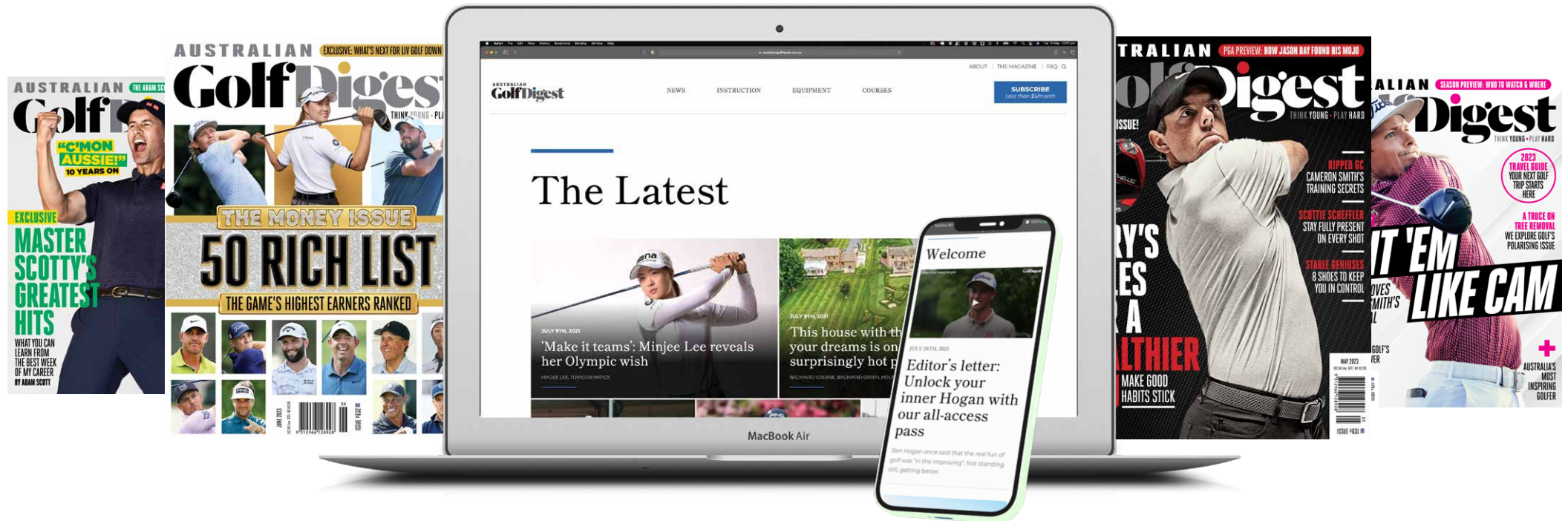


AUSTRALIAN Golf Digest

2023 Media Kit



50+ YEARS OF
AUSTRALIAN
Golf Digest





ABOUT US

Australian Golf Digest has been part of the golfing landscape for more than 52 years. No one reaches more Aussie golfers than we do.

This, combined with the PGATour.com website, forms a powerful partnership that reaches between **1.2-1.6 million** golfers each and every month.

This is your chance to promote your brand in front of the biggest audience in golf.

- No.1 total audience reach – averaging up to **1.6 million** across all platforms
- No.1 visited golf media website – averaging **533,000** visitors each month
- No.1 followed golf media social platform – with more than **132,000+** across Facebook, Instagram and Twitter
- The No.1 engaged golf media social media page with regular engagement north of **435,000+** each calendar month
- On average, more than **98,000** golfers go to PGATour.com every day a tournament is on

[*All data captured from most recent 6-month period]

TARGET THE HARD-TO-REACH PREMIUM AB DEMOGRAPHIC

The Australian Golf Digest audience:

