



2024 Media Kit

The Nation's Leading Print/Digital Publication and
Online Portal Serving Avid Black American Golfers

A PGA of America Diverse Supplier.





2024
MEDIA KIT

Mission Statement



Welcome to the *African American Golfer's Digest*!

The **African American Golfer's Digest** launched in March 2003. The glossy, 48-page, full-color, saddle-stitched magazine is targeted to reach medium-to-upper income African Americans, professionals, entrepreneurs, civic and organizational business leaders, nationwide. Our readers are golf enthusiasts as well as those who aspire to play golf in the near future and include those avid golfers who play with a weekly to monthly frequency.

The magazine is the ONLY publication of its kind and recognized at the nation's leading publication for avid Black American golfers. The publication is wholly owned by an African American woman golfer and our readers receive personalized communication from the publisher on a regular basis, connecting them even stronger to our partners, advertisers, and affiliates. Our readers are loyal and seek us out for the latest news, products, information and activities for their golf lifestyle. We concentrate our distribution with heavy saturation (75%) in major golf markets in the Northeast, Southeast, Midwest, and Southwest. We dominate the market with our strong niche demographics. 85% of our readers are professionals, ages 35-64, with average household income ranges of \$50,000-250,000+.

Our writers know how to excite our audience and come from a variety of industries including health, technology, fashion and travel and appeal to our readership with a relaxed, informal style. We match our upscale audience with high quality products and services that enhance their golf lifestyle and appeal to their passion for challenge. To inform readers about golf business opportunities in industry and trade and to contribute financial support to golf organizations that strive to grow the game of golf with African American golf initiatives.

We aim to accomplish our mission through advertising and promotional programs and events that educate,

DISTRIBUTION:

- ✓ Paid Subscription (\$48/annually)
- ✓ Controlled circulation 20,150 with distributed by request only, non-paid, to over 250 top, African American golf tournaments and events nationwide.
- ✓ Certified Publisher's Statement

The Nation's Leading Print Publication and Online portal serving avid Black American golfers.

A PGA of America Diverse Supplier since 2009



African American Golfer's Digest
Telephone (212) 571-6559

99 Wall Street, Suite 720, New York, NY 10005
AfricanAmericanGolfersDigest.com





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Content Channels



Publishing

The readers of the *African American Golfer's Digest* are active, educated and affluent. Many are semi-retired and comprise top decision-makers who are serious about their golf lifestyle. With a circulation of **20,150**, we connect strongly with our **80,163** readers four times a year. Our readers eagerly expect each issue and depend on our expertise and coverage to enhance their lifestyles and keep them competitive in their golf success and aspirations.

Circulation: 25,370 Readership: 180,263

Interactive

AfricanAmericanGolfersDigest.com

Our online audience is able to connect anytime for the latest Golf news and information at our easy to navigate portal. They can search for tournaments nationwide, exciting events, read blogs, preview equipment and book reviews. Our popular photo gallery, contests, polls, destination profiles and Black women's golf section is always bustling and can be shared across social media platforms, such as Facebook and Twitter.



Events

Our annual signature events and partnerships with over 250 major Black golf organizations keeps our readers connected and networked. Hundreds gather for friendly and fierce golf competition, family expositions, distinctive awards programs, and more, held across the United States and abroad.



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2024 Editorial Calendar



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Included in every issue:

- News Items
- Travel Log
- Equipment Review
- Automotive Review
- Entertainment
- Calendar of Events
- Foundation Focus
- Golf Instruction
- Golfer Profile
- Destination Feature
- Youth & Teens Tee
- Memorial Passages
- Tournaments
- Book Review

NOTE: Artwork due 10 days after reservation closing date.
The editorial calendar is subject to change without prior notice.

SPRING	March / April / May
INDUSTRY FOCUS: TRAVEL GUIDE <ul style="list-style-type: none"> Youth Golfers To Watch PGA Merchandise Show Highlights Black Women in the Golf Industry (celebrating women's history month) Fairway Fashion Previews Black Golf Course Guide Listing (celebrating National Black Golf Month/April) 	(distributed third week of April) Insertion Date: January 10 Materials Due: January 20 On Sale: April 20
SUMMER	June / July / August
INDUSTRY FOCUS: TOP GOLF COURSES The Leadership Issue / Top Black golf Executives and organizations <ul style="list-style-type: none"> Our Pick Of The Top Best Golf Courses Seniors-Living the Golf Lifestyle Golf Entrepreneurship and Careers Weekend Travel Get-Away Deals Black Golf Course Guide 	(distributed third week of July) Insertion Date: April 10 Materials Due: April 20 On Sale: July 20
FALL	September / Oct / Nov
INDUSTRY FOCUS: FINANCE <ul style="list-style-type: none"> Finance: Retirement Planning Tips Golf Industry Business & School Guide Travel Deals: Tips and Destinations Lessons from A PGA Master Golfer Equipment Review: balls, bags, clubs, shoes 19th Hole Entertainment Hot Spots Diversity in the Golf Industry 	(distributed third week of October) Insertion Date: July 10 Materials Due: July 20 On Sale: October 20
WINTER	Dec / Jan/ February
INDUSTRY FOCUS: TECHNOLOGY <ul style="list-style-type: none"> New Resorts & Courses To Discover Getting Your Youngster Into Golf Overcoming The Fear of Your First Rounds Great Family Golf Travel Sites AAGD Player of the Year Selections 	(distributed third week of January) Insertion Date: October 10 Materials Due: October 20 On Sale: February 20

