

golf
Australia



2024 MEDIA KIT

OUR MISSION

At *Golf Australia magazine* we take pride in being this country's leading golf publication, providing content from our team of experienced and award-winning journalists and photographers.

Since 1987, our engaged, golf-focused audience has turned to *Golf Australia* for trusted advice on how to improve their game, great places to play and the gear they should consider using, while remaining up-to-date with the latest news and views from the golf world.

Whether it's in print, online or across our podcasts, *Golf Australia* delivers information, guidance, stunning photography and well-told stories ... to enhance every Australian golfer's ongoing enjoyment of the greatest game of all.



CONTENT PILLARS



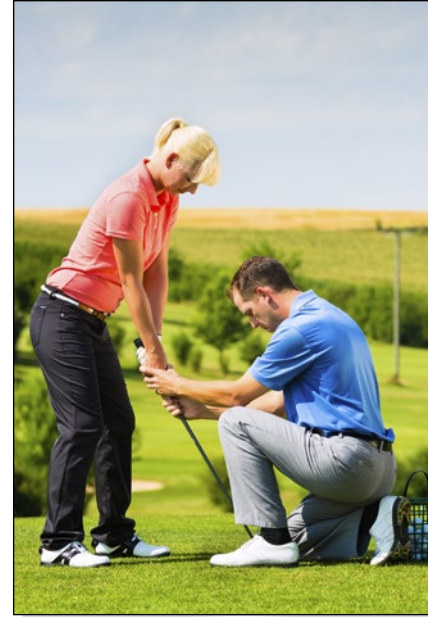
NEWS & VIEWS

Golf Australia magazine is renowned for quality writing, covering golf's household names and rising stars and the tournaments they play here as well as abroad. Our team of award-winning writers – Geoff Ogilvy, Mike Clayton, John Huggan, Rod Morri and Matt Cleary – are also widely regarded for their views on the biggest issues facing the modern game.



PLAY

There's a big beautiful world of golf out there, and *Golf Australia magazine* aims to help its readers explore it. Led by our experienced editor and chief photographer, Brendan James, our network of contributors travel around Australia and across the globe to share their experiences of golf's great destinations as well as raising the curtain on hidden golfing gems our readers may want to discover.



LEARN

Covering all facets of the game, you will find the best instruction across *Golf Australia magazine's* print and online platforms. Highly accredited PGA of Australia teaching professionals, renowned international coaches, sports psychologists and some of the biggest names in golf pass on their wisdom to help you play better and enjoy the game more



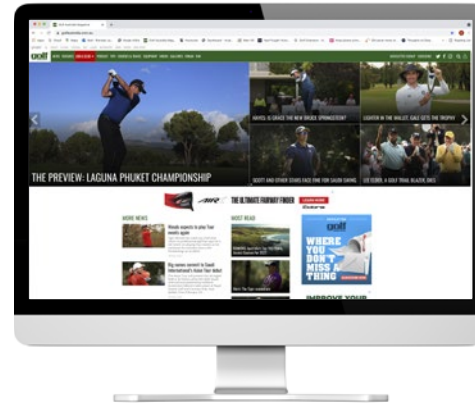
GEAR

Golf Australia magazine showcases the latest release equipment, apparel and technologies. We assist our readers in discovering what gear will work for them with our exclusive road-testing and equipment features, while also taking our readers into the golf bags of championship winning professionals on the PGA, LPGA, DP World and PGA of Australasia Tours.

PORTFOLIO

MAGAZINE

Golf Australia is the best read monthly golf publication in Australia, engaging its readers with quality writing and stunning photography. Enquire with your advertising manager about custom print options.



SOCIAL

Partner with *Golf Australia* to credibly reach our ever-growing social community across multiple platforms.

GOLF AUSTRALIA MAGAZINE TV

Our dedicated Youtube channel.



DIGITAL

Golf Australia magazine is far more than a print publication. Our website has a loyal and vast readership, while we also offer clients a wide range of options through our digital platforms including display advertising as well as EDM, newsletter and native content.



PODCASTS

The Thing About Golf is now in its fifth season of fortnightly in-depth one-on-one interviews with interesting people with a love of the game. *Playing From The Tips* is a weekly panel podcast previewing and tipping possible winners in upcoming tournaments across the globe.

Enquire about live read or sponsorship opportunities.



REACH

Golf Australia magazine offers the best, most comprehensive coverage of golf in Australia.



OUR AUDIENCE

Golf Australia magazine boasts a loyal and engaged readership



READER SNAPSHOT

- 90%** Male.
- 64%** Aged between 35 & 65.
- 39%** Earn more than \$80k p.a.
- 72%** Are a golf club member.
- 71%** Play golf two to nine times per month.