- **83%** male
- **38%** earn over **\$140,000** per annum
- **101,000** of our audience have investment properties
- **203,000** take at least two holidays per year
- **5.5 times** more likely than the average population to purchase a vehicle over \$100,000 in value
- Over **4 times** more likely to have a self managed superannuation fund and a share portfolio.
- **3 times** more likely to have a Platinum American Express card
- Nearly **3 times** more likely to have an Income Streamed Superannuation Fund
- **3 times** more likely to have a Master Trust or Wrap Account
- **5.5 times** more likely to have International Bond Funds or Trusts
- Over **6.5 times** more likely to have Diversified Growth Funds or Trusts
- Nearly 2 times more likely to have more than **\$1,000,000** in net worth (across savings and Investments)

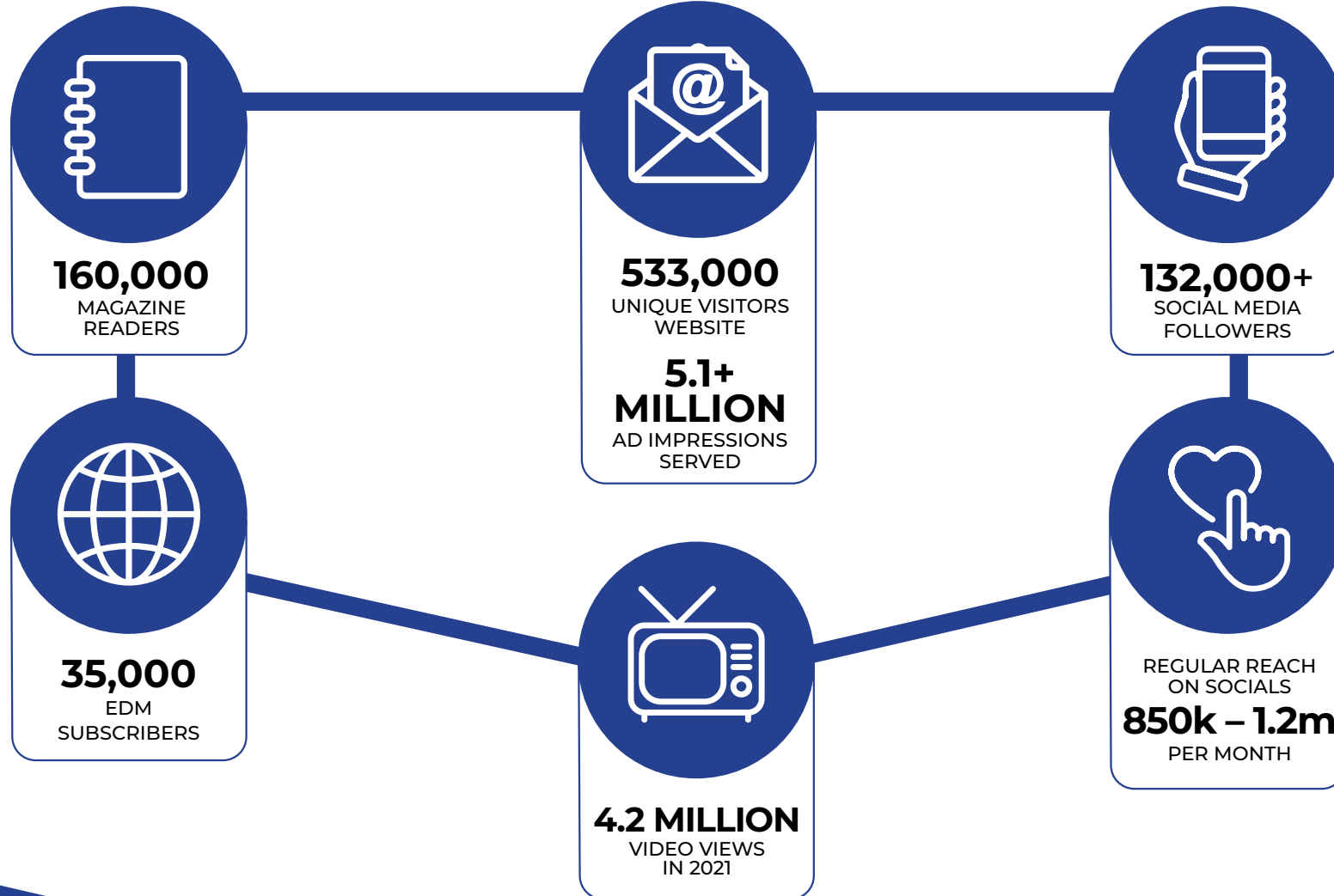
**Source Roy Morgan

Major brands in Golf



OUR ECOSYSTEM

We reach **1.2m-1.6m** golfers each and every month!