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Subscriber Profile



U.S. Census Bureau 2020 The U.S. population will be considerably older and more racially and ethnically diverse by 2060, according to [projections](#) released by the U.S. Census Bureau. The black population is expected to increase from 41.2 million to 61.8 million over the same period. Its share of the total population would rise slightly, from 13.1 percent in 2012 to 14.7 percent in 2060.

READERSHIP DEMOGRAPHICS

Male	70%
Female	30%

MARITAL STATUS

Married	65%
Single	35%

Have children ages:

5 or younger	19%
6-10	18%
11-15	14%
16 or older	49%

AGE

21 and younger	2%
21-39	22%
40-59	68%
60 and older	18%

EDUCATION

Some college	21%
College graduates	79%

OCCUPATION

Professionals/Business Owners	75%
Retirees (age 65+)	18%
Others	

REAL ESTATE

Own primary residence	70%
Own rental property	22%
Own timeshare	5%
Own vacant land	3%

AUTOMOTIVE

Own at least one or more vehicles	87%
Plans to buy/ lease within next year	23%

ECONOMIC PROFILE

Average household income	\$150,000
Average household Net Worth	450,000
Greater than \$50,000	20%
Greater than \$100,000	20%
Greater than \$150,000	60%
Technology	68%
Own personal computer	75%
Own a smart phone	38%
Reads news online	59%
Uses Internet for golf and personal use	78%
Uses Internet 5 or more hours per week	65%

INVESTMENTS / FINANCIAL SERVICES

Has 1 or more retirement savings plan	86%
Uses Financial services (planner/broker)	64%
Has 1 or more Saving Bonds	38%
Uses wire transfer services	58%

GOLF ACTIVITIES

Plays up to 5 rounds a year	9%
Plays 6-25 rounds a year	63%
Plays 26+ rounds a year	31%
Member of a private golf club	15%
Member of a golf organization	69%
Owens own clubs	88%
Average golf handicap	12 handicap

LIFESTYLE

Regularly engage in the following activities:

Sports	59%
Books	81%
Organization membership	74%
Volunteering	51%
Professional conference attendance	60%
Online Services	52%
Travel	51%
➤ Took 1-4 domestic trips in the past year	83%
➤ Took 5 or more domestic golf trips past year	63%
➤ Took an international trip in past year	42%
➤ Used Internet to obtain travel information	64%
➤ Made travel arrangements online	47%
Entertaining	
➤ Consumes/serves alcohol occasionally	89%
Includes wine/beer/champagne/vodka	
rum/tequila/brandy/cognac/scotch/coolers	
➤ Consumes 1 or more alcoholic beverages a day	72%

Geographic Distribution:



- Southeast 35%
- Northeast 15%
- Mid-Atlantic 15%
- Midwest 5%
- South Central 5%
- Northwest 5%
- Southwest 20%

PSYCHOGRAPHICS

African American Golfer's Digest readers are likely to be:

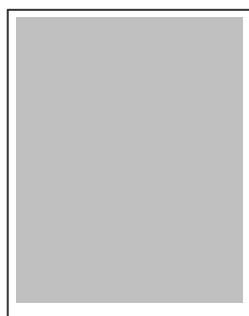
- Empowered and likes to think for themselves.
- Believe strongly that education is essential to success and many hold an undergraduate degree along with a certification specialty and/or post-graduate study.
- Able to afford membership to a professional organization and invite playing partners for a round of golf followed by a social networking activity and/or lunch or dinner.
- Enjoy experiencing the finer things of life with a great appreciation for history and various other cultures.

Demographics generated from our June 2014 readership survey.

