



2025 MEDIA KIT



SnapEdit



**Golf Industry Supplier
Diversity Initiative**

ESTABLISHED 2008 BY THE PGA OF AMERICA

AfricanAmericanGolfersDigest.com

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

99 Wall Street, Suite 720, New York, NY 10005 (212) 571-6559

A PGA OF AMERICA DIVERSE SUPPLIER SINCE 2009



Mission Statement



2025
MEDIA KIT

Welcome to the African American Golfer's Digest

The African American Golfer's Digest launched in March 2003. The glossy, 24-page, full-color, print magazine converted to strictly a digital magazine in June 2024. The digital 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. Black Black The magazine is the ONLY publication of its kind and it is recognized at the nation's leading publication for avid Black American golfers.

The publication is 100% wholly owned by an African American woman golfer and readers and subscribers 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, enlighten and entertain.

DISTRIBUTION:

- **Paid Digital Subscription** (\$20/annually - 4 issues)
- **Controlled circulation:** 20,450 with distribution by request only, non-paid to 300 top African American golf tournaments and events nationwide
- **Certified Publisher's Statement**

The leading publication for promoting and celebrating the contributions of African Americans in golf since 2003.

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



2025 MEDIA KIT

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. We connect strongly with our 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.

**Readership:
60,263**

Interactive Circulation: 215,370

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 "Women's Round" is always bustling and can be shared across social media platforms, such as Facebook, Twitter, Instagram (X), Pinterest and blogs.

Events

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



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

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



2025 Editorial Calendar

2025 MEDIA KIT



SPRING

INDUSTRY FOCUS: GOLF LIFESTYLE

- 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)

March / April / May

(distributed third week of April)

Insertion Date: February 10
Materials Due: February 20
On Sale: April 20

SUMMER

INDUSTRY FOCUS: TOP GOLF COURSES The Leadership Issue / Top Black golf Executives and organizations

- Our Pick Of The Top Best Golf Courses
- Seniors-Living the Golf Lifestyle Golf
- Entrepreneurship and Careers
- Weekend Travel Getaway Deals
- Black-Owned Golf Course Guide

June / July / August

(distributed third week of July)

Insertion Date: May 10
Materials Due: May 20
On Sale: July 20

FALL

INDUSTRY FOCUS: FINANCE

- Retirement Planning Tips
- Golf Industry Business
- Golf School Guide
- Travel Deals
- Top Diversity Executive Leaders
- Equipment Review: balls, bags, clubs, shoes, carts, putting greens, and more

Sept / Oct / Nov

(distributed third week of Oct)

Insertion Date: August 10
Materials Due: August 20
On Sale: October 20

WINTER

INDUSTRY FOCUS: TRAVEL

- New Resorts & Courses To Discover
- Getting Your Youngster Into Golf
- Golf Travel Tips
- Great Family Golf Travel Sites
- AAGD Player of the Year Selections

Dec / Jan/ February

(distributed third week of Jan)

Insertion Date: Oct 10
Materials Due: Oct 20
On Sale: January 20

SECTIONS

- News Items
- Travel Log
- Equipment Review
- Automotive Review
- Entertainment
- Calendar of Events
- Foundation Focus
- Golf Instruction
- Golfer Profile
- Health & Wellness
- Cartoon
- Destination Review
- Teen's Tee
- Women's Round
- Heard & Scene
- Obituaries
- Book Reviews

The leading publication for promoting and celebrating the contributions of African Americans in golf since 2003.