THINK YOU KNOW GOLF AND GOLFERS? THINK AGAIN

- In the past 2 years the game has grown by **40%**
- Golf is now the **2nd** most participated sport in the country
- Golf **IS** the corporate sport
- **80%** male, **20%** female
- Fastest growing segment for women **45+**
- Spend **2 x** as much as the average tourist when they travel
- Golf is everyone's second sport



All Players
1,645,000 Australians

Have been to an
alternative form* in the
last year but not other
activities



Ball Hitters
295,000 Australians

Have been to a driving
range but not played a
round in the last year



Round Players
865,000 Australians

Have played a round of
golf in the last year but
not a member

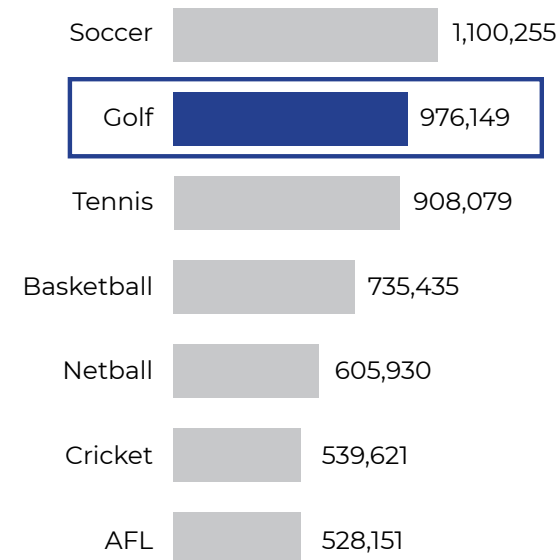


Members
380,000 Australians

Currently a member
of a golf club

Australian Adult Participation (2019)

AusPlay Data



Australian Adult Participation (2021)

Claimed Survey Data



1,245,000

course players
(private and public courses)



1,940,000

alternate format players

(* includes Driving tanges, Top Golf, Holey Moley, Mini Golf/Putt Putt, Indoor, Big Hole Golf, Speed Golf, Foot Golf, Disc Golf)

