# Golf OKLAHOMA

WWW.GOLFOKLAHOMA.ORG

# 2027 MEDIA KIT

• MAGAZINE • WEBSITE
• NEWSLETTER




INTERNATIONAL ING NETWORK OF GOLF

VOTED ONE OF THE TOP REGIONAL GOLF MAGAZINES IN THE COUNTRY FOR FIVE YEARS CONSECUTIVELY

OFFICIAL PUBLICATION OF THE OKLAHOMA GOLF ASSOCIATION

Golf OKLAHOMA
WWW.GOLFOKLAHOMA.ORG

To all of our partners, the best and most efficient way to promote your brand to all of our readers is through a combination of print, digital, web and enewsletter. We customize a package for every advertiser depending on their needs.

Call us today to discuss at 918-280-0787 or email ken@golfoklahoma.org

*We are ready to help!*

# AUDIENCE*

*SOURCE: GOLF OKLAHOMA SUBSCRIBER STUDY

**49**
MEDIAN AGE

**$100,000+**
MEDIAN HHI

**86%**
ATTENDED COLLEGE

**82%**
MARRIED

**90%**
HOMEOWNER

**85%**
TRAVEL FOR GOLF

- 48,000 Base Audience. Total readership of 145,000.
- Home delivery to more than 2,000 OGA private club members.
- Opt-in email and digital magazine subscriber base of more than 38,000 Oklahoma golfers
- Available in over 110 pro shops and clubhouses throughout the state, including Southern Hills, Oklahoma City Golf & CC, Cedar Ridge CC, Oak Tree National and more.
- Over **3,030,970** unique visitors per year at www.golfoklahoma.org

# DIGITAL & SOCIAL MEDIA

**4.9 MILLION**
WEBSITE PAGE VIEWS

**3,030,970**
UNIQUE VISITORS

**326,134**
EBLAST IMPRESSIONS

@GolfOklahomaMagazine
5.2K followers
Over 2.7 million
post views annually

@GolfOKmagazine
1,945 Followers

**November 2025 - October 2026**

| www.golfoklahoma.org website stats | | |
|---|---|---|
| **Month** | **UNIQUE VISITORS** | **PAGEVIEWS** |
| November | 225,688 | 387,823 |
| December | 111,393 | 203,941 |
| January | 90,502 | 169,921 |
| February | 118,060 | 203,983 |
| March | 114,767 | 231,783 |
| April | 257,454 | 406,829 |
| May | 663,713 | 846,460 |
| June | 415,121 | 549,850 |
| July | 299,270 | 555,975 |
| August | 237,722 | 469,346 |
| September | 216,513 | 457,137 |
| October | 280,767 | 446,613 |
| **TOTAL** | **3,030,970** | **4,929,661** |




# ENEWSLETTER

1. At over 38,000 we're one of the largest opt-in email circulations of any regional publication in the country.
2. Excellent average 18% open rate.

## Advertorial in eNews

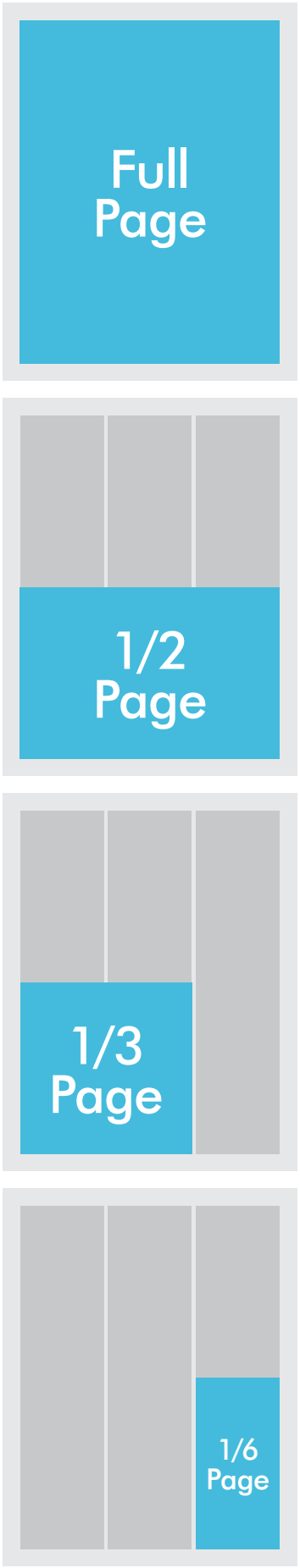
**Image Size:**
482px wide X 250px tall

**Word count:**
150 words $300

## Dedicated eBlast

**Ad Size:**
650px wide X deep as you want

**Word count:**
250 words $900




## 2027 PRINT and DIGITAL ADVERTISING RATES

ALL RATES ARE NET

MAGAZINE TRIM SIZE is 8.375" x 10.75"

