

THE UK'S NO.1 GOLF NEWSPAPER

GOLF NEWS

REACHING MILLIONS OF GOLFERS SINCE 1994

MEDIA GUIDE 2022



QUALITY NEWSPAPER • DIGITAL • MOBILE

BRINGING YOUR BUSINESS TO OUR READERS ACROSS ALL FORMATS

THE UK'S LEADING GOLF NEWSPAPER

- Print, digital and mobile – multi-platform approach
- Exclusive interviews written by golf's leading writers
- Quality, timely news, equipment reviews and features
- Unique design and inspirational photography
- Full-colour, A3 tabloid format
- Equipment and Travel sections
- Printed on the best quality paper



HARD COPY

53,500 HARD COPIES PRINTED

- Eye-catching A3 Tabloid format
- Twice the size of other golf magazines
- Printed on the best quality paper across all monthly golf titles in UK



WEBSITE

WWW.GOLFNEWS.CO.UK

OVER 6 MILLION HITS PER ANNUM

- Course reviews
- Club profiles & offers
- Equipment & Travel
- Latest news
- Competitions
- New website for 2022



DIGITAL MAGAZINE

180,000 DIGITAL SUBSCRIBERS

Digital magazine with embedded promotional videos for our advertisers and links to websites



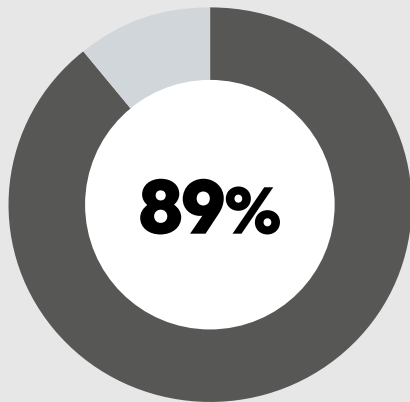
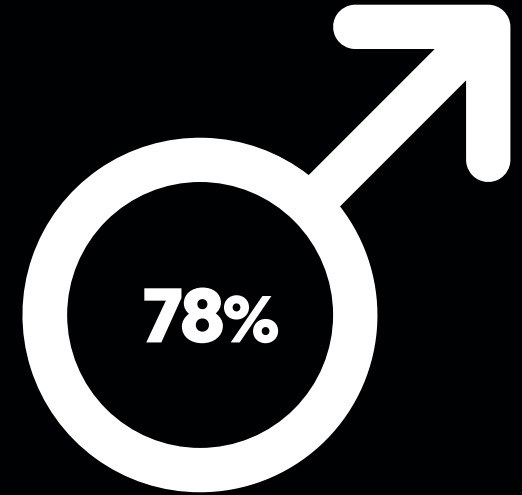
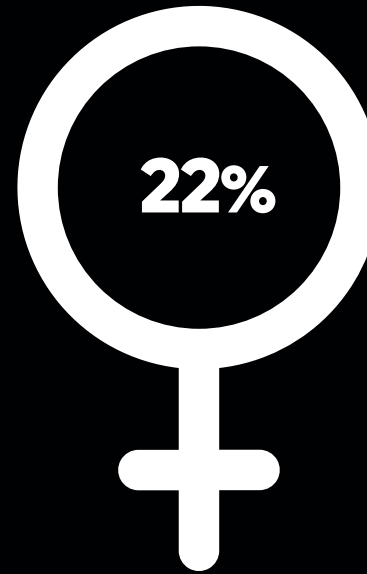
DISTRIBUTION

- Delivered to over 620 golf clubs, resorts, driving ranges and high street golf shops
- New for 2022: Available in major golf destination airports in Europe through Clubs to Hire
- Hundreds of copies placed within gift packs every issue for charity and corporate golf days

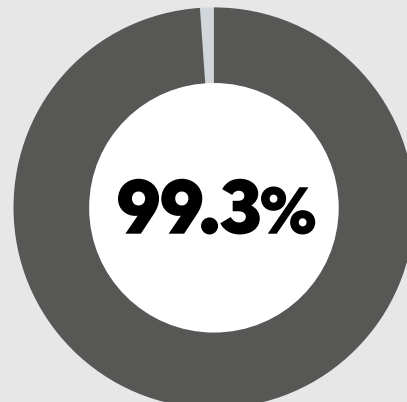


OUR READERS

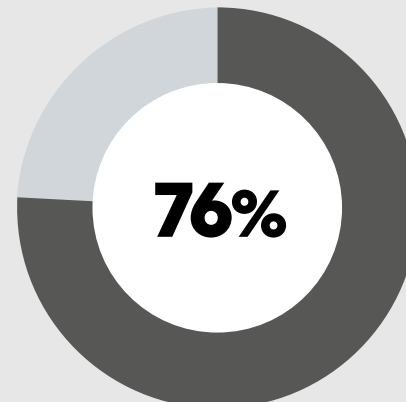
25 and under	4%
26-35	14%
36-45	26%
45-60	33%
61+	23%



