

Published monthly and committed to providing quality information and up to date news on the golfing world and activities of interest to golfers of all abilities.

- Content:** Previews/reviews and comment on the most recent major golf events both nationally and internationally, plus local news and comment.
Interesting destinations.
Reviews of products available
Tuition
- Readership:** 80,000 - 100,000
- Cover price:** \$9.95
- Specs:** A4 80 pages plus cover produced on high quality gloss paper. Binding is saddle stitch
- Distributors:** Netlink
- Deadline:** Material/booking deadline is a minimum of 2 weeks prior to publication date

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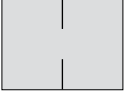
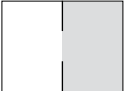


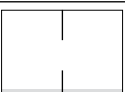
OUR READERS

- With a readership of 80,000 - 100,00 the retention and pass on rate is a combined 96%
- The magazine appeals to golfers of all abilities, whether they be a professional, club or social golfer
- Over 40% of current subscribers have subscriptions for a minimum of 2 years
- Subscribers are extremely loyal with over 60% having been subscribers to the magazine for over 3 years
- The title's average reader is male/female 40+. Over 57% of our readers earn \$80,000 and above per annum.
- Golfers are buyers of serious golf products, investments and lifestyle products.
- Over 55% of our readers intend to holiday this year and visit a golf resort and/or purchase a new car.
- 67% of readers buy/read a golf magazine for the tuition (*courtesy US Golf Digest*)

WHY ADVERTISE?

- New Zealand Golf Magazine is the only monthly golf magazine published in NZ
- The magazine is recognised as providing quality editorial and photographic content with a team of writers who are recognised experts of the game.
- Over 45% of readers have indicated that they are big spenders of their discretionary money
- Readers have indicated that they prefer to buy one magazine that gives them all the news and information on a variety of aspects of life
- Readers are influenced in their purchases by the magazine either in advertisements or reviews

ADVERTISING RATES AND SIZES

SIZE	DIMENSIONS	RATE - single issue
Double page spread 	Image Area: 420mm wide x 297mm high Full bleed: Add 4mm to all four sides	Inside front pages \$6,000 Rest of magazine \$5,000
Full page 	Image area: 210mm wide x 297mm high Full bleed: Add 4mm to all four sides	\$3,200
Half page Horizontal & Vertical 	Horizontal: 190 wide x 140mm high Vertical: 145mm wide x 210mm high	\$1,800
Third page Horizontal & Vertical 	Horizontal: 210mm wide x 97mm high Vertical: 70mm wide x 297mm high	\$1,200
Strip Advert Horizontal 	Single Page: 210mm wide x 50mm high Double Page: 420mm wide x 50mm high	\$500 \$900
COVER	Inside Front - DPS Inside Back Outside Back	\$6,500 SOLD OUT FOR 2012 \$3,500 SOLD OUT FOR 2012 \$3,500 SOLD OUT FOR 2012
DESTINATION SECTION	3 pages + Full page ad <i>2000 words and 12 – 15 images. It tells a story, complete with fact boxes that inspire readers to travel and experience your products.</i>	\$5000
CAR REVIEW	3 pages + full page ad <i>900 words and 4 to 7 images. It describes the attributes of the new vehicle, and also introduces a golf element into it. Plus a full page advertisement and 100 copies of the magazine delivered to one single address for dealer usage.</i>	\$4000
Loose inserts and outserts - rates available on request		
<p style="text-align: center;">NOTE - All prices quoted are exclusive of GST and Net of Agency Commission - We are unable to guarantee positioning for part page space</p>		

2012 DEADLINES

ISSUE	SUBSCRIPTION/ RETAIL DELIVERY	MATERIAL
January 12	9 December 11	15 Dec. 17
February	3 February	16 January
March	2 March	13 February
April	30 March	12 March
May	4 May	16 April
June	1 June	14 May
July	29 June	11 June
August	3 August	16 July
September	31 August	13 August
October	5 October	17 September
November	2 November	15 October
December	30 November	12 November

Dates may be subject to change

ARTWORK

NZ Golf Magazine prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. If you have any questions or would like more information ph Quickcut on +64 (0)9 9131479.

All advertisements should be supplied as CMYK and images should be 300dpi. Sizings should relate to the sizes shown on the rate card. All pdf files should have fonts embedded.

If you are unable to make your own advertisement, we offer a limited service. Please contact us for details.

We can accept ads supplied via email, or on CD.

For enquiries regarding artwork contact:

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