

Golf Digest



Digest Extra

The Digest Extra is an electronic newsletter sent out monthly to a database of approximately 8 000. This is a great way of communicating with our core readers. The Digest Extra contains additional information that we don't have space for in the magazine or on our website. It also contains all the competitions and subscriber offers that would be available during that particular month.

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Golf Digest South Africa
The World's Biggest Selling Golf Magazine

Online Media

Online home to South Africa's leading selling golf magazine, with in excess of 100 000 page impressions per month. Our site is updated daily ensuring our audience is always aware of the latest golfing news, tips, course developments and current rankings. All competitions or subscriptions offered in the magazine receive exposure on the web. Additional advertising packages are also available.



Online Rates

CPM RATES

Full sponsorship package
Homepage exposure, fully branded section,

WEBSITE

Advertorial & optional offering of an
online competition. – R14 000

ADVERTORIAL PACKAGE – R12 880

Homepage exposure, website advertorial
& optional offering of an online competition.

SECTION SPONSORSHIP PACKAGE – R11 760

Homepage exposure, fully branded section,
optional offering of an online competition.

NEWSLETTER INSERTS

Banner or content box comprising image
and 75 words of text. – R5 050 PER MONTH

LEADERBOARD – R350

(728 x 90 pixels, 18k max).
Mini-skyscraper – R260
120 x 240 pixels, 15k max).

SKYSCRAPER – R300

(120 x 600 pixels, 20k max).

BANNER – R250

(468 x 60 pixels, 12k max).

DOUBLE-BANNER – R280

(468 x 120 pixels, 15k max).

PROMO-BOX – R220

(120 x 120 pixels, 15k max).

Material

Material can be
designed in-house
by Touchline Online.
Rates from R500 to
R2000 depending on
needs and creative
input. Material to be
supplied by client.

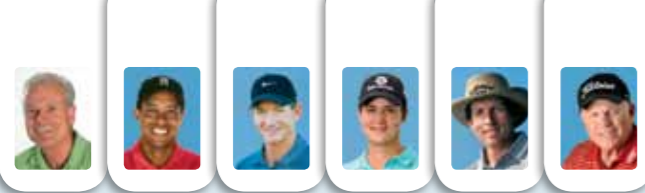
SPONSORSHIP OF MONTHLY DIGEST EXTRA HTML NEWSLETTER

A 468x60 pixels
banner or 75 word
content box and
120x120 pixels
Image cost: R4 500
per month

GOLF CLUB NEWSLETTERS

Golf Digest provides
a newsletter for a
number of leading golf
clubs. Contact any of
our ad executives for
more information.





Golf Digest is South Africa's best selling golf magazine.

Published in over 30 countries and respected as the authority on local and international golf. Led by award-winning editor **Stuart McLean**, our exclusive playing editors include Tiger Woods, Phil Mickelson, Jack Nicklaus and top international players. These players, along with celebrated teaching professionals David Leadbetter, Butch Harmon and Hank Haney, make a winning team.



Circulation and readership

Frequency Monthly
 ABC circulation 36 912
 Subscribers 30 510
 Subscribers as percentage of circulation 83%
 Average issue readership 160 000
 (Info Jul-Sep 2010 ABC, AMPS 2010A)

Target market

Golf Digest is the gateway to the most affluent consumers in South Africa. Golf Digest readers are high net worth individuals. They have the 2nd highest personal income and 2nd highest household income among all magazine readers in South Africa.



Reader profile

AGE
 15 – 24 yrs 20%
 25 – 49 yrs 50%
 50+ yrs 30%

HOUSEHOLD INCOME
 Less than R8 000 24%
 R8 000 – R10 000 16%
 R11 000 – R19 999 18%
 R20 000+ 42%

LSM
 LSM 1-9 36%
 LSM 10 4%
 LSM 11 11%
 LSM 12 13%
 LSM 13 12%
 LSM 14 24%
 LSM 10-14 64%

RACE
 Black 21%
 Coloured 17%
 Indian 6%
 White 56%

(Info AMPS 2010A)



The following about our core readers:

- **48%** have a R 20 000+ PI
- **56%** have a R 30 000 HHI
- **65%** say the ads in Golf Digest are "useful and informative"
- **58%** have family members that play golf
- **75%** have a tertiary education
- **80%** work full time
- **62%** are 25-44 yrs old
- **55%** are managerial, professional, CEO or business owners
- Technology ownership is very high: **83%** have a PC/laptop at home, **77%** DVD player, **50%** 3G/HSPDA, **40%** iPod.
- **23%** invest on the stock exchange
- **34%** have a R200 000+ car in their household
- **20%** have a 4x4 or MPV

Rates

	1-6 RATE	7+ RATE
DPS	R77 212	R74 124
FPFC	R38 606	R37 061
1/2 DPS	R42 466	R41 717
HPFC	R30 885	R29 650
1/3FC	R27 024	R25 944

COVERS	RATE
OBC	R54 048
DPS/IFC	R96 515
IBC	R46 327

INSERTS

Loose insert: 1-4 pages: R800 per 1000
 5-8 pages: R850 per 1000
 9+ pages: R900 per 1000
 Bound/Stitched in: 1-4 pages R900 per 1000
 5-8 pages R950 per 1000
 Tip in: R1100 per 1000
 Belly Bands (vertical section): R980 per 1000
 Inserts to subscriber copies only: 900/1000

* All rates include agency commission and exclude VAT.



Sizes

	BLEED	TRIM	TYPE
DPS	282 x 432	276 x 420	240 x 372
FP	282 x 216	276 x 210	240 x 186
1/2 pg vertical	282 x 111	276 x 105	240 x 93
1/2 pg horizontal	144 x 216	138 x 210	120 x 186
1/3 pg vertical	282 x 76	276 x 70	240 x 62
1/3 pg horizontal	98 x 216	92 x 210	80 x 186

Requirements

Process: Heatset Web Offset
Material: Print-optimised PDF with fonts embedded and all images at 240-300dpi. Material can be sent via Quickcut, Websend or on ISDN (021) 421 1546
Screen: 150, Proof: Hi-res satin sherpa proof. (No liability is accepted for the printed result of material supplied without a satin sherpa proof).

Publishing schedule 2011/2012

ISSUE	ADVERTISING BOOKING CLOSE	ADVERT MATERIAL IN	INSERTS TO PRINTERS	IN STORE
APR	25/2	2/3	9/3	23/3
MAY	25/3	30/3	6/4	20/4
JUNE	21/4	21/4	6/4	18/5
JULY	27/5	1/6	8/6	22/6
AUG	24/6	29/6	6/7	20/7
SEP	29/7	3/8	10/8	24/8
OCT	26/8	31/8	7/9	21/9
NOV	23/9	28/9	5/10	19/10
DEC	28/10	2/11	9/11	23/11
JAN	25/11	30/11	7/12	21/12
FEB	30/12	4/1	11/1	25/1
MAR	27/1	1/2	8/2	22/2



Positioning & Cancellations

Guaranteed upfront positions carry a 15% loading fee. While every effort will be made to place ads within the most relevant editorial or "best possible" position, preference will be given to loyal advertisers who support the magazine throughout the year. To facilitate planning and magazine layout, the cancellation deadline is the same as the booking deadline. After this date, no bookings can be cancelled and a 50% cancellation fee will be levied against all such cancellations after this date.