



OUTDOOR SPORTS PUBLISHING
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INSIDEGOLF
AUSTRALIA'S MOST READ GOLF MAGAZINE www.insidegolf.com.au

INSIDEGOLF
Travel

GolfandStay
www.golfandstay.com.au



THE CLEAR CHOICE FOR REACHING AUSTRALIAN GOLFERS

Named "Australia's Most Read Monthly Golf Magazine" in 2010 to 2017

(Source: Sports Marketing Surveys' independent Golf Consumer Survey in 2011 to 2017 and Golf Research Australia independent survey in 2010. Results vs all newsstand/subscription golf magazines)

Australia's highest-circulating (CAB audited) golf publication

(Source: Circulations Audit Bureau; 2017)

Australia's most "Switched On" golf publication

- The first Australian golf magazine with an online Digital Version (2006)
- The first on Twitter (2008) & Facebook (2009)
- The first to be available on iPhones/iPads/Tablets (2011)
- The first in the Apple App Store (2012)

Australia's most complete golf demographic

- Content written for all ages and genders; from juniors to seniors, from men to women and from beginners to professionals, *Inside Golf* offers "something for everyone".
- Our unique distribution method ensures a complete demographic reach across Australian golfers.

Home-grown Australian content

- Our content is exclusive, first-run, award-winning content written BY Australian golfers, FOR Australian golfers. We choose to write all our own content, versus "repurposing" editorial sourced from overseas.

Now available on:



www.insidegolf.com.au



facebook.com/InsideGolf



[@InsideGolf](https://twitter.com/InsideGolf)



www.youtube.com/InsideGolfAustralia



bit.ly/SjQ9Bq

DISTRIBUTION



This publication has been independently audited by the Circulations Audit Board.
Audit Period: 04/2017 - 09/2017

Distributed directly to golf clubs, social clubs, driving ranges and golf retailers throughout Australia. *Inside Golf* is by subscription only. \$410 plus GST per year for unlimited copies per month. CAB audit member since April 2006. (October 2016 to March 2017 – 42,325 copies per month).

READER PROFILE

AGE

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

SKILL LEVEL

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

ROUNDS PLAYER PER MONTH

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

LOCATION

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

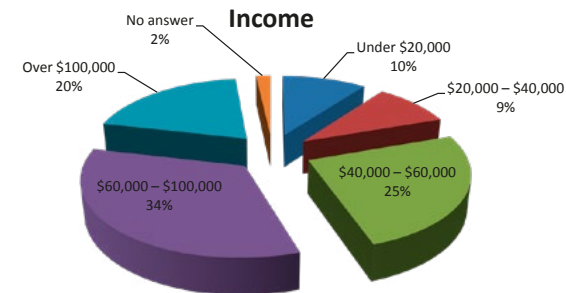
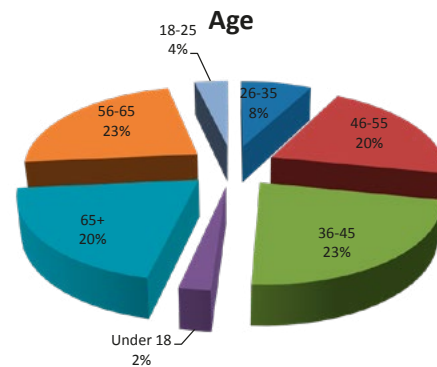
MEMBERSHIP STATUS

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%

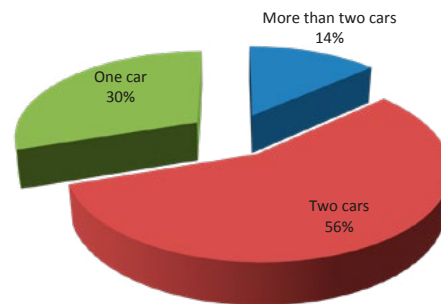
GENDER

Male	86%
Female	14%

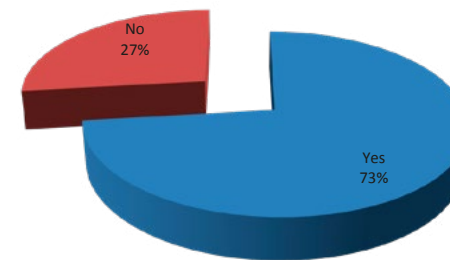
DEMOGRAPHIC INFORMATION



Number of cars in your Household

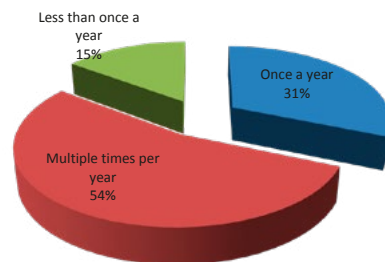


Do you own your home?



