

from the publishers of Spa Secrets & Classic Sports

golf secrets

golf ■ travel ■ lifestyle

MEDIA PACK



UK golf ■ lifestyle ■ travel ■ golf hotels ■ professional tips ■ accessories

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▷ Over four million play golf in the UK.
Two million of those are members of private
golf clubs....

These facts are courtesy of Alistair Cochran (Golf the Scientific Way), Steve Haake (University of
Sheffield) and Steve Mather (University of Nottingham).



Welcome

Golf Secrets magazine is a luxury travel and lifestyle magazine for golfers. Produced by the same team as *Spa Secrets* and *National Geographic Traveller* (UK) it will have the same cutting edge editorial, beautiful design, amazing photography and first class production values.

Content

Amazing destinations to travel and the best golf course to play whilst you're there, as well as the hotels, restaurants, and other attractions on offer.

- ▷ PGA Professional tips on playing "away" and how to get the best out of holiday golf.
- ▷ Reviews including the latest fashions, sunglasses, travel bags and golf equipment.
- ▷ The best of the UK — amazing weekend and weekday breaks in the UK.

Readership demographics

A thriving captive audience with a unique demographic and yields a high readership per issue.

Gender base:	65% male / 35% female
Age range:	25-65
Annual income:	£60,000 - £200,000
Socio-economic groups:	ABC1s
Projected readership:	100,000

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Online promotions

- Website promotions:** Hotels and spas can advertise online to promote special offers and events. This will include two images, a maximum of 30 words and a direct link to the company's website.
- Email campaigns:** Email promotions and special offers directly to our consumer database.
- Rate per promotion:** Please contact us for rates and specification details for online promotions.

Distribution

Golf Secrets magazine has a carefully controlled circulation to a targeted audience.

Frequency: Quarterly.

Circulation: 45,000

Distribution sectors:

- ▷ Newsstand through major retailers including WH Smiths and specialist retailers including golf stores and pro shops.
- ▷ Distributed to 100 specialist locations across London targeting AB1 office workers in banks, health clubs and other major business (including Band of America, Deutsche Bank and American Express).
- ▷ A unique network of 5* hotels, spas and health clubs across the UK.
- ▷ First and business class lounges at major UK airports as distribution to passengers on specific flights out of Heathrow and Gatwick.
- ▷ Over 800 golf clubs in the UK will receive a number of copies to display to their members
- ▷ Eurostar lounges, cruise ships departing Southampton.
- ▷ Subscription offers through sister titles including *Spa Secrets* and Mail on Sunday newspaper supplements.

Classicsportsseries.com

A sports website featuring a selection of sports titles including *Golf Secrets*.

Classicsportsseries.com also issues electronic consumer newsletters with exclusive promotions and competitions.

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Advertising rates

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Double-page spread: £12,450

A 15% charge will be added to cover advertorial costs.

Special positions & requirements on request.

Agency details

Full terms and conditions available on request.

Mechanical data

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DPS Trim: h285mm x w440mm

DPS Type Area: h246mm x w408mm

Full Page Bleed: h295mm x w230mm

Full Page Trim: h285mm x w220mm

Full Page Type Area: h246mm x w188mm

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