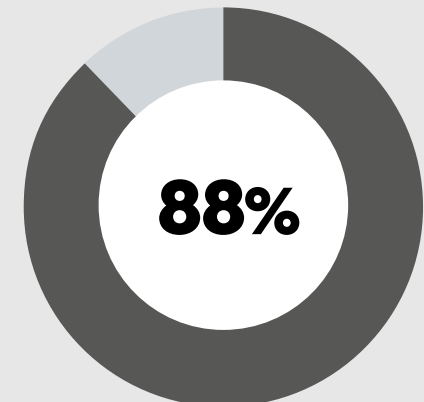
Take a golf holiday every year



Play in a golf day every year away from their own club



Are members of a golf club



Buy a new piece of equipment every season

Open Championship returns to Royal Portrush in 2025

England teams enjoys clean sweep of Home Internationals

DISCOVER THE SPIRIT WITHIN.

THE INDOMITABLE SPIRIT OF OUR PEOPLE IS THE VERY SOUL OF OUR WHISKY

JACK DOWNS

www.jackdowndistillers.com

LocoPro launches online community for golfers and coaches

Stoke Park sold to Indian billionaire for \$57m

LEGENDARY COMBINATION

An iconic performance. Phil's 6th major. And the 94th major for Odyssey Putters.

Odyssey ST PETER IN GOLF

Tilby Tour set to return under new ownership

England Golf updates WHS app

Lutterworth clubhouse destroyed by fire

DIFFERENT AT ITS CORE

ALUMICORE TECHNOLOGY
FORGED 100% CARBON STEEL BODY
MICROMAX MILLED GROOVES

On the surface, it's an elegantly designed, precision-crafted forged blade. Inside, it's nothing short of a story that makes it different from any iron ever engineered. With AlumiCore™ Technology, we've elevated forgiveness in a clean, impactful way. You may not need it on every shot, but it's always there for you.

PING

DELIVERING RESULTS FOR MAJOR BRANDS FOR 28 YEARS

TR21

BEAUTIFULLY CRAFTED PERFORMANCE

INTRODUCING THE TR21 LINE OF FAIRWAYS, HYBRIDS AND THE ALL-NEW X IRONS

TR21

Distance and Forgiveness MEET STUNNING BEAUTY

HOUMA

The all-new 2021 Compact CT6 GPS IMPOSSIBLY SMALL

Introducing the world's smallest, GPS trackdown, electric golf trolley. The ultra-compact Powerability CT6 GPS with Simple-Set Golf System.

Enjoy greater power with the latest CT6 GPS. The fully integrated GPS gives you access to over 40,000 courses worldwide making it the smartest, most intelligent electric trolley in the world.

Powerability

Explore the entire 2021 range at powerability.com

DRIVE SOMEWHERE DIFFERENT

Winter Play & Stay from just £119 per person

Golf Breaks in Brittany and Normandy

If you like to play golf somewhere different but still close to home, Brittany and Normandy is your best choice. With Brittany Ferries Golf you can enjoy some fine links or beautiful coastal courses, ranging from traditional links golf to the most modern club in the world.

Our smart Golf Desk will help to create the right break for you, looking after all the travel, food and drink arrangements so all you have to worry about is practicing your swing. Go online to discover the full range of golf breaks.

0330 159 5418
golf.desk@brittanyferries.com
brittanyferries.com/golf

Brittany Ferries

TAKE CONTROL

M7remote

HANDS FREE GOLF

Standing power with precision, the new compact M7 remote. Features a rechargeable battery, removable and replaceable and award-winning Smart Control technology for the ultimate in remote control.

MOLOCADDY

REMOTE CONTROL **DATA SERVICE** **MANUAL CONTROL**

NEW 2021 MOST WANTED

Find out more MOLOCADDY.COM M7REMOTE.COM

SEE MORE THAN EVER BEFORE

NEW SKYCADDIE SX550. THE ULTIMATE GOLF GPS.

