



AUSTRALIA'S **MOST-READ** GOLF MAGAZINE

INSIDEGOLF

DIGITAL

REAL REACH = REAL RESULTS

AUSTRALIA'S **MOST-ACTIVE** ONLINE GOLFERS

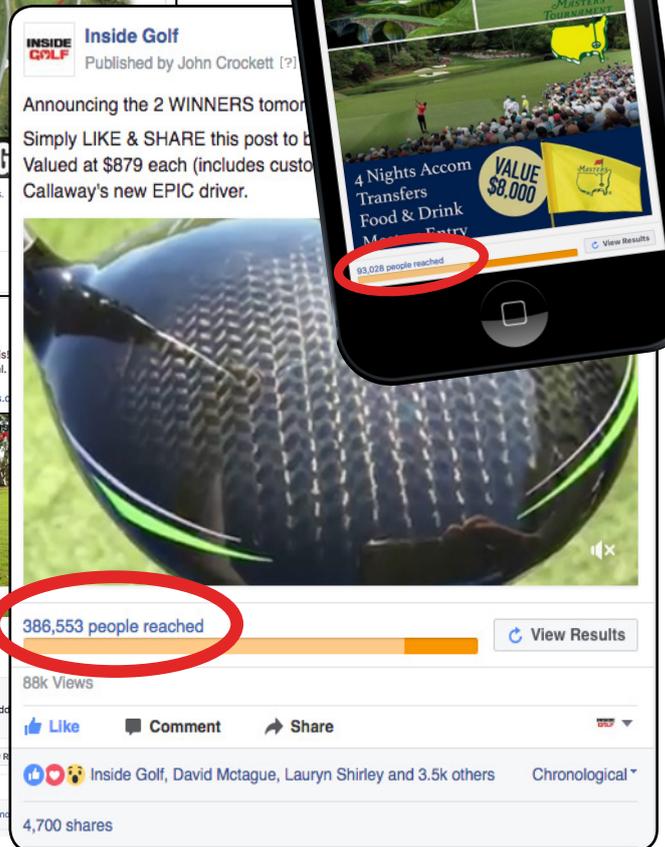
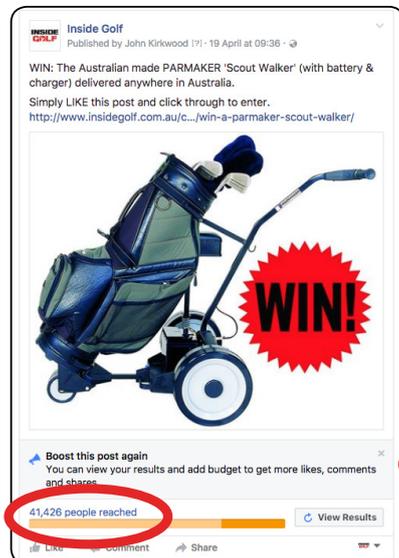
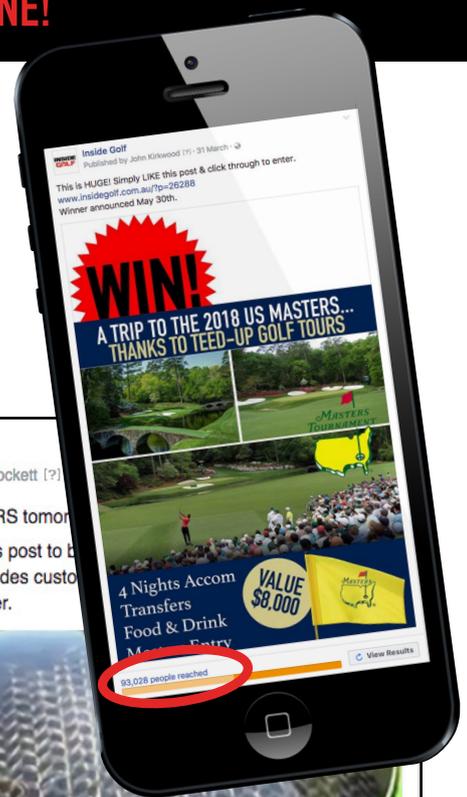
NOT ONLY IS INSIDE GOLF THE MOST-READ PRINT PUBLICATION IN AUSTRALIAN GOLF, BUT OUR ONLINE AND SOCIAL MEDIA COMMUNITY ARE ALSO AMONG THE MOST ACTIVE AND ENGAGED READERS ONLINE!

