

EFFECTIVE DATE:

January/February 2008
Average per-issue circulation: 155,000

**CONTACT:**

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818/980-3630 • bthomas@scga.org

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CIRCULATION

Paid/controlled. Mailed bimonthly by second-class mail to the homes of more than 155,000 subscriber-members of the Southern California Golf Association. Copies are sent to the managers, professionals, and course superintendents at each of the member clubs of the SCGA. Copies are also sent to members of the Southern California Section of the PGA. Top agencies, business influentials, amateurs, and touring pros across the country are among the 3,000 names on FORE's VIP mailing list. Circulation is concentrated in Southern California, but nearly 5,000 out-of-state residents also receive FORE.

EDITORIAL PROFILE

FORE Magazine is the official journal of the Southern California Golf Association, one of the nation's oldest and largest regional golf associations, with 1,250 member clubs and more than 155,000 members.

Every country club from San Luis Obispo and Bakersfield south to the Mexican border is a member of the SCGA. So are the men's clubs at nearly all public and resort golf courses in the region, as well as several clubs in Baja California. In addition, the SCGA has more than 800 affiliate clubs with thousands of members.

Taken together, the SCGA's membership contains virtually every serious golfer in Southern California, and the only way you can reach all of these people is through FORE Magazine. The association's mailing list is not for sale, but FORE Magazine is mailed to every home on a bimonthly basis — homes that constitute the highest income of any golfers in the world.

Editorial content includes professional and amateur tournament coverage, personality profiles on outstanding players and golf industry leaders, golf resort and travel features, and special features on golf rules, handicapping, and new products. Special emphasis is on amateur golf activities in Southern California.

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ACCORDING TO A RECENT SURVEY, THE AVERAGE FORE MAGAZINE READER IS:

MATURE AND WELL EDUCATED

- The average is 59
- 93% have attended college; 67% have a bachelor's degree or higher
- 22% are doctors, lawyers, consultants or accountants; 46% are in other businesses; 44% are retired
- 21% are members of at least one board of directors
- 42% make or directly influence major purchases in their company

AFFLUENT

- the average household income is \$192,466
- 72% have investments in stocks and bonds; 54% use the services of a stock broker
- 73% invest in mutual funds
- 43% invest in real estate

A HOMEOWNER

- 95% own their principal dwelling
- 84% live in a house; 14% live in a townhome or condominium
- 37% have at least one other dwelling
- 75% own dwellings valued at more than \$500,000; 23% are valued at more than \$750,000; 26% are valued at more than \$1 million

COMPUTER LITERATE

- 95% own personal computers
- 95% use computers for both e-mail and the internet
- 63% spend more than one hour a day on the internet; 21% spend more than two hours
- 81% have made a purchase on the internet
- 66% use the internet to book travel

AN AVID GOLFER

- 90% have played golf for more than 10 years; 72% have played for more than 20 years
- 88% play golf at least three times a month; 67% play at least six times per month; 24% play 10 times per month or more
- 83% play on more than five courses annually
- 74% attend at least one pro tour event each year
- 85% play in at least one tournament each year

A GOLF CONSUMER

- 73% own more than one set of golf clubs
- 63% purchased at least one set of woods in the past two years; 18% purchased two or more
- 51% purchased at least one set of irons in the past two years; 16% purchased two or more
- 90% own more than one putter; 51% own four or more putters; 11% own 10 or more
- 62% purchased one or more putters last year; 82% purchased one or more drivers; 40% purchased one or more hybrid clubs
- 76% will spend more than \$250 on golf equipment this year; 56% will spend more than \$500
- 83% bought two dozen or more golf balls last year; 65% bought four dozen or more; 43% bought six dozen or more
- 65% own three or more pairs of golf shoes; 51% own five or more pairs
- 22% own one or more power riding golf carts; 6% own power walking carts