THE NEW SX550, with the power of the award-winning SX300, with a larger screen to a higher resolution display.

Get 70 yards more precision to every hazard, cart, bunker and other crucial features. Plus, you can get even more precision with range finders. All features are controlled via the SkyCaddie app.

• Resolution: 1080p High Definition display and more
• Larger screen for better visibility
• Customisable app tailored to your preference
• Pre-installed with 30,000+ courses
• Award-winning control
• 4" and 5.5" screen
• 100% waterproof
• Multiple screen options

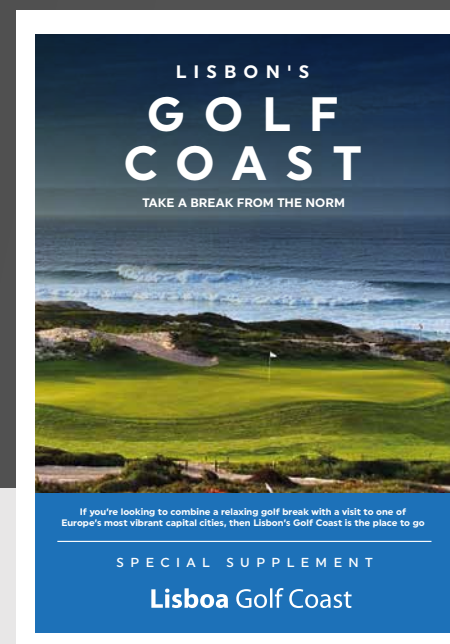
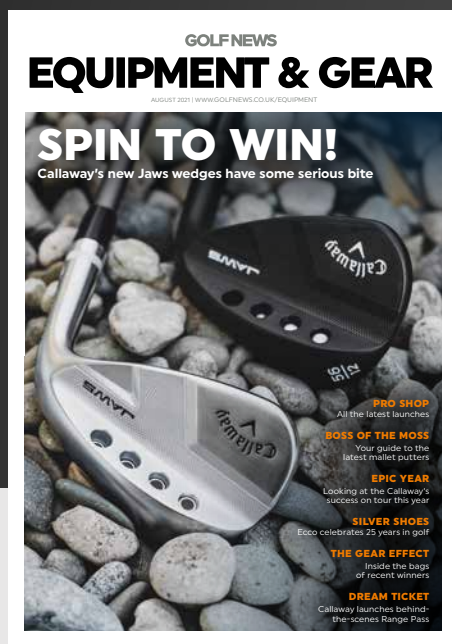
THE ALL-NEW SkyCaddie Family SEE EVERYTHING WITH SKYCADDIE

SkyCaddie SX550

www.skycaddie.co.uk

A PUBLICATION WITHIN A PUBLICATION

GOLF NEWS IS SECTIONED INTO SUB CATEGORIES SPECIFIC TO THE TARGET MARKET AND READERSHIP, MAKING IT USER-FRIENDLY FOR CLIENTS TO SOURCE VARIOUS PRODUCTS AND SERVICES OR TO LOCATE CERTAIN BUSINESS FEATURES AND INTERVIEWS



NEWS

WE'RE NEWS DRIVEN, BUT ALSO DELIVER THE NEWEST AND MOST KNOWLEDGEABLY PRODUCED EDITORIAL IN THE INDUSTRY TODAY.

- We also have 50 years' golf industry expertise to call upon.
- Every advert is twice the size of other A4 golfing magazines.
- All ads sit next to editorial and not in a classified section.
- Add video to enhance your business and attract customers.



FEATURES & CLUB PROFILES

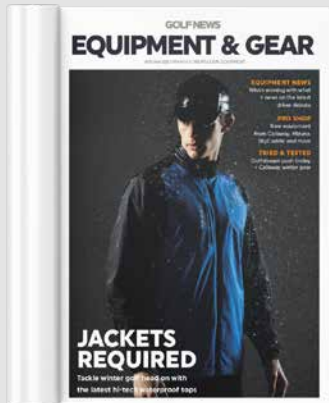
EDITORIAL AND ADVERTORIAL FEATURES, CLUB PROFILES AND GUIDES



INTERVIEWS

WE RUN EXCLUSIVE INTERVIEWS WITH THE LEADING NAMES IN THE GAME.

