

EFFECTIVE DATE:

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



CONTACT:

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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.

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