Four Color

| Ad Size | 1x magazine | 5x ad run | Ad size |
|---|---|---|---|
| Full Page* | $2,500 | $2,250 | 8.375" x 10.75" |
| 2-page Spread* | $4,050 | $3,800 | 16.75" x 10.75" |
| Half Page | $1,400 | $1,250 | 7.375" x 4.875" |
| Third Page | $900 | $750 | 4.875" x 4.875" |
| Sixth Page | $425 | $400 | 2.375" x 4.875" |
| **Cover Premiums** | | | |
| Inside Front | $2,800 | $2,400 | 8.375" x 10.75" |
| Inside Front (2-page) | $4,350 | $4,100 | 16.75" x 10.75" |
| Inside Back | $2,600 | $2,300 | 8.375" x 10.75" |
| Back Cover | $2,900 | $2,500 | 8.375" x 10.75" |

**Include .125" bleed on all full page ads.*

## 2027 CLOSING DATES

| Issue | Ad Closing | Materials Due |
|---|---|---|
| 2027 Directory/Travel | Jan. 15, 2027 | Jan. 22, 2027 |
| April / May | March 15, 2027 | March 22, 2027 |
| June / July | May 17, 2027 | May 24, 2027 |
| Aug. / Sept. | July 16, 2027 | July 23, 2027 |
| Oct. / Nov. | Sept. 23, 2027 | Sept. 30, 2027 |

### ACCEPTED FILE FORMATS

PDF/X1-a, EPS, TIFF, JPG. CMYK or grayscale only. Minimum 300 dpi resolution.

### AD CONTACT

Chris Swafford, Design Director | 918-280-0787 | chris@golfoklahoma.org

We are able to accept files by email, FTP, CD, DVD, and most online file transfer websites. Call 918-280-0787 for FTP information.

### ELECTRONIC FILE TIPS

Use stylized fonts; do not apply attributes to basic fonts. Use PostScript fonts – do not use TrueType fonts. If sending PDF files, please save at press quality (300 dpi), with all linked art and spot colors converted to CMYK. Please do not send RGB files. Print CMYK seperations to laser printer to check accuracy of files.

### CREATIVE SERVICES

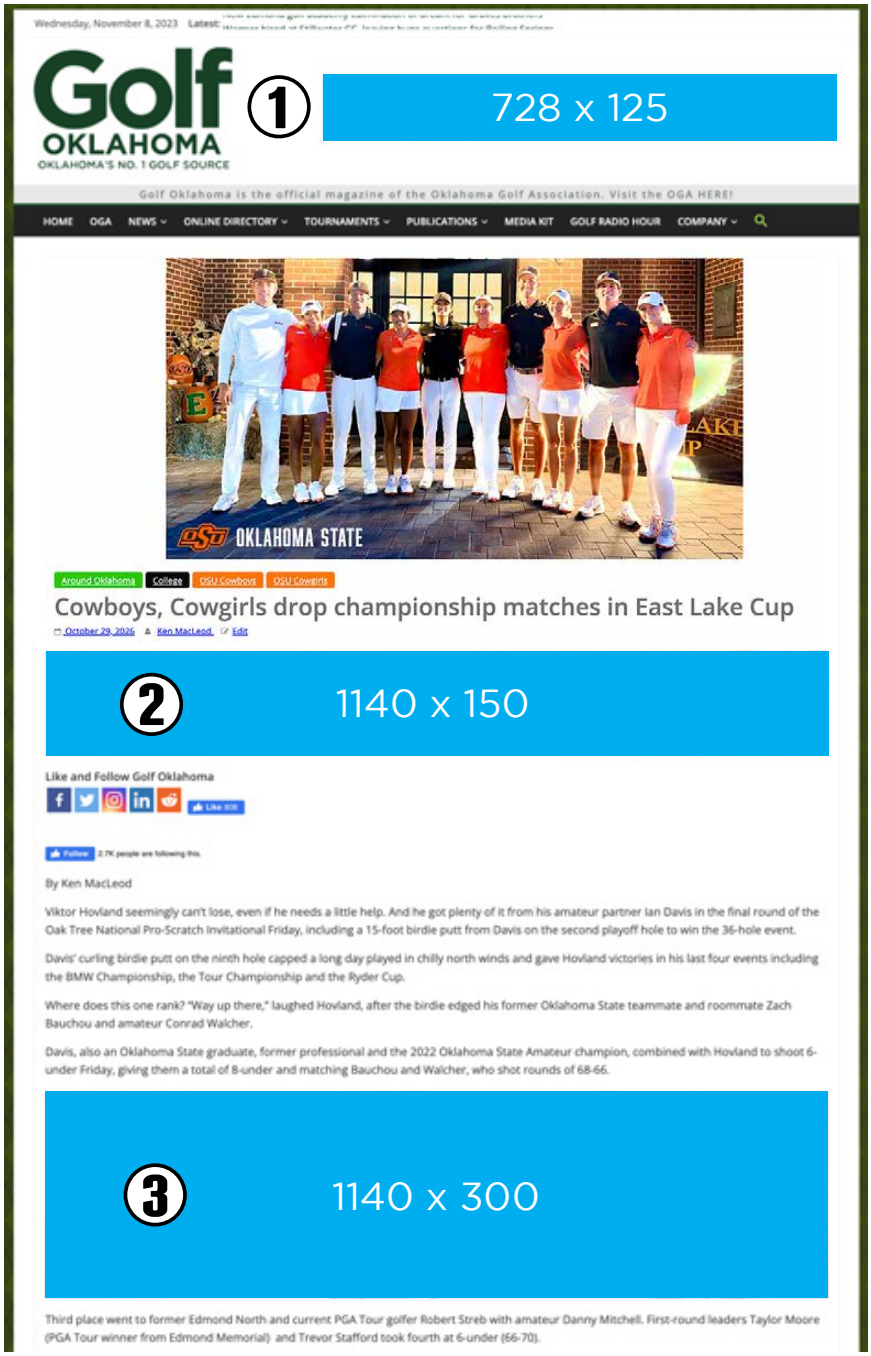
Provided on request. Any additional photography or creation of images other than materials supplied by advertiser will be billed at our normal rates.