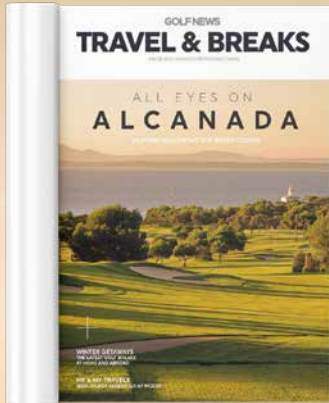




EQUIPMENT

OUR EQUIPMENT CONTENT, WHICH IS AS COMPREHENSIVE AS IT IS EXPERTLY WRITTEN, FEATURES DETAILED REVIEWS OF ALL THE LATEST LAUNCHES ALONG WITH BUYING GUIDES, PRODUCT SHOWCASES AND TEST REPORTS





TRAVEL

BECOME PART OF THE UK'S BEST GOLF TRAVEL COVERAGE

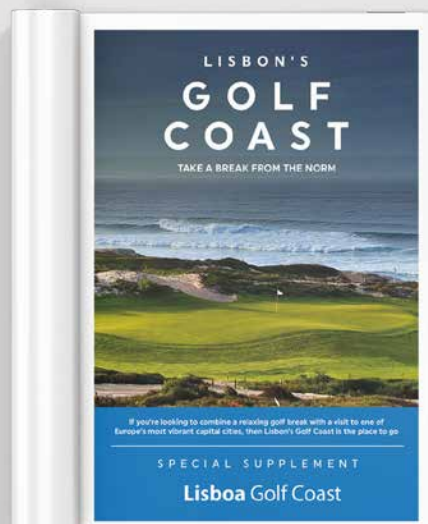
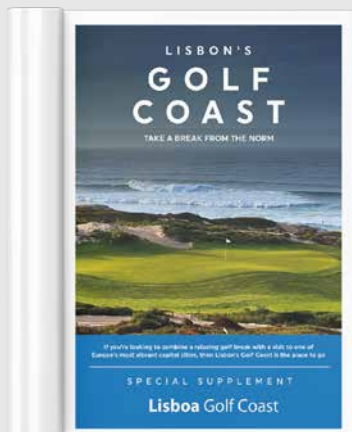
Our unbeatable travel section features country focuses, resort guides, course reviews, golf holiday package news and celebrity interviews. Our experienced team can help showcase your venue to our growing readership of travelling golfers.



DESTINATION GUIDES

THE UK'S MOST INFORMATIVE DESTINATION GUIDES

Whether in the UK, Europe or further afield, our eye-catching Destination Guides provide a unique opportunity to showcase countries, regions, destinations or individual resorts, providing an informative, interesting and expert insight that will inspire our readers to take that next step on their golf travel journey.



HTML EMAIL PROMOTIONS

OUR EMAIL HTML MARKETING SERVICE PUTS YOUR BRAND DIRECTLY IN FRONT OF OUR READERS.

Using our in-house design team, we can help deliver your marketing messages and sales promotions directly to thousands of golfers throughout the UK.



DATABASE HTML PACKAGES

GOLD

SEND TO 200,000

Cost
£1650.00

SILVER

SEND TO 120,000

Cost
£1250.00

BRONZE

SEND TO 31,000

Cost
£650.00

PRINT ADVERTISING RATE CARD

Double Page Spread	£3500
Double Page Dominant Baseline	£1950
Full Page	£1950
A4	£1500
Half Page	£950
Third Page	£700
Quarter Page	£550
Sixth Page	£395

All prices are plus V.A.T



2020/21 PUBLICATION DATES

MARCH ISSUE

Copy Deadline:

4th March

Distribution Date:

15th March (Pre US Masters Issue)

APRIL ISSUE

Copy Deadline: 4th April

Distribution Date:

15th April (Post US Masters Issue)

MAY ISSUE

Copy Deadline: 6th May

Distribution Date:

16th May

JUNE ISSUE

Copy Deadline: 3rd June

Distribution Date:

20th June (Pre The Open Championship Issue)

JULY ISSUE

Copy Deadline: 8th July

Distribution Date:

18th July (Post The Open Championship Issue)

SEPT ISSUE

Copy Deadline: 5th Sept

Distribution Date:

