

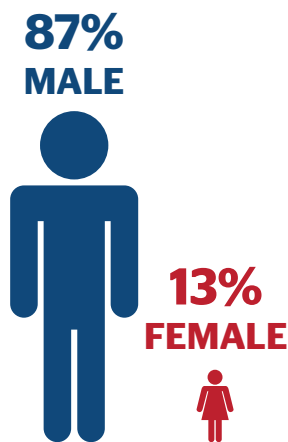
# 2024 MEDIA KIT



# MEMBERSHIP

Affluent. Active. Stable. Secure. Well-educated and passionate about golf. These are a few words that describe the makeup of the TGA Membership. With approximately **169,000+ individuals** and more than **581 public, private, and non green-grass clubs**, our members are predominantly married men and women. Seventy-six percent of them are college graduates; 20% have Master's Degrees. With an **average age of 58**, TGA Members are in the prime earning - and spending - years of their lives.

TGA Members also represent what the National Golf Foundation considers "core golfers," who play at least eight rounds a year. Core golfers account for 55% of all golfers; however, **they're responsible for 94% of all golf spending and rounds played**. From membership, rounds of golf, equipment and apparel, TGA Members are the core golfers who move the needle in the multi-billion dollar golf industry. In short, our members are your perfect target audience.



**AVERAGE AGE**

**58**

**89% MARRIED**

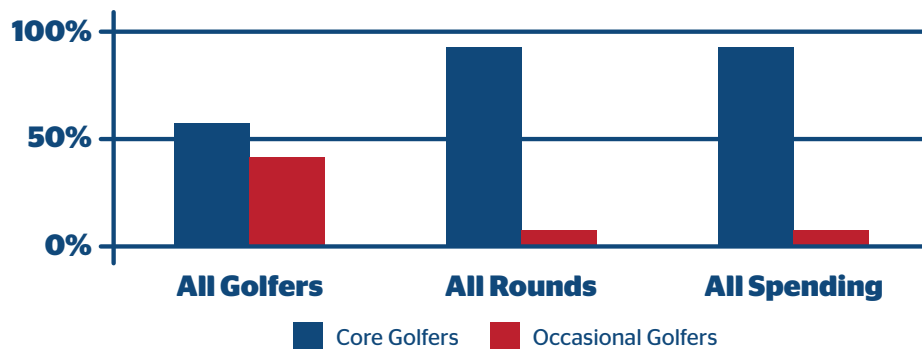
**AVG. HOUSEHOLD INCOME**



**AVG. NET WORTH**

**\$2.04 MIL**

**National Golf Foundation**  
*Core v. Occasional Golfer Data*



# DIGITAL MARKETING

The TGA's variety of Digital Marketing Platforms covers the gamut of today's fast-paced communications. We offer exclusive eBlasts to shine a spotlight on a single specific product, service or offer. We have full-page ads available in *Lone Star Golf*, our digital-only magazine filled with exclusive TGA content. We also offer ads in our TGA/GHIN Handicap Index Update emails that have an average total impression rate of more than 90%. These four digital marketing platforms give our valued marketing partners multiple avenues to convey their unique messages and offers.

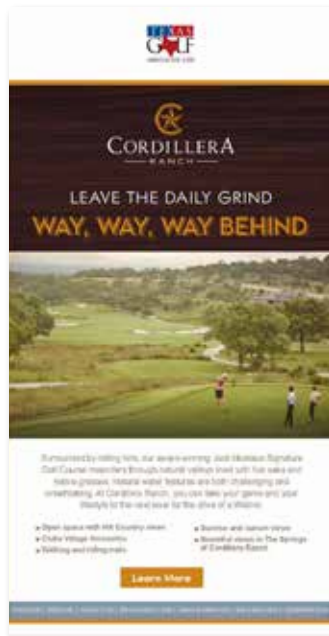
## Bundle Package Options

### INCLUDES 4 OF THE FOLLOWING:

- ★ Exclusive eBlast
- ★ GHIN Handicap Index Update ad
- ★ GHIN mobile app ad
- ★ Ad in *Lone Star Golf* digital magazine
- ★ Ad in *Lone Star Golf* newsletter