A CONSUMER

- 17% own plasma TVs; 36% own high-definition TVs
- 70% receive TV programming via cable; 27% via satellite dish
- Average number of cellphones per household: 1.45
- 32% own an iPod or other mp3 player
- 33% own PDAs
- 10% own a power or sail boat

A TRAVELER

- Average number of pleasure trips taken last year: 7.3
- 55% have three or more weeks of vacation each year
- Members averaged 1.5 trips to the Coachella Valley last year; 1.1 trips to Las Vegas, 1 trip to San Diego area
- 45% have visited Monterey Peninsula in the past five years; 65% have visited Northern California, Washington or Oregon; 76% have visited Arizona, Nevada or New Mexico
- Hawaii is the most popular vacation spot outside the continental United States. 75% have visited the 50th state in the past five years and 78% expect to do so in the next five.
- Britain/Scotland/Ireland and Australia/New Zealand (37% each) rank second on the list of future vacation spots outside of the U.S.
- 75% visited a casino one or more times last year; 42% visited three or more times

Source: FORE Magazine demographic survey; June, 2005

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GENERAL AD RATES

	1X	3X	6X	7X
Full pg	\$ 8,250	\$ 7,590	\$ 7,013	\$ 6,600
2/3 pg	6,950	6,394	5,908	5,560
1/2 pg	5,750	5,290	4,888	4,600
1/3 pg	5,290	4,867	4,497	4,232
1/6 pg	2,950	2,714	2,508	2,360

COVER AND SPREAD RATES

IFC / IBC	\$ 9,270	\$ 8,528	\$ 7,880	\$ 7,416
Back Cover	11,000	10,120	9,350	8,800
2-pg spread	15,950	14,674	13,558	12,760

MARKETPLACE (PRICES ARE NET)

Up to 4 column inches: 4/color: \$ 400 per column inch • BW: \$ 250 per column inch
5 column inches or more: 4/color: \$ 340 per column inch • BW: \$ 225 per column inch

GREAT GOLF DESTINATIONS (1/4-PAGE, 4/C FORMATTED ADS — PRICES ARE NET)

1/4-pg ads	\$ 2,250	\$ 2,070	\$ 1,912	\$ 1,800
1/2-pg ads	4,250	3,910	3,612	3,400

SOUTHERN CALIFORNIA DIRECTORY OF GOLF RATES (PRICES ARE NET)

Full-page	\$ 4,250
Golf Course Review Page	3,500
IFC / IBC	5,095
Back Cover	5,900

SPECIAL POSITION/BLEED CHARGES

A 10% charge is added for special position and must be approved in advance by the publisher. There is no additional charge for bleeds on full-page ads or two-page spreads. A 10% charge is added for bleed on less than full-page ads.

PERSONALIZATION OF ADS

Ads may be personalized with the reader's name and/or address for an additional fee. For details, contact the publisher.

COMMISSIONS/CASH DISCOUNTS/PAYMENTS

Commissions equalling 15% of gross allowed to recognized agencies for accounts paid in full within 45 days of invoice date. Cash discounts of 2% on net billing paid within 10 days of invoice date. First-time and all mail-order advertisers must pay in advance. Invoices more than 45 days in arrears are subject to a 1.5% surcharge plus any appropriate collection agency and/or attorney fees incurred.

CONTRACTS AND FREQUENCY RATES

Three-time rates quoted above are for three insertions in a 12-month period. Six-time rates are for six insertions in a 12-month period. Seven-time rates include six issues within a 12-month period, plus an insertion in the annual *Southern California Directory of Golf* (see below). Multiple insertions in excess of seven earn larger frequency discounts; check with publisher for details. At the discretion of the publisher, new advertisers may be required to pay one-time rates until appropriate contract requirements are met and then take the entire frequency discount on the succeeding ad (e.g., pay one-time rates for first two ads and then have the discount for the three-time rate on those ads deducted from the third ad). Advertisers who contract for space and fail to complete a contract will be short-rated at the prevailing one-time rate.