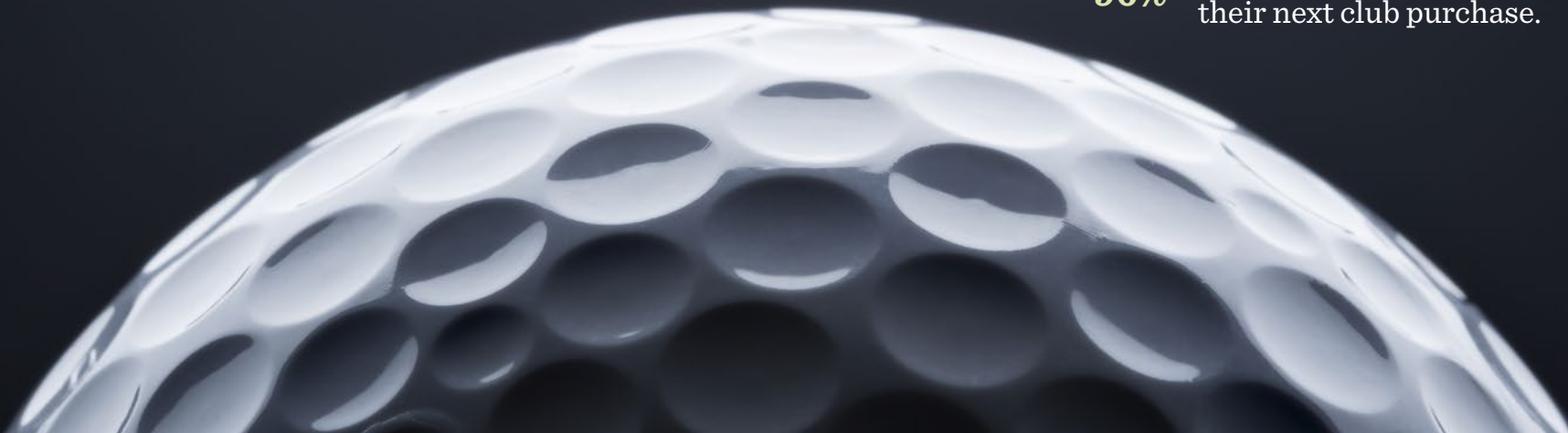
TRAVEL PLANS

- 93%** Like to travel to play golf.
- 35%** Plan to travel internationally to play golf this year.
- 72%** Enjoy reading course reviews & travel features.



GEAR CHOICES

- 63%** Plan to buy new equipment this year.
- Balls, drivers & shoes top their shopping list.
- 92%** Use a distance measuring device.
- 96%** Will be custom-fitted for their next club purchase.



PLAY

Golf Australia magazine is renowned for its high quality editorial and photographic presentation of golf destinations.

COURSE REVIEWS

Each month we shine the spotlight on some of the best courses to be found in Australia.

Each review is compiled exclusively by our editorial team based on their experience of playing the course.



DOMESTIC & INTERNATIONAL TRAVEL FEATURES

Our network of writers and photographers travel around Australia and across the globe and share their experiences of golf's great destinations.



ANNUAL COURSE RANKINGS

Golf Australia magazine publishes course rankings each January, when golfers are looking for new and interesting courses to play.

The Top-100 Courses list is published in even number years, while our Top-100 Public Access Courses ranking appears in alternate years.

Our rankings are compiled by a devoted team of judges with a passion for golf and course design.



ADVERTISING OPPORTUNITIES

» Course reviews appear monthly and are published across six pages in the front of the magazine, with a full-page advertisement for the course immediately following.

» Travel features are an ideal opportunity to market your course/accommodation/service to our engaged readership. When our readers plan a getaway, you can be at the forefront of their planning as a result of our editorial and photographic presentation.

» Celebrate being included in one of our Top-100 lists by advertising in the ranking issue to promote your accolade as well as membership offers or play and stay packages.

2025 CALENDAR



ADVERTISING OPPORTUNITIES

» The *Golf Australia magazine* annual calendar has become a widely anticipated addition to our popular January issue.

» Each of the 12 participating courses are photographed specifically for the calendar, which includes a hole description, club logo and tournament dates for the main professional Tours.

» Participating clubs receive 400 calendars to sell or present to members & guests.

» Exclusive sponsorship of the entire calendar is available with a logo 'presented by' presence on each spread.

golf Australia		APRIL 2024						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
EASTER MONDAY 1	2	3	VALLEY TOURS OPEN The Sun Anzac Golf Course, San Antonio, Texas CDRAGON CHAMPIONSHIP The Club Carlton Woods, The Woodlands, Texas	4	5	6	7	
8	9	10	THE MASTERS TOURNAMENT Augusta National GC Augusta, Georgia	11	12	13	14	
15	16	17	DAY BEHIND Redoubt Golf Links White Mesa, South Carolina COMALLES PUNIFICACION CUP Pinar del Rio Pinar del Rio, Cuba ANZAC CHAMPIONSHIP TCCB, White Mesa, South Carolina	18	19	20	21	
22	23	24	ANZAC DAY CHERRY CLASSIC NEW ZEALAND The Clarendon, Dunedin OPUS INVADA CUP TCCB, White Mesa, South Carolina	THE GOLF RELEASE The Golf Club Adelaide, South Australia	25	26	27	28
29	30							

CUSTOM PUBLISHING

Golf Australia magazine can create print or digital custom products to boost your engagement with a wider audience

PRINT RUN-ONS

This is ideal for our major 12-16 page features, particularly those covering major travel destinations. The feature can be printed separately from the magazine and bulk supplied to use for display, exhibits or presenting to clients.



