

EFFECTIVE DATE:

January/February 2008

Average per-issue circulation: 155,000

**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*