TRAVEL HABITS

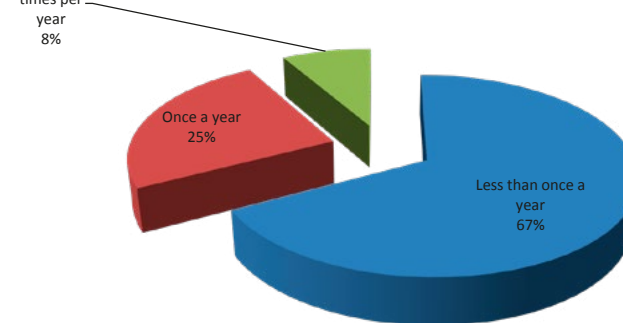
How often do you travel within Australia



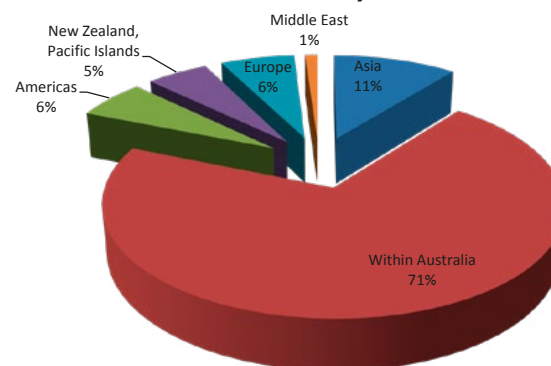
85% of readers travel within Australia one or more times per year.

33% Travel internationally one or more times per year.

How often do you travel Internationally

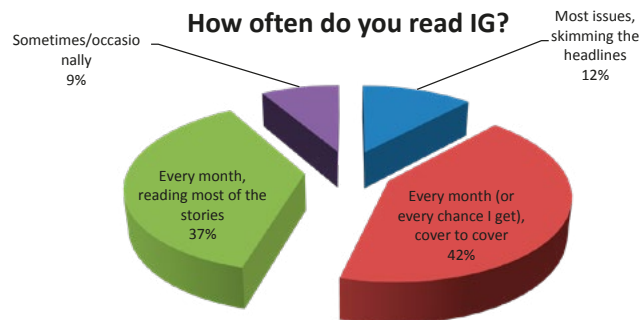


To which destinations do you travel the most

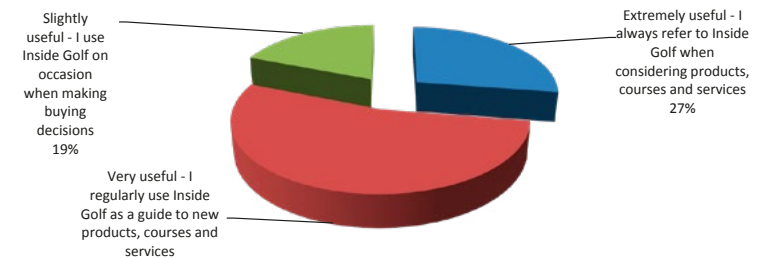


INSIDE GOLF LOYALTY

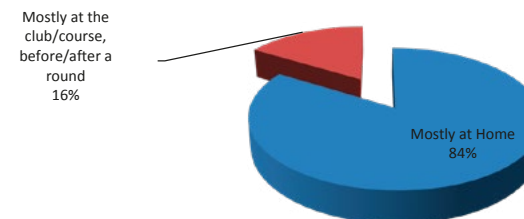
Nearly 80% of readers are fiercely loyal, reading every Monthly issue. 84% take the magazine home with them. Importantly, 81% of readers consider *Inside Golf* important when making purchasing decisions for golf products and services.



How important are the ads and editorial in *Inside Golf* when making your golf buying decisions?



