



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 **18,000+** (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
Published by John Kirkwood [?] · 19 April at 09:36 ·

WIN: The Australian made **PARMAKER 'Scout Walker'** (with battery & charger) delivered anywhere in Australia.
Simply LIKE this post and click through to enter.
<http://www.insidegolf.com.au/c.../win-a-parmaker-scout-walker/>

41,426 people reached

INSIDE GOLF
Published by John Crockett [?] · 31 March ·

Announcing the 2 WINNERS tomorrow!
Simply LIKE & SHARE this post to enter.
Valued at \$879 each (includes custom Callaway's new EPIC driver).

93,028 people reached

INSIDE GOLF
Published by Joe Kirkwood Jr [?] · 12 October at 13:59 ·

Tag a mate who would do this.

386,553 people reached

88k Views

4,700 shares

INSIDE GOLF
Published by Joe Kirkwood Jr [?] · 8 September at 09:40 ·

WIN: Experience the newly renovated Brookwater Golf & Country Club!
Simply LIKE this photo and Brookwater Golf & Country Club on Facebook and you could be taking 3 friends to play the highly acclaimed Greg Norman designed course. There will be TWO winners, with each prize valued at \$480. Entries close at 5pm on 30th September 2017, with the winner announced on our Facebook Page. Good luck! TAG your mates so they can enter too!

24,484 people reached

INSIDE GOLF
Published by Joe Kirkwood Jr [?] · 12 October at 13:59 ·

WHEN YOU'VE GOT THE HOUSE TO YOURSELF

127,599 people reached

946 shares

“ We're extremely happy with the Facebook campaign! For a small financial investment, it has yielded a fantastic result. It is something that we will look to do again in the future as it is an easy way for us to reach our target market – golfers. ”

Margot O'Reilly-Moore, Marketing Coordinator, Brookwater Golf and Country Club

EMAIL CAMPAIGNS WITH REAL RESULTS

INSIDE GOLF DIGITAL

Yamaha Golf Car: over 10,000 email addresses sent to the client with a reach of over 460,000 people.

Mizuno: over 4,000 emails generated and sent to the client

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
Published by Joe Kirkwood Jnr [?] · 9 October at 14:42 ·

Like & SHARE this post and click on the link to enter into the draw to WIN a custom fitted set of Mizuno Golf MP18 Irons. Exclusive to Inside Golf, ENTER HERE at the link. <http://www.insidegolf.com.au/.../win-a-fitted-set-of-mizuno-.../> Valued up to \$1,883.00 for 7 pcs, entries close October 31st. #nothingfeelslikeamizuno

WIN

90,378 people reached

Like Comment Share

Angus Forbes, Karen McManus and 1.3k others

1,267 shares 207 comments

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

WIN! 1 OF 10 DOZEN

CHROME SOFT

DUAL SOFTFAST COFF TOUR URETHANE COVER

INSIDE CELEBRATING GOLF 10,000 FACEBOOK FANS!

20,282 people reached

Inside Golf
Published by Joe Kirkwood Jnr [?] · 1 July ·

ENTRIES CLOSE THIS SAT, SEPT 30th.

SHARE this and get tagging, you and a FRIEND could win this Yamaha Golf Cart, valued at \$11,250. EXCLUSIVE to Inside Golf Magazine, click through to read the extras it comes with and get your name in the draw!

<http://www.insidegolf.com.au/.../major-prize-draw-win-a-yama-.../>

WIN!

460,982 people reached

Like Comment Share

Dan Doherty, Michelle Quail and 2k others

4,775 shares

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, accommodation, and transfers included for ONE person thanks to Air Adventure Golf Tours. Click through to enter. <http://www.insidegolf.com.au/.../win-a-two-day-air-adventure-.../>

WIN!

44,985 people reached

Like Comment Share

Darren Lambeth, Michael Hehr and 463 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 **30,000** (and growing) subscribers are well above the Industry average. (This guarantees that your message will be seen and embraced by active, passionate, real golfers.)

“ Sanctuary Cove Golf and Country Club have recently run 2 digital giveaways with Inside Golf and the results have been fantastic. Not only did Inside Golf support with shared digital promotion resulting in great reach and interaction, they also supported heavily pre and post campaign. Thank you ”

Juliette Hauff, Member Services, Marketing Sanctuary Cove Golf and Country Club

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)

“ Being able to reach directly to the demographic you are trying to reach in your market place is always difficult to find but running the promotion through Inside Golf gave this opportunity to McLeod. We put up for grabs a Mini Golf day and the response we received was fantastic. In just over a week we had over 18,000 impressions and over 300 entries in to the competition. The lucky winner was Nigel who got to bring 19 of his mates to McLeod for a round of golf with cart. It worked out nicely for Nigel as he celebrated his 40th birthday on the same day. Everyone involved had a great day. It was also great for McLeod to have so many new faces come to the golf course for the first time. ”

Sean Kennedy, Club Manager - McLeod Country Golf Club

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

CONTACT: NSW/ACT SALES
Megan Symington
p: 0419 575 000
e: megan@insidegolf.com.au

QLD SALES
David Ross
p: 0439 612 458
e: david.ross@insidegolf.com.au

VIC SALES
Jon Perrett
p: 0402 852 637
e: jon@insidegolf.com.au

advertising SALES
Lisa Coleman
p: 0406 031 344
e: lisa@insidegolf.com.au