SOUTHERN CALIFORNIA DIRECTORY OF GOLF

The *Southern California Directory of Golf* is a digest-size publication (5 1/4 x 8 1/4 inches) and is mailed in a polybag with FORE Magazine's January / February issue. Frequency rates shown are a combination of ads in the directory and FORE Magazine.

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OVERVIEW

Inserts — whether bound in or placed in a polybag with FORE Magazine — are a powerful tool for reaching FORE Magazine readers. Thanks to computer-to-plate and selectronic mailing capability, you can either mail to FORE Magazine’s entire readership or segment our list by zip code or by type of club (e.g., private, public, affiliate club). You can also personalize your insert or ad with the subscriber’s name and address and direct them to your closest location. For details and specifications, contact your *FORE Magazine* advertising representative or the publisher.

INSERTS

(prices are for bound-in inserts; for free-standing insertion in polybag, add \$50/M plus applicable postage)

Reply card	\$15/M	12 pages ¹	\$ 90/M
4 pages	\$60/M	16 pages ¹	\$100/M
8 pages ¹	\$80/M	More than 16 pages — check with publisher	

NOTE: Minimum is \$5,000 per insertion, plus applicable polybag, binding and postage charges. For inserts to be affixed to hanger strips, consult publisher for costs.

¹ Plus incremental 2nd class postage above cost of magazine.

THE CALIFORNIA BUY

Here's a way to extend your reach throughout the state of California! Advertise in both *FORE Magazine* — the official journal of the Southern California Golf Association — and *NCGA Golf* — the official journal of the Northern California Golf Association (NCGA Golf publishes quarterly in January, April, July and October).

When you advertise in both *FORE Magazine* and *NCGA Golf*, you reach every member of every country club in the state, plus thousands of other avid golfers — more than 350,000 golfers in the nation’s number one golf state!

Best of all, you save money. When you contract with both *FORE Magazine* and *NCGA Golf*, you save 5% over the combined individual rates of the two publications. Taking advantage of our frequency rates can save you even more! Contact your *FORE Magazine* advertising representative or the publisher for details.

	Combined FORE/ NCGA Golf Rates	CALIFORNIA BUY*
Four-Color		
Full page	\$16,450	\$15,628
2/3 page	13,950	13,253
1/2 page	11,850	11,258
1/3 page	10,790	10,250

***COMBINED BUY RATES are 5% less than the total of the regular FORE Magazine and NCGA Golf rate**

- (1) All rates listed are one-time insertion gross rates. Appropriate discounts will be offered on multiple insertions. For details and exact rates, contact your ad representative.
- (2) All rates are subject to change at any time. Signed contracts will be honored at agreed-upon rates at the time of contract signing.
- (3) Combined rates do not apply on one-time insertions in *NCGA Golf Bluebook* edition.

CONTACT:

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562/590-5143 • tblackfore@aol.com

George Eckardt, *Coachella Valley Advertising Manager*
760/772-7399 • geckardt@dc.rr.com

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ELECTRONIC AND WEB SITE MARKETING OPPORTUNITIES AT WWW.SCGA.ORG

THE OFFICIAL WEB SITE OF THE SOUTHERN CALIFORNIA GOLF ASSOCIATION



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OVERVIEW

Electronic and Web site marketing opportunities on www.scga.org and www.foremagazine.org are available only to FORE Magazine and Southern California Directory of Golf advertisers and are based on total net dollars placed in these two publications.

OPPORTUNITIES

AD DOLLARS PLACED	GGD* (Months)	Web Site Boxes (Months)	SCGA E-News (Issues)	E-Blasts (Nos.)
\$ 2,250	2	0	0	0
\$ 4,500	4	0	0	0
\$ 9,000	6	0	0	1
\$12,000	12	2	1	1
\$15,000	12	4	2	2
\$20,000	12	6	3	3
\$25,000	12	8	6	4
\$30,000	12	10	9	6
\$35,000	12	12	12	12

Amounts over \$35,000 will be negotiated.

* *Great Golf Destinations* is a special advertising section available on both Web sites.