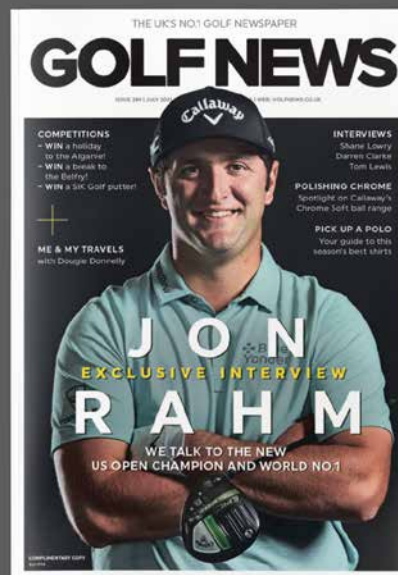
16th Sept (Autumn Issue)

DEC/FEB ISSUE 2023

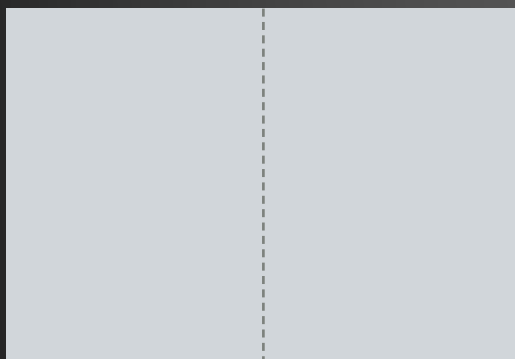
Copy Deadline: 1st Dec

Distribution Date:

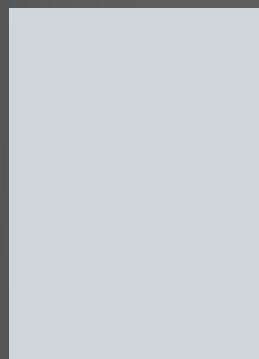
9th Dec (Winter Issue)



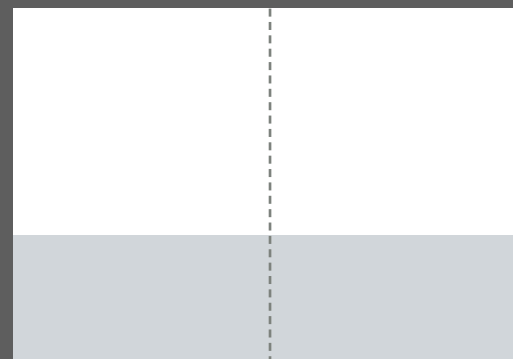
ADVERTISING SPECIFICATIONS



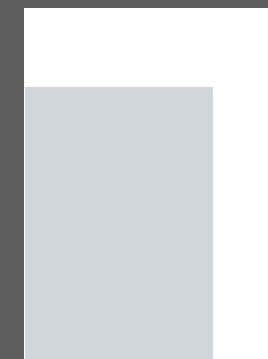
Double Page Spread
564mm (w) x 400mm (h)
+ 3mm bleed



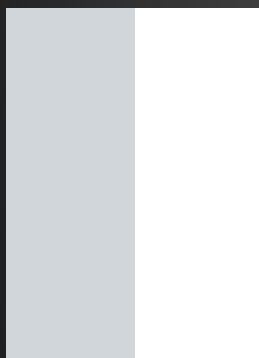
Fullpage
282mm (w) x 400mm (h)
+ 3mm bleed



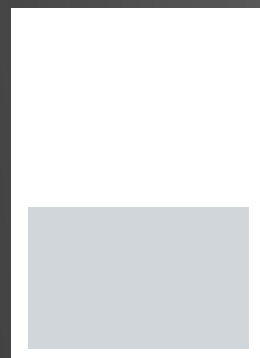
Double Page Dominant Baseline
564mm (w) x 170mm (h)
+ 3mm bleed



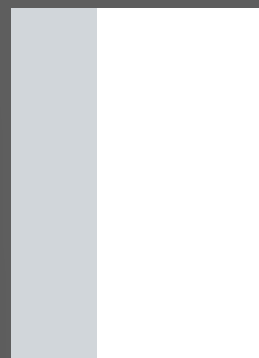
A4
210mm (w) x 297mm (h)
+ 3mm bleed



Half Page Vertical
134mm (w) x 400mm (h)
+ 3mm bleed



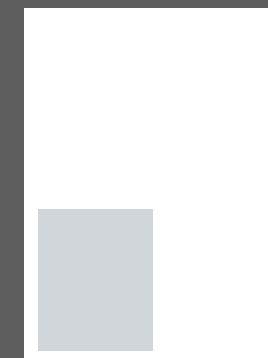
Half Page Landscape
254mm (w) x 161mm (h)
+ 3mm bleed