Lone Star Golf digital magazine ad



Exclusive eBlast



GHIN Handicap Index Update ad



GHIN mobile app ad

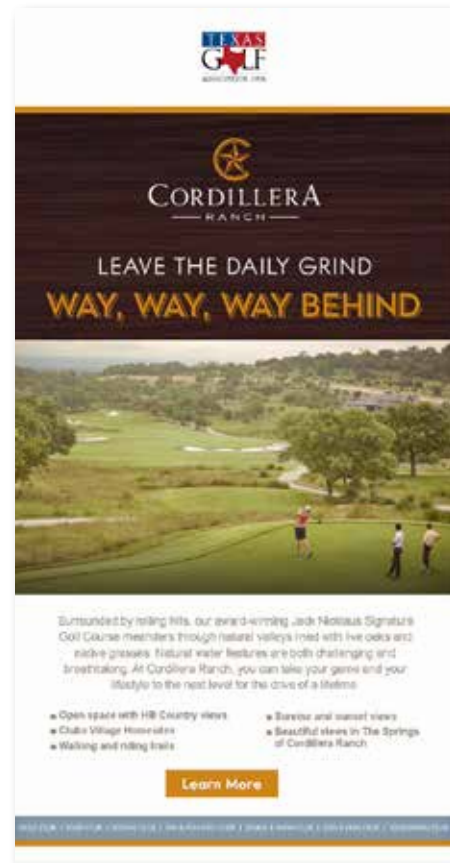


Lone Star Golf newsletter

## Exclusive eBlast

Our most effective marketing piece, the Exclusive eBlast positions your special offer front and center to more than 165,000 TGA Members, who have all opted-in for these emails. With our Exclusive eBlasts, you'll capture the undivided attention of high-wealth Texas golfers in every corner of the state.

- ★ Dedicated eBlast to 165,000+ Texas Golfers
- ★ Avg. Open Rate: 42.9%
- ★ Avg. Unique Opens: 62,300
- ★ Avg. Total Opens: 84,800
- ★ Avg. Click Rate: .9%
- ★ Avg. Total Clicks: 2,400
- ★ 900px wide x unlimited height



## GHIN Handicap Index Update Ad

Our GHIN Handicap eRevisions are the closest thing to a guarantee that your email ad will be seen. On the 1st and 15th each month, more than 120,000+ TGA Members receive their updated handicaps. That's always something serious golfers are eager to see, and it helps the GHIN eRevisions register an average total impression rate of more than 90%.

- ★ Twice-monthly email to 120,000+
- ★ Unique open rates exceed 70%
- ★ 728px wide x 200px tall



## GHIN Mobile App Ad

The official mobile app of the Golf Handicap Information Network® (GHIN), an exclusive service offered by the USGA, is the go-to spot for TGA Members to post their scores. More than 85% of the Membership utilizes the GHIN Mobile App to keep their GHIN Handicap Index updated. The app also has in-game features, such as GPS and green-reading heat maps.

- ★ Total Impressions: 1 Million+ per week
- ★ Total Users: 80,000+ per month
- ★ Total Sessions Started: 710,000+ per month
- ★ Total Scores Posted: 315,000+ per month
- ★ Total Clicks: 1,500+ per month
- ★ All ads sold by the week
- ★ 1,920 px wide x 800 px tall



## Lone Star Golf Digital Magazine

Since 2014, our digital magazine has been the Official Publication of the TGA. Six times a year (every other month), *Lone Star Golf* is deployed to more than 190,000 golf-obsessed Texas Golfers, including about 20,000 non-Members who opted in to receive the magazine via social media. Filled with exclusive content for our members, *Lone Star Golf* shines a spotlight on the people, places, and events that comprise the TGA and our mission to encourage more Texans to play more golf.

- ★ Emailed to 189,000+ Texas golfers 6x a year
- ★ Open rates average 38.2%
- ★ Exclusive TGA content
- ★ Responsive using 4 size layouts  
(1600x1200, 1200x1600, 1200x900, 800x1200)



# Lone Star Golf Newsletter

In 2023, we introduced the *Lone Star Golf* Newsletter as a monthly supplement to the digital magazine. It reaches the same 190,000+ list as the magazine, and features some of the magazine's most important stories and features. *Lone Star Golf* Newsletter also keeps TGA Members informed and updated on news items from the golf industry and upcoming playing opportunities.

- ★ Emailed to 189,000+ Texas golfers monthly
- ★ Open Rate - 51.7%
- ★ Sponsor Clicks - 1,125 per month
- ★ Click Rate - 5.0%
- ★ 530 px wide x 130 px tall



**USGA, The R&A Announce 2024 World Handicap System™ Revisions**

The USGA and The R&A today announced the first update to the World Handicap System™ (WHS™) as part of an ongoing review of the Rules of Handicapping™ and Course Rating System™. The latest revisions will go into effect beginning January 1, 2024.

[LEARN MORE](#)

**More Lag, Greater Distance, and Precision Accuracy!**

Get 15% Off the #1 Swing Trainer in Golf >

Use Code: B&B15

# SOCIAL MEDIA CAMPAIGNS

- ★ 1 content piece, posted across all platforms (Twitter, Facebook, Instagram, LinkedIn)
- ★ TGA guarantees a net combined 50,000 impressions