DEFINITIONS

WEB SITE BOXES are approximately 1.5" square and will link to the advertiser's Web site. Boxes will be placed on high-traffic pages, including:

- Home page
- SCGA Internet Posting home page
- What's Hot/Tournament Results page
- Handicap Lookup page

SCGA E-NEWS ADS are approximately 1.5" square and will link to the advertiser's Web site. They will run on the right side of the page. Total circulation (as of August, 2007) is approximately 35,000.

SCGA E-BLASTS are created by the advertiser, then approved and sent by the SCGA. Approximately 6,300 people have signed up and agreed to receive SCGA E-Blasts.

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MECHANICAL SPECS

PRINTED COMPUTER-TO-PLATE BY WEB OFFSET

Trim size: 8¼ inches x 10½ inches. Saddle stitched, 3-column format.
Submit ads on computer disk (see separate sheet, *Digital Print Ad Guidelines*, for details).
Ads delivered as film or veloxes will be digitized. Contact the publisher for additional details.

AD PAGE SIZES

Trim size : 8¼ inches x 10½ inches.

2-page spread bleed	16¼ x 11
Bleed page	8¼ x 11
Full page (nonbleed)	7¼ x 9½
2/3 page	4¾ x 9½
1/2 page (island)	4¾ x 7¾
1/2 page (horizontal)	7¾ x 4¾
1/3 page (vertical)	2¼ x 9½
1/3 page (square)	4¾ x 4¾
1/6 page (vertical)	2¼ x 4¾
1/6 page (horizontal)	4¾ x 2¼
Great Golf Destinations (1/4 pg)	3½ x 4¾
Marketplace	2¼ inches wide per column

NOTE: Build full-page ads to 8¼ x 10½ inches, even if they are nonbleed. Allow ⅜ inch for safety margin.
See also separate sheet entitled *Digital Ad Guidelines*.

DIRECTORY AD PAGE SIZES

Trim size : 5¼ inches x 8¼ inches (perfect bound)

2-page spread bleed	11½ x 8½
Bleed page	5½ x 8½
Full page (nonbleed)	4½ x 7¾

NOTE: Build full-page ads to 5¼ x 8¼ inches, even if they are nonbleed. Allow 5/16 inch for safety margin.
Allow 3/16 inch for gutter grind-off.
See also separate sheet entitled *Digital Print Ad Guidelines*.

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least ⅜ inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less than full-page ads.

SPECIAL POSITION

A 10% charge is added and must be approved in advance by the publisher.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

SHIPPING INSTRUCTIONS

FORE Magazine
3740 Cahuenga Boulevard
North Hollywood, CA 91604
818/980-3630 • 818/980-1808 (FAX)
E-mail: bthomas@scga.org

COMPUTER-TO PLATE

FORE Magazine is designed on a Macintosh computer in Quark XPress 7.0.

See page entitled *Digital Print Ad Guidelines* for specific production and ad submission guidelines.
Contact the publisher for further information.

FILM

Ads submitted in film will be monoscanned.
A proof must be submitted.

AD CLOSURES, MATERIALS DUE & MAILING DATES

ISSUE	CLOSURES	MATERIALS	MAILS
Jan/Feb	Nov 20	Dec 1	Jan 15
Mar/April	Jan 20	Feb 1	Mar 9
May/June	March 21	April 1	May 20
July/Aug	May 20	June 1	July 22
Sept/Oct	July 20	Aug 1	Sept 12
Nov/Dec	Sept 20	Oct 3	Nov 11

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**CONTACT:**Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org**FORE MAGAZINE PRODUCTION**

FORE Magazine is designed and produced on a Macintosh computer in Quark XPress 7.0.

Please build full-page ads to 8¹/₄ x 10¹/₂, even if they are nonbleed.**SUPPORTED MEDIA**

Submit ads on CD or via e-mail.