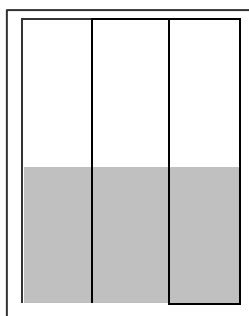


Advertising Rates

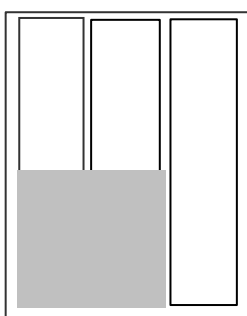
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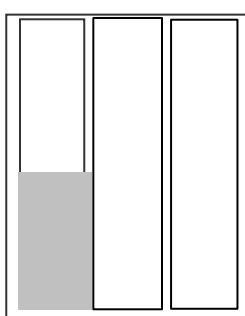
Full Page



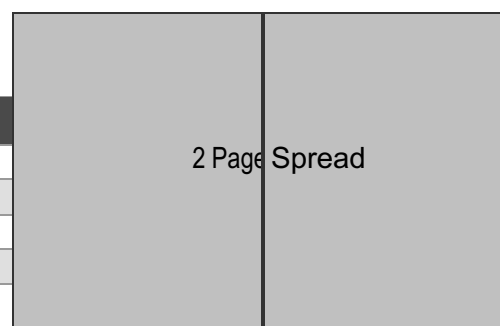
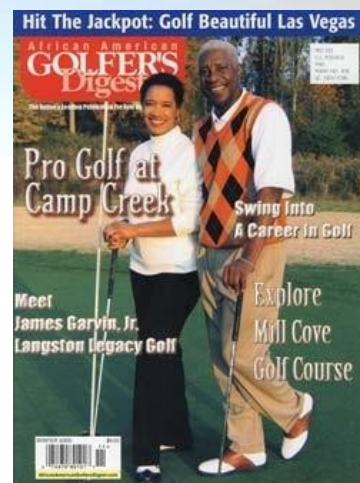
1/2 Page
Horizontal



1/3 Page
Horizontal



1/6 Page
Horizontal



2 Page Spread

NOTE: THIS IS NET RATE

Advertising Agency – Please add your service charge and commissions.

Bleed Rate

(Published rate plus 15%)

Frequency Discounts

Advertising must be inserted within the year of first insertion to earn frequency discounts.

To qualify for a 3-time rate, insertion must run in 3 consecutive issues. Frequency determined by number of issues of insertions.

Multiple Page Discounts

Contact your AAGD representative for details and rates at 212-571-6559.

20,250 Circulation
80,283 Readership

4-Color Ads

Size	Specifications	1x	4x	8x
Full Page	7" x 10"	\$5,500	\$4,700	\$4,500
2/3 Page	4 5/8" x 10"	\$4,200	\$3,800	\$3,600
1/2 Page (horiz)	7" x 4.875"	\$3,275	\$3,000	\$2,800
1/2 Page (vertical)	4.875" x 7"	\$3,275	\$3,000	\$2,800
1/3 Page (square)	4 1/2" x 4.875"	\$2,600	\$2,350	\$2,000
1/3 Page (vertical)	2.25" x 10"	\$2,600	\$2,350	\$2,000
1/6 Page (horiz)	4.875" x 2.25"	\$1,850	\$1,700	\$1,650
2-Page Spread	15" x 10"	\$9,000	\$8,550	\$8,000

Classified

Run of publication

Class A	3.0" x 2.25"	\$550	\$525	\$500
Class B	2.5" x 2.25"	\$450	\$425	\$400
Class C	2.0" x 2.0"	\$375	\$350	\$300
Class D	2.0" x 1.5"	\$275	\$250	\$200

Premium Ad Positions

Full Page	1x	4x	8x
Cover 2-Inside Front	\$6,500	\$6,000	\$5,500
Cover 3-Inside Back	\$6,500	\$6,000	\$5,750
Cover 4-Back Cover	\$7,000	\$6,500	\$6,000
Opposite Publishers Note	\$6,000	\$5,700	\$5,500
Opposite Table of Contents	\$6,000	\$5,700	\$5,500

Dimensions

	Non-Bleed	Trim	Bleed
2-Page Spread	14" x 10"	16" x 10.875"	16 1/4" x 11-1/8"
Full Page	7" x 10"	8" x 10.875"	8 1/4" x 11-1/8"

› Safety – 3/8" from trim › Gutter Bleed Safety – 1/4" each side

› Gatefold Availability – sizes and rates upon request

GENERAL - Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies assume liability for content, including text, representations and illustrations of advertisements printed and any claims arising made against the publisher. The publisher reserves the right to reject any advertisement we feel is not in keeping with the publication's standards. All copy is subject to publisher's approval.

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Tel: (212) 571-6559



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Online Advertising

Today the information highway is one of the most popular locations for advertising content. **AfricanAmericanGolfersDigest.com** is a convenient way for golfers to locate news, golf tournaments and resources to develop and enhance their lifestyle.