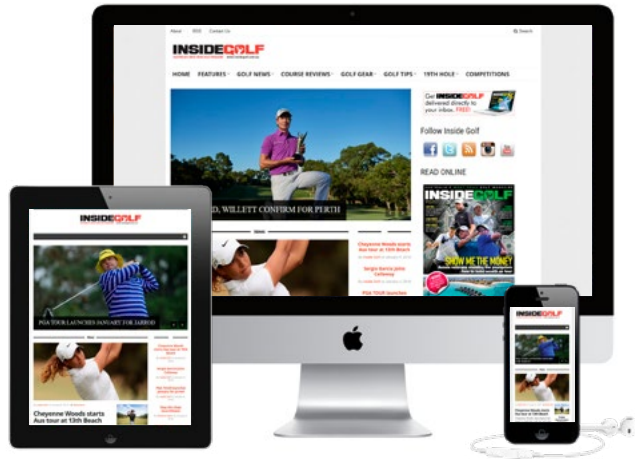
Where do you primarily read *Inside Golf*?



IN CONCLUSION

- *Inside Golf's* readership represents an extremely wide reach of golfers across all ages, skill levels, occupations and income.
- *Inside Golf's* readers play a tremendous amount of golf, with the vast majority considered "Avid Golfers" (the highest possible level) as defined by the golf industry.
- *Inside Golf's* readers are an exceptionally loyal group who highly value the magazine's content when making purchasing decisions.
- *Inside Golf's* readers travel frequently, both within Australia and Overseas.

ONLINE / DIGITAL



WEBSITE

Connect with the online community of Australia's Most-Read Golf Magazine. *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.

The *Inside Golf* Website is FULLY RESPONSIVE, meaning that it has been designed for optimal viewing on ANY electronic device – from laptop computers to tablets and phones of any size, make or model. This ensures maximum reach and interaction.

DIGITAL READERSHIP

Inside Golf's digital properties are viewed and enjoyed by over 10,000 golf fans every month. Our combined pageviews of our digital properties (distributed via Issuu, Realview, our website and iPad App) are over **100,000 views per month** (1.2 million pageviews per year).

Australia's most "Switched On" golf publication

- The first Australian golf magazine with an online Digital Version (2006)
- The first on Twitter (2008) & Facebook (2009)
- The first to be available on iPhones/iPads/ Tablets (2011)
- The first in the Apple App Store (2012)

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.

ON THE GO

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. The *Inside Golf* Digital App has been downloaded by thousands of golfers in the App Store, and enjoys over 5,000 screen views per month.

SOCIAL MEDIA & BOOKMARKING

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

Importantly, all of our Social Media fans and email database subscribers are 100 per cent organic, and TRUE fans of our product. We have NEVER purchased fans/followers/addresses. This ensures our online products are read and enjoyed by real golfers, not imaginary/false names.



ONLINE EXPERTISE

Group Editor/Webmaster Richard Fellner has over 30 years' experience in online content, copywriting and web campaign management. Hailing from California's famed "Silicon Valley", he is considered an expert in the online arena, and has been interviewed and featured by the likes of Channel Seven News, Bloomberg TV, bTalk Australia and others.

ADVERTISING RATES

* Minimum booking 3 months – subject to content

** Casual rates: All advertisements +10% GST

MATERIAL REQUIREMENTS

If you are sending complete artwork, we accept high resolution PDFs. Please ensure they are in CMYK format as we are unable to print with PMS, Lab or RGB colours. Images should be 300 ppi. PDF file sizes should be no more than 4mb.

(Please contact us for an alternative way of sending if your file size is bigger).

If you require artwork to be produced, we will send you an ad checklist of the elements required to create your ad.

Advertising material can be emailed to your sales representative.

TERMS & CONDITIONS

1. A copy of the magazine is mailed upon publication. Rates do not include agency commissions. Payment terms are strictly 14 days from invoice. Your invoice will be emailed to you on the first of each month for immediate payment.
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. While 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.