NATIVE CONTENT

Golf Australia's website provides opportunities to showcase products and services in an advertorial format.



SIMTHEATRE: THE PERFECT SPACE FOR GOLF & HOME ENTERTAINMENT

THE COFFS COAST SWING

With rainforest-covered escarpments to the west and more than 80 kilometres of golden beaches to the east, New South Wales' Coffs Coast region is the peninsula you'll find in between. And it is here where you'll also discover some beautiful, and challenging, golf courses.

The Coffs Coast is a beautiful place to visit. It's a coastal town with a beautiful beach and a beautiful golf course. The Coffs Coast is a beautiful place to visit. It's a coastal town with a beautiful beach and a beautiful golf course. The Coffs Coast is a beautiful place to visit. It's a coastal town with a beautiful beach and a beautiful golf course.



E-MAGAZINES

Utilising the editorial and photographic skills of the *Golf Australia* team, have an e-magazine created for your website to showcase your business.

golf AUSTRALIA SPECIAL ANNOUNCEMENT

Pa'r nz Golfing Holidays



NEW ZEALAND 2024 COPTHORNE BAY OF ISLANDS 4-COURSE CLASSIC RELEASED



Monday 27 - Friday 31 May, 2024
Your chance to take part in one of New Zealand's finest golf tournaments, playing Kauri Cliffs along with Waitangi, Whangaroa and the Bay of Islands Kerikeri Golf Course - 2024 is the time to experience the Copthorne Bay of Islands 4-Course Classic.

CUSTOM EDMS

Customise your message to our opt-in audience with an open rate between 30-40%.

CUSTOM CONTENT WRITING

Do you have a prospectus, newsletter or white paper to be written? Our team can create custom content for your needs.
(Price on Application)

PRINT RATES, SPECIFICATIONS & DEADLINES

RATES

AD SIZE	CASUAL
Inside Front Cover Spread	6,020
Double Page Spread	5,050
Outside Back Cover	3,030
Full Page display	2,620
1/2 Page display	1,485
1/4 Page display	850

NOTE: ALL RATES + GST

2024/25 DEADLINES

MONTH & ISSUE NO.	BOOKING DEADLINE	MATERIAL	ON SALE
SEPTEMBER (#424)	JULY 17	JULY 24	AUGUST 15
OCTOBER (#425)	AUGUST 14	AUGUST 21	SEPTEMBER 12
NOVEMBER (#426)	SEPTEMBER 11	SEPTEMBER 18	OCTOBER 10
DECEMBER (#427)	OCTOBER 16	OCTOBER 23	NOVEMBER 14
JANUARY (#428)	NOVEMBER 11	NOVEMBER 18	DECEMBER 12
FEBRUARY (#429)	DECEMBER 6	DECEMBER 13	JANUARY 16
MARCH (#430)	JANUARY 15	JANUARY 22	FEBRUARY 13
APRIL (#431)	FEBRUARY 12	FEBRUARY 19	MARCH 13
MAY (#432)	MARCH 12	MARCH 19	APRIL 10
JUNE (#433)	APRIL 16	APRIL 23	MAY 15
JULY (#434)	MAY 14	MAY 21	JUNE 12
AUGUST (#435)	JUNE 11	JUNE 18	JULY 10

SPECIFICATIONS

DEPTH X WIDTH	TYPE	TRIM	BLEED
Double Page Spread	287 X 400	297 X 420	307 X 430
Full Page display	287 X 190	297 X 210	307 X 220
1/2 Page (horizontal)	118 x 175	128 x 185	138 x 198
1/3 PAGE (horizontal)	75 x 175	85 x 185	95 x 195
1/3 PAGE (vertical)	287 x 55	297 x 65	307 x 75
Double Page strip	15 x 410	25 x 420	35 x 430

NOTE: ALL DIMENSIONS ARE IN MM



WEBSITE RATES, SPECIFICATIONS

RATES

AD SIZE	
LEADERBOARD	RATES CPM POA
MEDIUM RECTANGLE	
BANNER	
HALF PAGE	
SKINS	

MATERIAL DUE 1 WEEK PRIOR TO LIVE DATE

SPECIFICATIONS

AD SIZE	DIGITAL DIMENSIONS - PIXELS (PX)
LEADERBOARD (TOP OF SITE)	728 X 90px
MEDIUM RECTANGLES (NORTH & SOUTH)	300 (H) X 250px (W)
SKINS	1900 (H) X 900px (W)
HALF PAGE	300 (H) X 600px (W)

NOTE: WE ACCEPT .JPG .GIF & RICH MEDIA CODE.



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