A PGA of America Diverse Supplier since 2009

Telephone (212) 571-6559



African American Golfer's Digest
99 Wall Street, Suite 720, New York, NY 10005
AfricanAmericanGolfersDigest.com



2025 MEDIA KIT

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. 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

65% Married
35% Single
19% Have children ages 5 or younger
70% Have children ages 16 or older

AGE

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

EDUCATION

Some college 21%
College graduates 79%

OCCUPATION

Professionals/Business Owners 78%
Retirees (age 65+) 22%
Others 7%

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

\$350,000 Average household income
\$420,000 Average household net worth
20% Greater than \$100,000
60% Greater than \$150,000
77% Technology users
70% Own personal computer
97% Own a smart phone
89% Reads news online

INVESTMENTS / FINANCIAL

86% Uses Financial services (planner/broker)
58% Uses wire transfer services
64% Conducts financial transaction online

GOLF LIFESTYLE

Plays up to 5 rounds a year 9%
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%
Owns own clubs 88%
Average golf handicap 12 handicap

LIFESTYLE

Regularly engage in the following activities:

Sports 59%
Books 81%
membership Volunteering 51%
Professional 68%
conference attendance 52%
Uses Online Services 87%

TRAVEL

• Took 1-4 domestic trips in the past year 83%
• Took 5 or more domestic golf trips past year 19%
• Took an international trip in past year 14%
• Used Internet to obtain travel information 77%
• Made travel arrangements online 89%

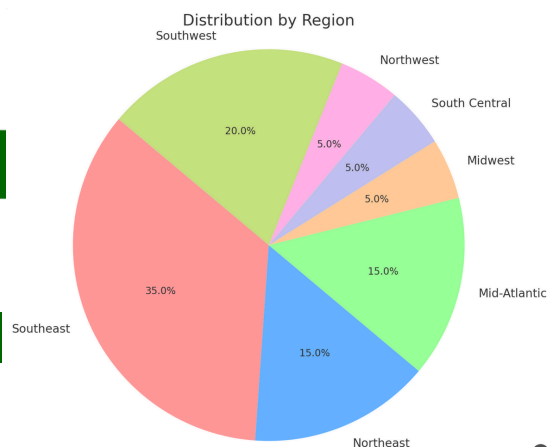
ENTERTAINING

• 76% Consumes/serves alcohol occasionally
Includes wine/beer/champagne/vodka
rum/tequila/brandy/cognac/scotch/coolers
• 12% Consumes 1 or more alcoholic beverages a day

Subscriber Profile



Geographic Distribution:



PSYCHOGRAPICS

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

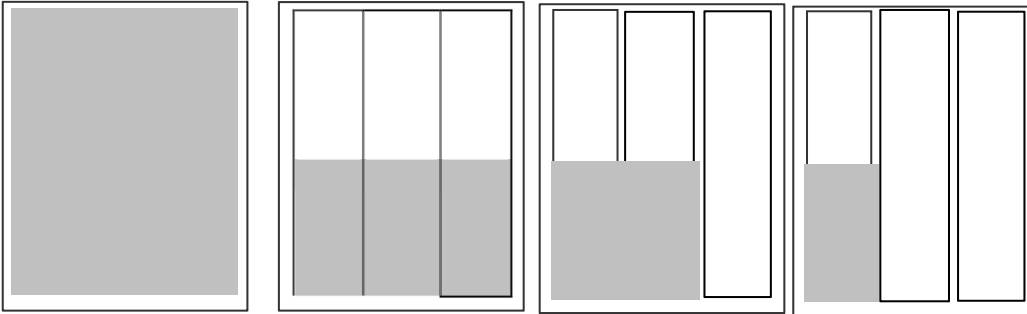
- Empowered and likes to think for themselves.
- Believe strongly that education is essential to success and many hold an undergraduate degree along with a certification specialty and/or post-graduate study.
- Able to afford membership to a professional organization and invite playing partners for a 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 2022 readership survey.