Full page

\$2950

Half page

\$1500

Quarter page

\$800

Column

\$1500

Large strip

\$1200

Strip

\$850

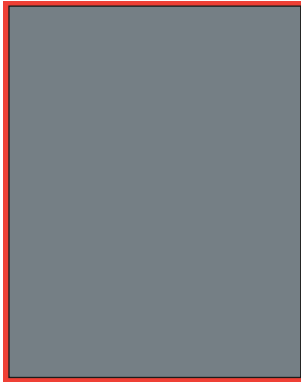
Half strip

\$450

Directory

Rates start from \$245 (+GST) per month (minimum booking 3 months)

ADVERTISEMENT SPECS

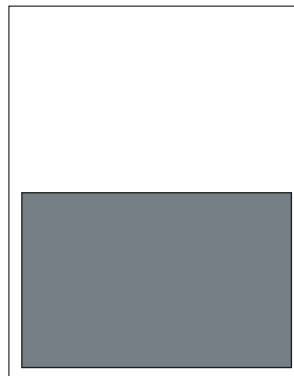


Full page

275mm (w) x 350mm (h)

+ 5mm bleed on all sides

Text safe: 265mm (w) x 340mm (h)

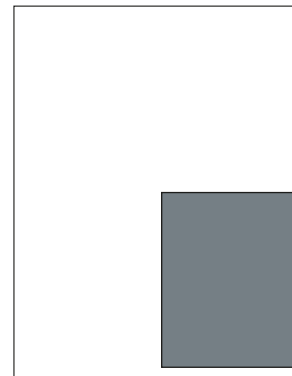


Half page

255mm (w) x 135mm (h)

No bleed required

No keylines required

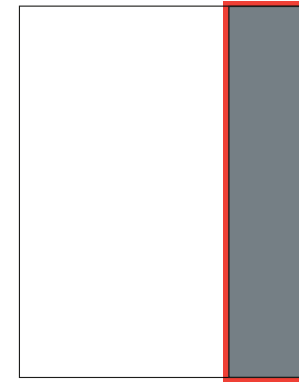


Quarter page

125mm (w) x 135mm (h)

No bleed required

No keylines required

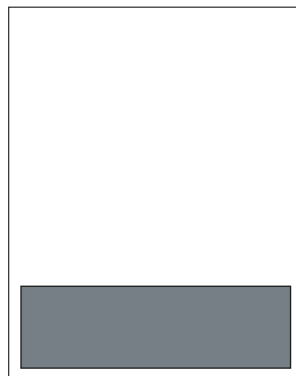


Column

100mm (w) x 350mm (h)

+ 5mm bleed on all sides

Text safe: 90mm (w) x 340mm (h)

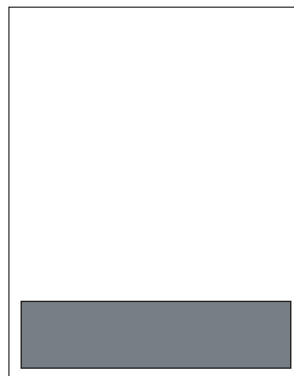


Large strip

255mm (w) x 100mm (h)

No bleed required

No keylines required

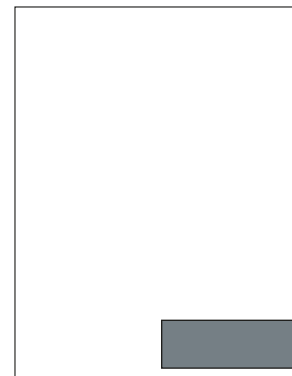


Strip

255mm (w) x 70mm (h)

No bleed required

No keylines required

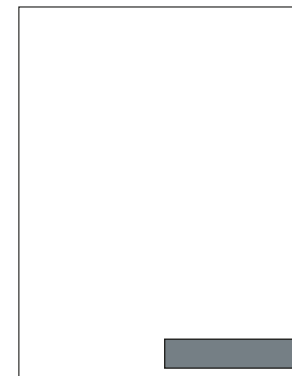


Half strip

125mm (w) x 70mm (h)

No bleed required

No keylines required



Directory

125mm (w) x 50mm (h)

No bleed required

No keylines required

PUBLICATION DEADLINES

* Gloss covers are required Monday prior by 9am

** Editorial is due three weeks prior

Issue	Month	Material Deadline (9am)
152	March 2018	Friday 16 February 2018
153	April 2018	Friday 23 March 2018
154	May 2018	Friday 20 April 2018
155	June 2018	Friday 18 May 2018
156	July 2018	Friday 22 June 2018
157	August 2018	Friday 20 July 2018
158	September 2018	Friday 24 August 2018
159	October 2018	Friday 21 September 2018
160	November 2018	Friday 19 October 2018
161	December 2018	Friday 23 November 2018
162	January 2019	Friday 14 December 2018
163	February 2019	Friday 18 January 2019
164	March 2019	Friday 15 February 2019
165	April 2019	Friday 22 March 2019

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WHAT IS IT?

