



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 **20,000+** (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 ·

This is HUGE! Simply LIKE this post & click through to enter.  
[www.insidegolf.com.au/?p=26288](http://www.insidegolf.com.au/?p=26288)  
Winner announced May 30th.

**WIN!**  
A TRIP TO THE 2018 US MASTERS...  
THANKS TO TEED-UP GOLF TOURS

4 Nights Accom Transfers Food & Drink  
VALUE \$8,000

93,028 people reached

INSIDE GOLF  
Published by John Crockett [?] · 12 October at 13:59 ·

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

386,553 people reached

88k Views

Like Comment Share

Inside Golf, David Mctague, Lauryn Shirley and 3.5k others

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 \$450. 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

Like Comment Share

Inside Golf, Scott Albany, John Wilson and 1.4k others

95 shares

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

Tag a mate who would do this.

WHEN YOU'VE GOT THE HOUSE TO YOURSELF

127,599 people reached

Like Comment Share

John Duggan, Geoffrey Jenkin and 805 others

746 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 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

1,267 shares 207 comments

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

**WIN! 1 OF 10 DOZEN**

INSIDE CELEBRATING GOLF 10,000 FACEBOOK FANS!

20,282 people reached

INSIDE GOLF 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

4,775 shares

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, 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!**

44,885 people reached

## → 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 |
|--|------------|------------|
| <b>INSIDE GOLF (Average)</b>                   | <b>33%</b> | <b>10%</b> |
| <b>INSIDE GOLF (High range – Targeted EDM)</b> | <b>55%</b> | <b>30%</b> |
| 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!**

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