Advertising Rates

2025
MEDIA KIT

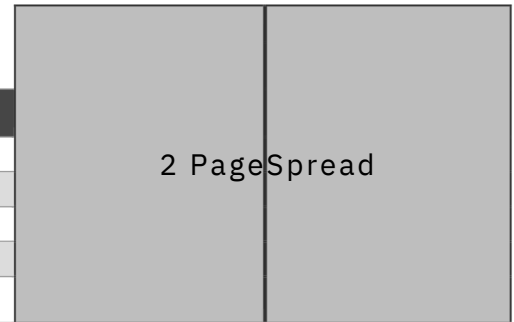


Full Page

1/2 Page
Horizontal

1/3 Page
Horizontal

1/6 Page
Horizontal



2 Page Spread

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	Specifications	1x	4x	8x
Class A	3.0" x 2.25"	\$750	\$725	\$700
Class B	2.5" x 2.25"	\$650	\$625	\$600
Class C	2.0" x 2.0"	\$475	\$450	\$400
Class D	2.0" x 1.5"	\$375	\$350	\$300

Premium Ad Position

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

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.

African American Golfer's Digest, 99 Wall Street, Suite 720, New York, NY 10005
Tel: (212) 571-6559 AfricanAmericanGolfersDigest.com

NOTE: THIS IS NET RATE

Advertising Agency - Please add your service charge and commissions.

Bleed Rate add 10%

(Published rate plus 15%)

Frequency Discounts

Advertising must be inserted within the year of first insertion to earn frequency discounts. To qualify for a 8-time rate, insertion must run in 8 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**.



2025 MEDIA KIT

Online Advertising

Today the information highway is one of the most popular locations for advertising content. AAGD 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.



Our online banner ads gain 18,000 impressions per month.

Our social media:

- **Facebook (African American Golfer's Digest)** 14,381 followers (155595287805618)
- **Facebook (Debert Cook)** 5,000 friends + 564 followers
- **Twitter (African American Golfer's Digest)** 2,562 followers
- **LinkedIn (Debert Cook)** 6,833
- **Instagram (African American Golfer's Digest)** 10.2k followers
- **Pinterest (AfricanAmerGolf)** 9.23k followers
- **YouTube (African American Golfer's Digest)** 403 subscribers

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 Pop Up	1 Month/ per mo.	3 Months/ per mo.	6 Months/ per mo.	12 Months/ per mo.
600x600	\$2,800	\$2,700	\$2,600	\$2,500
300x300	\$1,500	\$1,400	\$1,300	\$1,200

Monthly E-Newsletter

The Newsletter is sent each first TUESDAY morning of every month to over 46,500 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 up to 800	\$1,500	\$1,475	\$1,450	\$1,400



African American GOLFERS' Digest

2025 MEDIA KIT

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.



Travel With Us
SPONSORSHIP OPPORTUNITIES 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.



Africa Tourism Association



"Friends & Family" **Golf Cruise**
ALASKA, Bermuda, Jamaica, Hawaii, Bahamas, Cuba...and more!
Cruise dates vary



Celebrating Family, History, Fitness & Golf

Date: Master's Week (April)

Augusta, GA

Commitment Deadline: Feb. 10



New Orleans, LA
July (Semi-Annually)

Overview:

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

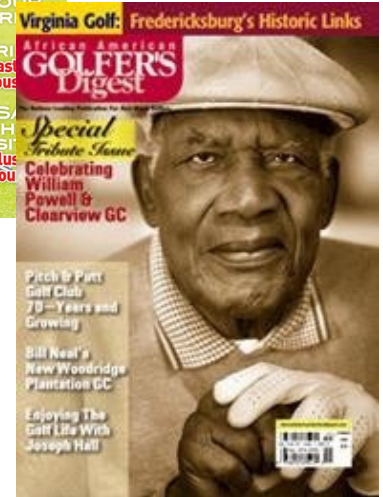
Commitment Deadline: April 10



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



PROGRAM SPONSORSHIP BENEFITS

- **Name association** with the nation's leading golf publication for avid Black American golfers
- **Networking opportunity** to personally meet our attendees
- **Promotional exclusivity** for your product category
- **Actively engage** our audience to build your brand & database
- **Full-page ad** in the 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

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