Inside Golf Travel magazine is a supplement that's inserted in *Inside Golf* each month. Printed on full gloss, it's Australia's only golf travel magazine that caters specifically to both local and international golf travel. Written with an "insider's voice" by both the editorial staff and the magazine's growing "family" of readers/contributors, *Inside Golf Travel* magazine brings a fresh perspective on golf travel world-wide.

Each issue features the following:

- Local and overseas destinations
- Hot new destinations
- Great holiday offers
- Travel Tips / advice
- Travel news and events
- Competitions / giveaways (when available)

ADVERTISING RATES

* Casual rates – All advertisements plus 10% GST

** Payment terms are strictly 14 days

MATERIAL REQUIREMENTS

If you are sending complete artwork, we accept high resolution PDFs. Please ensure they are in CMYK format as we are unable to print with PMS, Lab or RGB colours. Images should be 300 ppi. PDF file sizes should be no more than 4mb.

(Please contact us for an alternative way of sending if your file size is bigger).

If you require artwork to be produced, we will send you an ad checklist of the elements required to create your ad.

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Full page

\$2300

Half page

\$1200

Quarter page

\$650

Column

\$1300

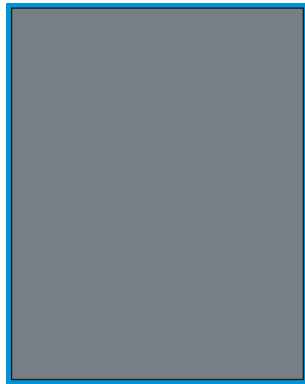
Large strip

\$850

Strip

\$700

ADVERTISEMENT SPECS

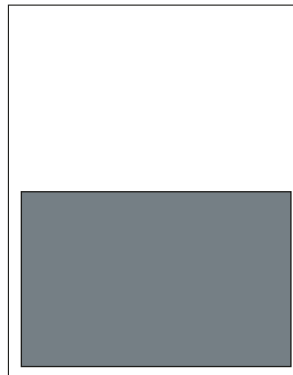


Full page

254mm (w) x 310mm (h)

+ 3mm bleed on all sides

Text safe: 244mm (w) x 300mm (h)



Half page

H: 234mm (w) x 124mm (h)

No bleed required

No keylines required

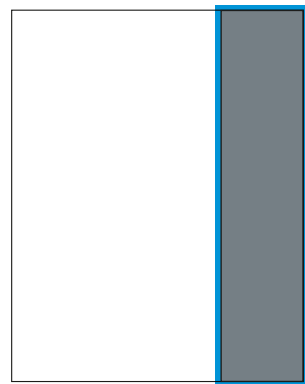


Quarter page

V: 115mm (w) x 124mm (h)

No bleed required

No keylines required

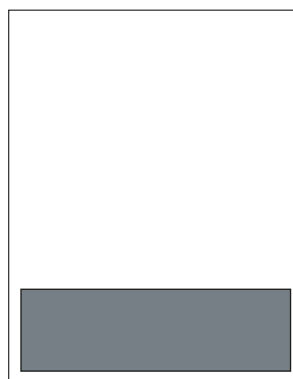


Column

V: 92mm (w) x 310mm (h)

+ 3mm bleed on all sides

Text safe: 82mm (w) x 300mm (h)

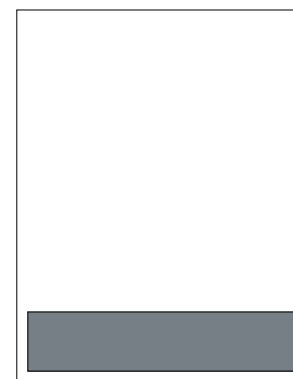


Large strip

H: 234mm (w) x 90mm (h)

No bleed required

No keylines required



Strip

H: 234mm (w) x 64mm (h)

No bleed required

No keylines required

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We've partnered with the best golf courses Australia wide with information to help you choose your next golfing holiday or weekend away. With packages to suit the most avid golfer, to those created for families and friends, there's something here for everyone.

Rate: Full listing with unlimited packages and photos:
\$200 plus GST per month

*ASK us about our special advertising packages with
golf and stay and Inside Golf TRAVEL magazine.*

