

Inside Golf

Australia's Golf News Leader

Media Kit 2011

ABOUT US

Inside Golf is Australia's highest-circulating audited golf publication devoted to club members and social golfers alike. Distributed directly to golf clubs, social clubs, driving ranges and retailers Australia wide every month, Inside Golf covers a wide demographic, yet focuses on targeted, niche markets, including junior golfers, social golfers, club golfers and top amateur golfers.

Each Issue covers:

- National and International tournament news
- Course features
- Local and overseas travel features
- New products
- DEMO day directory
- Play & Stay packages
- Golf tips from Australia's best PGA teaching professionals
- Player Profiles
- Industry and events news
- Golf Rules and etiquette
- Giveaways and competitions
- Visit www.insidegolf.com.au for more information



DISTRIBUTION

Distributed directly to golf clubs, social clubs, driving ranges and golf retailers throughout Australia. Inside Golf is by subscription only. \$200 plus GST per year for unlimited copies per month. CAB audit member since April 2006. (April 2010 to March 2011: 39,850 copies per month).



SIZES & RATES

Note: Minimum booking 3 months – subject to content

	BLEED	TRIM	RATE
Full Pg	285 x 360	275 x 350	\$2,400
Half Pg	n/a	255 x 150	\$1,300
¼ Pg	n/a	125 x 150	\$700
Column	360 x 105	350 x 100	\$1,300
Strip	n/a	255 x 70	\$700
Large Strip	n/a	255 x 100	\$950
Half strip	n/a	125 x 70	\$350
Directory	n/a	125 x 50	special

Golf Directory pages: Rates start from \$150 (+GST) per month (minimum booking 3 months)

Casual rates: All advertisements +10% GST

Newspaper: Short tabloid – 275 x 350mm. Full colour with 8 page gloss covers PLUS gloss sections throughout.

CONTACTS

Editor: Richard Fellner

P: 0407 000 440

E: richard@insidegolf.com.au

Senior Writer: David Newbery

E: david@insidegolf.com.au

National Sales and Marketing

Director: Sam Arthur

P: 1300 4653 00

F: (07) 5535 4922

M: 0410 575 303

E: sam@insidegolf.com.au

NSW Sales: Scott Barsby

M: 0424 779 199

E: scott@insidegolf.com.au

Qld Sales: David Ross

M: 0439 612 458

E: dg.ross@live.com.au

VIC/TAS/SA Sales: Jon Perrett

M: 0402 852 637

E: jon.perrett@bestingolfgroup.com

Accounts: Sheridan Murphy

M: 0404 075 823

E: accounts@insidegolf.com.au

Advert Technical Enquiries

Nick Thorn

E: nick@insidegolf.com.au

M: 0404 121 687

Publisher:

Outdoor Sports Publishing Pty Ltd

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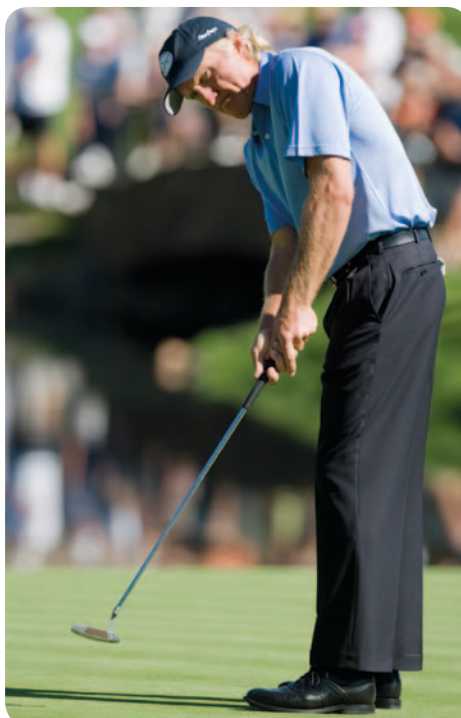
PO BOX 437, Miami, QLD 4220

sam@outdoorsportspublishing.

com.au

TERMS

1. A copy of the paper, with tax invoice, is mailed upon publication. Rates do not include agency commissions. Payment terms are strictly 14 days from invoice.
2. The publisher reserves the right to reject or omit from publication any artwork or copy. Preferred positions are subject to confirmation by the publisher.
3. Whilst every care is taken, the publisher accepts no responsibility arising from the omission of any advertisement or from any error therein. No responsibility is accepted for loss or damage to any artwork.
4. The advertiser shall indemnify the publisher from all liabilities, claims or proceedings arising from the publication of the advertising material.
5. Advertisers must give 5 days notice of any cancellations from booking deadline. Contracts must be cancelled in writing to the publisher with 14 days notice.