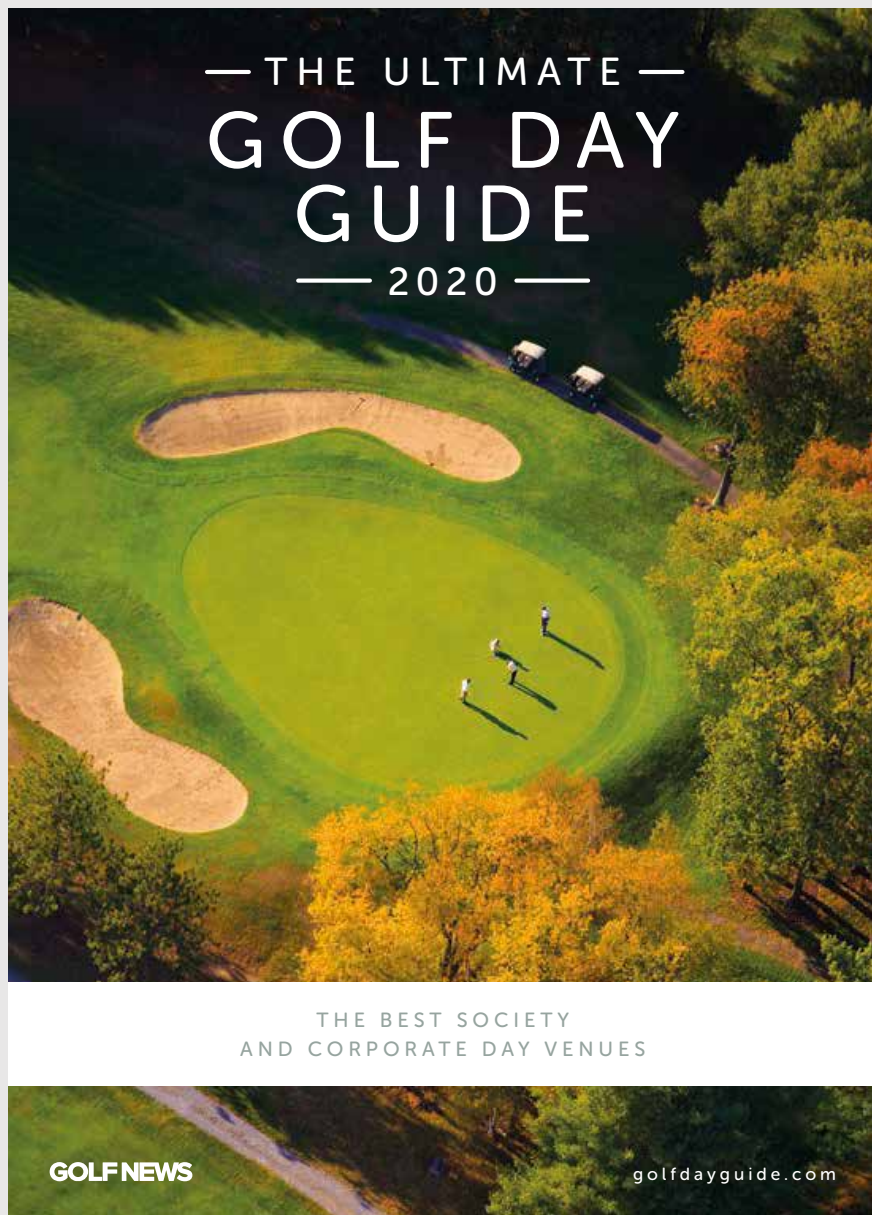
Third Page Strip Vertical
90mm (w) x 400mm (h)
+ 3mm bleed



Third Page Strip Landscape
254mm (w) x 115mm (h)



Quarter Page
122mm (w) x 161mm (h)



ANOTHER GOLF NEWS PUBLICATION

SENT OUT TO OVER 7,600 GOLF SOCIETY & CORPORATE GOLF ORGANISERS, THE ULTIMATE GOLF DAY GUIDE PROVIDES THE IDEAL OPPORTUNITY TO SHOWCASE YOUR CLUB TO THE KEY DECISION MAKERS. THIS HIGH-QUALITY, FULL-COLOUR GUIDE IS OFFERED IN PRINT, AS A DIGITAL DOWNLOAD AND AN INTERACTIVE WEBSITE.

www.golfdayguide.com



GOLF NEWS

ADVERTISING ENQUIRIES

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