→ INSIDE GOLF SOCIAL MEDIA

The **10,000+** (and growing) followers on the Inside Golf Facebook page are **100% real**, active, golf-hungry readers. They keenly follow, respond and share the content on our page, as well as that of our advertisers and partners.

Because our communities are full of active and passionate golfers, our Social Media posts, like those on our Facebook Page, garner huge exposure and cut-through. **Much better exposure than the industry average.**

INSIDE THE NUMBERS:
Just look at some of the recent remarkable results achieved by a few of our advertisers.



INSIDE GOLF DIGITAL

EMAIL CAMPAIGNS WITH REAL RESULTS

INSIDE GOLF Inside Golf
Published by John Kirkwood [?] · 14 March ·

WINNER Announced TOMORROW! Friday (March 31st)!!!
WIN A 2 DAY KING ISLAND TRIP!
Play Ocean Dunes and Cape Wickham; airfares, accommo...
transfers included for ONE person thanks to Air Adventure...
Click through to enter. <http://www.insidegolf.com.au/...air-adventure.../>

44,985 people reached

Like Comment Share

Darren Lambeth, Michael Hehir and 463 others

81 shares

View previous comments

Teed-Up Golf Tours: over 4,200 email addresses generated and sent to the client.

Air Adventure / King Island giveaway: over 2,600 email addresses generated and sent to the client.

How many can we get for YOU?

INSIDE GOLF Inside Golf
Published by Joe Kirkwood Jnr [?] · 20 May ·

Thanks to Callaway Golf South Pacific and thanks to YOU, we are nearing 10,000 followers. Simply LIKE this and COMMENT below what you love about Inside Golf and we will select 10 winners! #callawaychromesoft

INSIDE CELEBRATING GOLF 10,000 FACEBOOK FANS!

20,282 people reached

Like Comment Share

Inside Golf, Alan Thrower, Shayne Mason and 646 others

27 shares

View previous comments

INSIDE GOLF Inside Golf
Published by Joe Kirkwood Jnr [?] · 1 June at 09:44 ·

WIN: FREE ENTRY TO THE 2017 MORNINGTON PENINSULA GOLF CLASSIC. Simply LIKE this post & click through for your chance to win! Includes WELCOME DINNER, 4 days of golf (with carts), daily lunches, daily and overall prizes, PRESENTATION DINNER and a souvenir polo shirt.
<http://www.insidegolf.com.au/.../win-one-free-entry-to-this-.../>

21,798 people reached

Like Comment Share

Cynthia Fitton, Peter Barter and 684 others

39 shares

INSIDE GOLF Inside Golf
Published by Joe Kirkwood Jnr [?] · 15 May ·

LIKE this post to WIN a full set of Milford Golf Single-Length irons, SW to 4 iron (8 irons), valued at \$630. Winner can choose either steel or graphite shafts in their preferred flex. The whole set is 7 iron length! Winner announced May 31st. #singlelengthclubs #Milford

59,960 people reached

Like Comment Share

Inside Golf, Luke Horder, Joanne Spice and 1.9k others

→ EMAIL DATABASE

Just like our Social Media pages, our email database is **100% real and recent**. Thus, the Open Rates and Click-Through Rates of our **16,000** (and growing) subscribers are well above the Industry average. (This guarantees that your message will be seen and embraced by active, passionate, real golfers.)

AVERAGE EMAIL OPEN RATES AND CLICK-THROUGH RATES

	OPEN RATE	CLICK RATE
INSIDE GOLF (Average)	33%	10%
INSIDE GOLF (High range - Targeted EDM)	55%	30%
Media and Publishing (Industry Average)	22.14%	4.70%

(Source: Inside Golf MailChimp Reports, MailChimp Email Marketing Benchmarks)

REMEMBER: ROI IS EVERYTHING. SO GET YOUR MESSAGE AND BRAND SEEN BY REAL GOLFERS!

GET REAL, WITH INSIDE GOLF!

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