SUPPORTED SOFTWAREFORE Magazine prefers to receive ads generated in Adobe .pdf, Quark XPress (ver. 6.0 or higher), Adobe Illustrator (ver 7.0 or higher) or Adobe Photoshop (ver. 4.0 or higher) formats. **Do not submit ads in PageMaker, MS Word or PC formats.****FONTS:**

- Include all screen and printer fonts
- Convert all fonts to outline where available
- Do not apply attributes to fonts

IMAGES:

- All linked images must be included
- All images must be supplied as CMYK or grayscale. **DO NOT SEND IMAGES OR ARTWORK AS RGB**
- Photos should be TIFF or Photoshop EPS at 300 pixels (dpi) for best results
- **If sending ads or photos in JPEG or PDF formats, make sure they open in high resolution.**

GRAPHICS (LOGOS, ETC.)

For best results, logos and graphics should be created in Adobe Illustrator or saved as .eps files.

COLOR

- All colors must be defined as/converted to CMYK process.
- Follow SWOP specifications when possible
- Do not attach color profiles

LAYERS:

- All files should be flattened before saving

FILE FORMATS

- PDF and PDFX1A are acceptable
- Use following Adobe Distiller settings:

GENERAL

- Compatibility: Acrobat 4.0
- ASCII format
- Resolution: 2400 dpi
- Binding: left

COMPRESSION

- Color or Grayscale Bitmap images:
Bicubic Downsampling at 400 dpi
- Monochrome Bitmap images
Bicubic Downsampling at 2400 dpi

FONTS

- Embed all fonts
- Subset all Embedded fonts below 99%

COLOR

- Conversion: leave color unchanged
- Profiles: Adobe CMYK
- Options: Preserve Overprint Settings

ADVANCED

- Do not check any boxes in this section

- **Do not submit ads in PageMaker, MS Word or PC formats. Convert them to .pdf format before sending.**

PROOFS

Submit proofs created to SWOP specifications whenever possible.

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WEB FEATURE: Magazine articles that receive extended treatment with photos and links on the FORE Magazine Web site (www.foremagazine.org)

2008 SOUTHERN CALIF. DIRECTORY OF GOLF

■ **THE ANNUAL** *Southern California Directory of Golf* (a special supplement polybagged with FORE's January/February issue) is **THE** reference book of Southern California golf! FORE readers and golf professionals refer to the directory (a joint publication with the *Southern California Section of the PGA*) throughout the year because it contains directions to every golf course in Southern California, listings of courses which accept outside play (with appropriate pricing information), yardages, course and Slope rating statistics and conversion tables, addresses and phone numbers of major golf associations throughout the U.S., and reference and historical information about the SCGA and SCPGA.

JAN./FEB., 2008

■ **IRELAND NORTH:** Many people know Ireland's famous golf courses, particularly those in the southwest quadrant of the island, but the northern coast and Northern Island boast several gems, as well. **WEB FEATURE**

■ **FORE'S ANNUAL** *Spotlight on Desert Golf* offers features and information on golf in the Coachella Valley and high desert areas of the SCGA's territory.

■ **THE ANNUAL PREVIEW** of SCGA Tournaments lists sites, entry requirements, entry forms and deadlines for each of the SCGA sponsored and administered tournaments throughout the year, including USGA events conducted by the SCGA.

■ A look at some of the pro tournaments in the Southland during the first few months of the year.

MARCH/APRIL, 2008

■ **THE ANNUAL** *Spotlight on Hawaii Golf* is included with this issue of FORE (and with the Spring issue of *NCGA Golf*). The annual supplement serves as an update on Californians' favorite destination for golf (or any other kind of) vacations. New courses are given special emphasis in this colorful section.

WEB FEATURE

■ **EQUIPMENT/FASHION:** *PGA Merchandise Show*. A review of new offerings at the big Orlando, Fla., show.

MAY/JUNE, 2008

■ **A PREVIEW OF THE U.S. OPEN** being contested at Torrey Pines Golf Course in La Jolla/San Diego.