Consider our portal for your advertising and marketing campaigns, special offers, promotional runs and video! Let us host your next online campaign at one or more of the many channels on our website.

Run of Site (ROS) Advertising*

Run of site ads that appear on our website will also appear on all available pages throughout the Website. We strongly urge you to provide more than one ad size.

Ad Size	1 Month/ per mo.	3 Months/ per mo.	6 Months/ per mo.	12 Months/ per mo.
Vertical Tile 300 x 600	\$2,500	\$2,350	\$2,100	\$2,000
Leaderboard 728 x 90	\$1,900	\$1,800	\$1,775	\$1,600
Large Tile 300 x 250 pos. 1	\$1,800	\$1,700	\$1,675	\$1,150
Large Tile 300 x 250 pos. 2	\$1,775	\$1,600	\$1,575	\$1,400

*3-24 month rates quoted for consecutive months.

Welcome Mat / Curtain	1 Month/ per mo.	3 Months/ per mo.	6 Months/ per mo.	12 Months/ per mo.
640 x 480	\$2,500	\$2,200	\$2,100	\$2,000
728 x 90	\$1,650	\$1,500	\$1,450	\$1,300

Monthly E-Newsletter

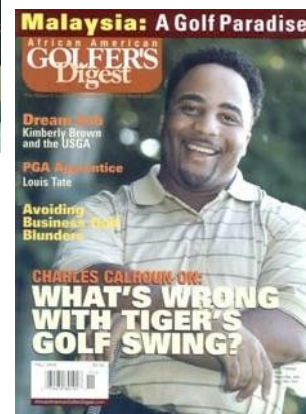
The Newsletter is sent each first TUESDAY morning of every month to over 36,500 opt-in subscribers. Our readers heavily 'forward' items of interest to friends and heavily chat this information off-line with their golf buddies.

Ad Size	1 Month/ per mo.	2-3 Months/ per mo.	4-5 Months/ per mo.	6-12 Months/ per mo.
728 x 90	\$1,550	\$1,400	\$1,350	\$1,300
225 x 175	\$1,250	\$1,200	\$1,175	\$1,150

AAGD E-Blast

Sent on demand

Ad Size	1 x	2-4x each	5-8x each	8-12 each
600 x 700	\$1,500	\$1,475	\$1,450	\$1,400





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Our annual programs and events provide the ultimate way to connect with your readers and followers. These opportunities are for serious marketing campaigns that seek interaction with our audience on a personal level. Sponsorship and exhibit opportunities are available.



International Golf Travel Excursions

Our readers and fans enjoy exciting excursions onboard flights and cruise lines to destinations that have included Dubai & Abu Dhabi, India, Australia, Africa, Cuba, Bermuda, Barbados, Costa Rica, Alaska, Hawaii, and others. Opportunities include sponsorship, gift bag insertion, prizes, banners, signage, and more.

Commitment Deadline: Varies per travel program.



Cruise dates vary



New Orleans, LA
July (Semi-Annually)

Overview:

A fabulous golf tournament that tees off early morning, awards luncheon and historical area tour.

Commitment Deadline: April 10



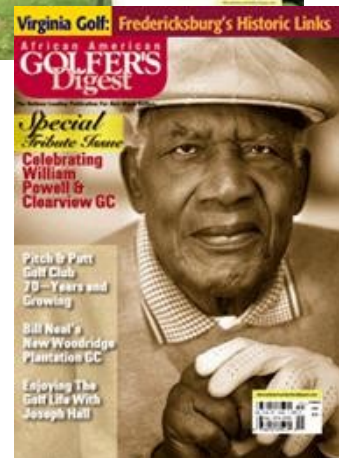
Great Fun & Prizes!

Overview:

A week-long celebration for families and golf enthusiasts to enjoy a variety of public programs during the excitement of Masters Week in Augusta, GA. Programming includes notable speakers, celebrities, seminars, forums, workshops and town hall discussions involving business opportunities, career, education, history, fitness and the lifestyle of golf.

Commitment Deadline: January 10

AAGD Signature Events



Sponsorship Benefits

- Name association with the nation's leading golf publication for avid Black American golfers
- Opportunity for personally networking with our attendees
- Promotional exclusivity for your product category
- Actively engage our audience to build your brand & database
- Full-page, 4-color advertisement available in the printed magazine
- EBlast promotional tie-ins provided complimentary
- Website advertising tie-ins
- Sampling opportunity onsite
- Complete event attendee list for your pre-and-post marketing needs

Frequency Discounts

Advertising must be inserted within the year of first insertion to earn frequency discounts. To qualify for an 8-time rate, insertion must run in 8 consecutive issues. Frequency determined by number of issues of insertions

Multiple Program Discounts

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