MATERIAL DEADLINES

Note: Gloss covers are required Monday prior by 9am

MONTH	MATERIAL DEADLINE - 9AM
July	Wednesday June 22
August	Wednesday July 20
September	Monday August 22
October	Wednesday September 21
November	Friday October 21
December	Monday November 21
January 2012	Wednesday December 14



READER PROFILE

AGE

> Under 18	.2%
> 18-25	.3%
> 26-35	.11%
> 36-45	.32%
> 46-55	.27%
> 56-65	.13%
> 65+	.12%

LOCATION

> NSW	.36%
> QLD	.23%
> VIC	.22%
> WA	.10%
> ACT	.3%
> TAS	.3%
> SA	.3%

SKILL LEVEL

> Beginner	.13%
> Low marker (0-9)	.14%
> Mid handicap (10-18)	.40%
> High handicap (18+)	.32%
> Professional	.1%

MEMBERSHIP STATUS

> Current member	.66%
> Social club member	.21%
> Looking to join a course/club	.6%
> None (occasional player)	.6%
> Looking to join a social club	.1%

ROUNDS PLAYER PER MONTH

> 0-2	.26%
> 3-5	.30%
> 6-10	.30%
> 10+	.14%

GENDER

Male	.86%
Female	.14%



WEBSITE

Connect with the online community of Australia's Golf News Leader. Since 2005, the print edition of Inside Golf has built a loyal, dedicated community of golf readers from member clubs, social groups and casual golfers across Australia. Our award-winning content — delivered by some of Australia's most respected writers and editors — has become synonymous with quality and trust. Inside Golf has invested heavily in developing flexible and effective online/web functionality and offerings to complement our print publication, and provide one of Australia's most complete offerings for advertisers integrating their print and online campaigns.

ONLINE EXPERTISE

Group Editor / Webmaster Richard Fellner has over 25 years' experience in online content, copywriting and web campaign management. Hailing from California's famed "Silicon Valley", he is considered an expert in the field of online copywriting and marketing, and has been interviewed and featured by the likes of Channel Seven News, Bloomberg TV, bTalk Australia and others.

SOCIAL MEDIA & BOOKMARKING

All stories and pages on our website are equipped with a "Share This" function, allowing users to share the content that appeals to them, via email, Facebook, Twitter, MySpace and a host of other popular sites. This ensures that editorial and advertorial can achieve the maximum possible reach.

RSS FEEDS

All articles on insidegolf.com.au are also enabled with Really Simple Syndication (RSS) technology – allowing web users to "subscribe" to our article feeds, and be instantly notified when new articles appear. Our feeds are also suitable for use on Feedzilla, Google News, and other feed aggregators.



"THE INSIDER" E-NEWSLETTER

From Flash movies & games to animated gifs, to static banners and tiles, insidegolf.com.au can display most formats of banner advertising. Whether you want to target single pages, specific sections, or even a sitewide sponsorship, you can have unlimited impressions for your ad.

SEARCH ENGINE OPTIMISATION

As our Group Editor is also an industry expert in online writing and SEO management, selected articles and advertorial from Inside Golf can be tailored online to boost traffic/viewership of your content. In addition, he can act as a consultant to help boost your own website's SEO or copy.

COMPETITIONS

Inside Golf runs monthly competitions in both print and online. From web-only getaways to "Letter of the month", or even user-generated content, our focus is to continue developing a community of like-minded golf readers.

IPADS AND TABLETS

A proven leader in the online arena, Inside Golf was Australia's first golf publication offering a full Digital Version, suitable for reading online and via iPads, tablets and mobile devices. Featuring a universally-accessible page-turning app and format, Inside Golf can be viewed on nearly all types of devices.