■ **A PREVIEW OF THE CALIFORNIA AMATEUR CHAMPIONSHIP WEEK** being held in Southern California for the first time in the tournament's 97-year history. **WEB FEATURE**

■ **MOUNTAIN GOLF:** A look at golf courses where mountain ranges compete with rolling fairways for awe-inspiring views. **WEB FEATURE**

■ **GIFTS:** Suggestions for those shopping for golfers who are dads or grads — our annual cross section of offerings.

JULY/AUGUST, 2008

■ **A PREVIEW OF THE SCGA AMATEUR CHAMPIONSHIP**, one of the nation's oldest continuously contested amateur championships. Profiles of Saticoy Country Club, its professional, and the many quality contenders are included in this special section.

■ **COVERAGE OF THE CALIFORNIA AMATEUR CHAMPIONSHIP** with photos and interviews. **WEB FEATURE**

■ **PACIFIC COAST AMATEUR CHAMPIONSHIP** preview — this major amateur tournament will be played at Royal Colwood GC in Victoria, B.C.

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SEPT./OCT., 2008

■ **COVERAGE OF THE SCGA AMATEUR CHAMPIONSHIP** with photos and interviews from Saticoy Country Club. **WEB FEATURE**

■ **GOLF IN LAS VEGAS:** An in-depth look at one of the nation's fastest-growing golfing meccas.

■ **PICTURES AND REPORTS**, from the Pacific Coast Amateur Championship.

■ SCGA members' success in a number of national events is chronicled.

■ **BOOKS AND MORE:** Reviews and previews of books and videos.

NOV./DEC., 2008

■ FORE includes a special section on **GOLF IN ARIZONA** with this issue. It keeps Southern California golfers abreast of what's happening with their golf-rich neighbors.

WEB FEATURE

■ **HOLIDAY GIFTS:** A peek at new and interesting gifts just in time for the holiday gift-buying season.

■ **THE SCGA ANNUAL MEETING** and election of officers is profiled.

■ **FASHION:** a look at the latest trends.

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THE BEST WAY TO PENETRATE THE BEST GOLF MARKET IS FORE MAGAZINE

FORE Magazine readers represent **THE PRIME GOLF AUDIENCE** in the United States. Moreover, as our demographic survey shows, FORE readers are one of the prime consumer audiences in many other segments of the economy. **Every golf member of every country club in Southern California belongs to the Southern California Golf Association and receives FORE Magazine at their home.** In addition, members of virtually every public and resort course belong to the SCGA, along with members of more than 800 affiliate clubs (clubs not connected with a specific course) — more than 1,100 clubs altogether! **THE BEST WAY TO PENETRATE THIS MARKET IS THROUGH FORE MAGAZINE — NO OTHER PUBLICATION EVEN COMES CLOSE!**

PUBLICATION	PERCENTAGE OF FORE SUBSCRIBERS WHO READ:	PERCENTAGE OF FORE SUBSCRIBERS WHO DO NOT READ:
Golf Digest	44%	56%
Golf Magazine	27%	73%
Golf World	11%	89%
Golfweek	8%	92%
Sports Illustrated	8%	92%
Executive Golfer	7%	93%
Fairways and Greens	4%	96%
Golf News	2%	98%
Golf Tips	10%	90%
Links	10%	90%
Southland Golf	14%	86%
Southern California Golf News	6%	94%
Travel and Leisure Golf	13%	87%
Los Angeles Magazine	4%	96%
Palm Springs Life	5%	95%
San Diego Magazine	3%	97%

ONLY FORE MAGAZINE CAN PENETRATE THE NATION'S NO. 1 GOLF MARKET OPTIMALLY!

