**GOLF DIGEST ADVERTISING PROPOSAL**

**From:** Lise Taylor <[lise@cmma.com.au](mailto:lise@cmma.com.au)>  
**Sent:** Monday, 3 July 2023 3:49 PM  
**To:** [rlangthorne@hotmail.com](mailto:rlangthorne@hotmail.com) <[rlangthorne@hotmail.com](mailto:rlangthorne@hotmail.com)>  
**Subject:** Australian Golf Digest proposal

Hi Rex

Thanks so much for your time on the phone this afternoon.

From our discussion I understand NALGA has four key marketing objectives:

1. Grow membership
2. Grow individual club events
3. Promote state events
4. Promote the national championships

I also believe you don’t have a large marketing budget to work with so my suggestion would be to take out the following package – the advertising would run in our Locker Room classifieds section and you could use the Facebook ads and web ads to promote one of your marketing objectives, for example to grow membership:

**12-month package $2,400 plus GST**

Includes:

12 x quarter page classifieds ads for $200 each (invoiced monthly)

2 x Facebook ads to run at time of choice)

2 x web ads each with 20,000 impressions (to run at time of choice)

**About Australian Golf Digest (AGD)**

Our media channels provide access to more golfers – and more engaged golfers – than any other media channel available in Australia. There is no wastage! Plus, we are audited across all mediums, so you know what you are buying.

In fact, Australian Golf Digest is the number-one golf media brand nationally and we reach between 850,000 to 1.2 million golfers each and every month across our channels (55+ male demographic in magazine, 35+ male/female across digital):

* No 1 total audience reach – averaging over 1 million+ across all platforms
* No 1 readership – 160,000 readers each and every month – people value our product and pay $12.50 every month to purchase it
* No 1 email subscriber base – 35,000 and growing
* No 1 visited golf media website – averaging 533,000 visitors each month
* No 1 followed golf social media page – with over 130,000 followers across Facebook, Instagram and Twitter
* No 1 engaged golf media social media page with regular engagement north of 350,000 each calendar month
* On average over 110,000 golfers go to PGATour.com every day a tournament is on.

**Premium demographic**

Our readership would be ideal for you, particularly as we target the hard-to-reach AB demographic that has the money to spend on golf products and services (see page 3 of the attached AGD media kit).