONS

Our publication is printed on a web offset press. Publisher reserves the right to alter incorrectly sized ads to conform with the advertising format. A **pdf** file at 300 dpi or press-ready is recommended. Tiff or jpeg files are accepted if done in InDesign or Quark. All ads should be sent to: [bruce@snegolfer.com](mailto:bruce@snegolfer.com).

## Publication Dates and Features

Publication Dates	Issue	Features
<b>April 25</b>	<i>Number 1</i>	Highlighting Masters, PGA Show, College golf, Challenge Cup Tournament
<b>June 6</b>	<i>Number 2</i>	Northeast Amateur, CVS/Caremark Classic, Travelers Champ, college & high school results, Tournament Results
<b>August 1</b>	<i>Number 3</i>	CVS Classic Pictorial, State Four-Balls, Women's Championships, State Amateurs, Deutsche Bank Championship Preview, Junior Championships
<b>October 3</b>	<i>Number 4</i>	USGA events, State Tournaments, Ryder Cup, Dell Technologies Pictorial, Local Tournament Results

\*\*Ads are due 10 days before publishing dates\*\*

## ABOUT SOUTHERN NEW ENGLAND GOLFER

**Southern New England Golfer** is the extension of **Ocean State Golf** that has been incorporated since 1990. The publication uses 15 of the top local and national golf writers (most of whom are members of the Golf Writers Assn. of America), top photographers, golf professionals, health and fitness experts, and others to provide a first-class publication that is brimming with information for the expanding population of golfers.

The publication is recognized as the best source of golf information in the southern New England region.

## EDITORIAL HIGHLIGHTS

Southern New England Golfer gives Massachusetts, Rhode Island, and Connecticut golf enthusiasts the most comprehensive local news and information on the game.

Our talented writers and photographers will provide the reader in each of the **four** issues:

- **Extensive coverage of state and regional golf events.**
- **Profiles of top local men and women golfers and course superintendents.**
- **Schedules of tournaments and activities.**
- **Results and pictures of men's, women's, junior, and senior events.**
- **Coverage of college and high school golf.**
- **Instruction articles from some of the best professionals in the area.**
- **Descriptions and photos of the best golf holes on public and private courses.**
- **New course reviews and other features.**
- **News from the Golf Associations and the U.S. Challenge Cup**
- **New product reviews**
- **Golf vacations and golfing destinations**
- **Updates on locals playing on national professional tours.**
- **Equipment reviews and travel stories.**
- **Health and fitness articles.**
- **Golf packages and trips**
- **Course locator maps and much, much more.**

## READERSHIP

*Southern New England Golfer* reaches more golfers than any other daily, weekly, or monthly publication in the southern New England area. Most every golfer in the Massachusetts, Rhode Island and Connecticut area looks forward to reading the publication from cover to cover four times per year.

*Southern New England Golfer's* readers are upscale, active, affluent, influential and most importantly, well-informed members of the population. They represent an audience that ranges from high school age to retirees. According to the National Golf Foundation, the typical golfer is well-educated (60% with college background), holds a professional or managerial position, has a household income of over \$90,000 a year, owns a home with a market value of more than \$200,000, has an investment portfolio, owns two or more cars, vacations more than twice a year, and is an avid reader of golf publications.

For the advertiser, *Southern New England Golfer's* unique appeal provides access to this impressive marketplace that is unequalled by any other local medium.

Twelve million people live in the three-state area of southern New England. Over **1,000,000** active golfers reside in our readership area.

## CIRCULATION

*Southern New England Golfer* is published four times a year. 25,000 printed copies are distributed by five courier companies and UPS to the following:

Distribution	Amounts
100 private golf courses	approximately 5,000
200 public courses	approximately 10,000
15 driving ranges	approximately 1,500
15 retail golf stores	approximately 4,000
Tourism centers & hotels	approximately 1,000
Over 100 Retail stores	approximately 2,500
Subscribers	approximately 1,000

## INTERNET

*Southern New England Golfer* currently has **35,000** email addresses of golfers who will be receiving all four issues of the publication.

Also, each advertiser's link will be available to all who receive the emailed publication as well as all that read the publication at [www.snegolfer.com](http://www.snegolfer.com).

## ZONE ADVERTISING

15,000 of the 25,000 copies of the printed publication are distributed within a 40-mile radius of Providence, Rhode Island. If your course or business is outside of that 40-mile radius, you are eligible for a zone advertising discount of 40%. (Does not apply to national or regional advertisers) Contact SNE Golfer for more info.

## MAP LISTING PAGES

All four issues of the publication include two pages of Map Listings, where the courses and driving ranges are listed alphabetically in each of the three states with: number of holes; public, semi-private or private; address, phone number, website, and amenities (cart rentals, club rentals, pro shop, snack bar, clubhouse, outings). There is a colored map of the three states showing the location of each facility listed. (\$200 or \$125)

## ONLINE

The map listings are also on the **SNEGOLFER.COM** website with directions, links to each website and a course review. The website also links to the previous issues of the magazine. All advertisers are listed on the website with links to their websites. There is also a breaking golf news section to encourage golfers to visit our website as well as a full travel section with past stories of golfing resorts and locations around the area and world.