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**CONTACT:**Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org**WHERE DO SCGA MEMBERS TURN FOR INFORMATION?****FORE MAGAZINE****WELL-READ — AND KEPT!**

- 51% spend an hour reading FORE Magazine, 10% spend more than an hour
- 28% keep the magazine 2-3 weeks;
- 15% keep each issue for a month;
- 19% keep it for two months;
- 8% save past issues
- 55% read each issue cover to cover

PRIME INFORMATION SOURCE

- 32% listed FORE Magazine as their primary golf information resource (more than any other category)
- 30% listed FORE Magazine as where they get most of their golf travel information

SOUTHERN CALIFORNIA DIRECTORY OF GOLF: THE SOUTHLAND'S No. 1 RESOURCE

- 14% refer to the Southern California Directory of Golf more than once a month; 43% use it an average of once per month; 32% refer to it a few times each year
- 65% keep the directory at home; 16% keep it in the office; 11% in their car
- 90% use the Golf Course Listings section; another 32% use the SCGA information section
- 89% find the golf course advertising and writeups helpful in determining a place to play or informative and interesting to read

WWW.SCGA.ORG**THE NATION'S BEST ASSOCIATION WEB SITE**

- More than 250,000 page views per month
- 58% of members access the SCGA Web site (more than any other golf-related site — PGA Tour was second at 37%; USGA was third at 16%)
- Top sections: Handicap Lookup, Home Page, What's Hot, Golf Course Listings
- 38% turn to www.scga.org when they have a questions about the SCGA — the number one response!

USING THE INTERNET

- 95% of SCGA members own computers
- 95% use computers for both e-mail and the internet
- 81% have purchased items over the internet
- 45% have purchased golf-related items over the internet
- 23% use the internet for stock trading
- 66% use the internet for travel arrangements; 44% use it most for travel arrangements

*Source: FORE Magazine
demographic survey; June, 2005*

EFFECTIVE DATE:

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SCGA STATISTICS*

FOUNDED 1899

There were five original founding clubs. Two of those — Redlands CC and The Los Angeles CC — are still in existence. Riverside Polo & Golf Club became The Victoria Club in 1903; Pasadena CC became Annandale GC in 1908.

INDIVIDUAL MEMBERS 155,000

TOTAL CLUBS 1,250

Golf course facilities 423

Affiliate clubs 827

(Affiliate clubs are groups of people who band together to play golf but are not necessarily connected with a golf course. In other parts of the country they are called associate clubs or golf clubs without real estate).

CHAMPIONSHIPS 20

The SCGA Amateur Championship is the nation's second-oldest, continuously contested amateur golf championship, having been conducted every year since 1900.

USGA championships won by SCGA members 63

*as of August, 2006

SCGA OVERVIEW

The Southern California Golf Association is one of the nation's largest and oldest state/regional golf associations. The SCGA was founded on July 29, 1899 by five clubs. Two of those clubs — Redlands Country Club and The Los Angeles CC — are still in existence. Another founder, the Riverside Polo & Golf Club, became The Victoria Club, and Pasadena CC became Annandale Golf Club.

Geographically, the SCGA encompasses clubs from San Luis Obispo County and Kern County south to the Mexican border and east to the Nevada and Arizona border. In addition, the SCGA has several member clubs in northern Baja California and another group in the Los Cabos area at the southern tip of Baja California.

Individuals join the SCGA through one of 1,250 member clubs — country clubs, other golf course facilities or affiliate clubs (often referred to as *Golf Clubs Without Real Estate*). Individuals cannot join the SCGA directly; they must join through a member club. Every country club and private golf club belongs to the SCGA as do nearly all public golf facilities. In addition, the SCGA has 827 affiliate clubs.

The SCGA provides USGA-approved handicap indexes for its individual members; measures and rates all golf courses that are association members; has one of the nation's most significant tournament programs with more than 125 days of events available to golfers of all abilities; is active in turfgrass research and serves as a main partner of the California Alliance for Golf; maintains an active communications program, including *FORE Magazine* and the annual *Southern California Directory of Golf*, SCGA E-Communications and a comprehensive Web site at www.scga.org; provides support and programs for junior golf through the SCGA Foundation; and conducts seminars on a wide range of topics for member clubs and individuals.

The SCGA is governed by a volunteer board of directors consisting of 18 members and has a full-time staff of 26.