# WEBSITE ADVERTISING

*The digital ads below are sold by the month and will appear in every single post on www.golfoklahoma.org for that time frame. You will catch every aspect of our audience, from parents and competitors in junior, high school, college and professional competitions to all of the other course and general golf news that makes our site unique among states. The numbers don't lie, our audience trusts Golf Oklahoma to cover every aspect of golf in the state and has for over 30 years. You can reach them all consistently for these very low rates.*

## Starting at only $400 a month

1 $400 2 $500 3 $600




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## CONTACT INFORMATION


Ken MacLeod, CEO/Editor
ken@golfoklahoma.org
918-280-0787

Chris Swafford, Creative Director
chris@golfoklahoma.org
918-280-0787

**Golf Oklahoma**
Southern Hills Plaza
6218 S. Lewis Ave., Suite 102
Tulsa, OK 74136
918 280-0787
www.golfoklahoma.org

## GOLF OKLAHOMA, WHO WE ARE

Golf Oklahoma has been published for 32 years and is recognized by the Oklahoma Golf Association, the PGA South Central Section and the Oklahoma Golf Hall of Fame, among others, as having helped raise the profile of golf throughout this unique golf-mad state. It has been a frequent Outstanding Achievement winner in the International Network of Golf annual writing and publications contest and publisher Ken MacLeod was named the Oklahoma Sportswriter of the Year for 2024 by the National Sports Media Association. MacLeod and Creative and Technology Director Chris Swafford have worked together for more than a decade to help keep Oklahoma golfers both informed and entertained.



*Left to right, Dan Shaughnessy of The Boston Globe and NSMA award winner Ken MacLeod*

## AGENCY COMMISSIONS

An agency commission of 15% is allowed to publisher-recognized agencies. Commission is available only on the open rate, not on multiple issue discounts.

## CANCELLATIONS

Cancellations must be received in writing no later than six weeks prior to cover date. Clients will be billed for frequency discounts, which become applicable due to cancellation.

## INSERTION/PAYMENT POLICY

Advertiser and, where applicable, agency will be held liable for all past-due accounts. Payment may be required for first insertion by a new advertiser at publishers discretion. Signed contracts are required for all insertions before placement in the publication.

## PUBLISHER POLICY

The publisher reserves the right to reject any advertising that is not within the publisher's standards. Advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any name, photograph, artwork or words protected by copyright or registered trademarks. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, terrorist act, riot explosion, embargo, strike – whether legal or illegal – labor or material shortage, transportation interruption, work slow-down or any condition beyond the control of the publisher affecting production in any manner.

## PROOFS

Digital proofs or laser file printouts must be supplied with all art submissions. Proofs must be provided at 100% of size. In the event the client does not supply a color proof, the publisher will not be held responsible for color reproduction. Publisher will not be responsible for improper output due to compressed or RGB files or use of TrueType fonts.

## ELECTRONIC FILE TIPS

Use stylized fonts; do not apply attributes to basic fonts. Use PostScript fonts – do not use TrueType fonts. If sending PDF files, please save at press quality (300 dpi), with all linked art and spot colors converted to CMYK. Please do not send RGB files. Print CMYK seperations to laser printer to check accuracy of files.

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## CONTACT INFORMATION

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