HERE IS THE REASON TO INVEST WITH AUSTRALIAN GOLF DIGEST

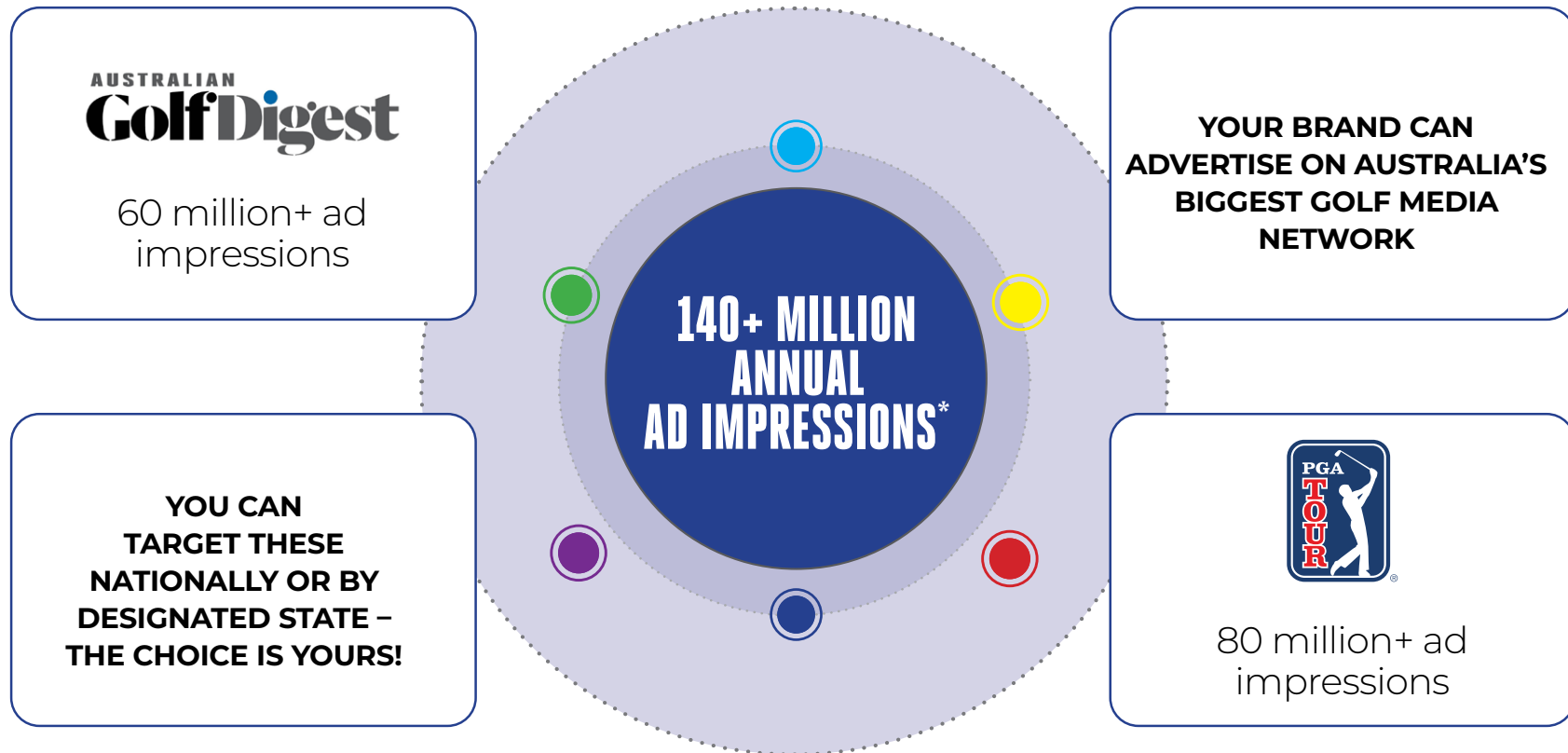


- Our platforms reach between **1.2-1.6 million** golfers each and every month and we are the trusted brand within the golf landscape
- We are a true multi-media brand and are undisputed **No.1** across our mediums
- Our readers are engaged – each and every week we have the most engagement across social media. It's not unusual for us to have **100,000+** engagements while our competitors barely reach 3,000
- All our mediums are audited – we also open the back-end systems so you can see what we are delivering. Trust those in media that have third party audits!
- Our audience purchase or subscribe to our magazine – we aren't a free newspaper that is distributed to less than **25%** of golf clubs nationally. People value our product and spend **\$12.50** to purchase it
- We invest in real journalism and produce more content than any other golf media company in Australia
- We post **8-10 stories** a day on our website – if it's golf related news, we cover it
- We invest heavily in video and now have more than 600 videos in the library of Australian-based content – this resulted in **4.4 million** views in 2021
- We are the official partner of the Australian Open (men's and women's) and the PGA Championship

BE PART OF THE BIGGEST GOLF MEDIA ADVERTISING NETWORK

THE GOLF NETWORK

We are now part of the GOLF AD NETWORK, which has the biggest brands in golf. You can now advertise your product across all of these assets and we can GEO target them by state, meaning you can pick which states see your advertisement, allowing for less wastage.



AUSTRALIA'S MOST ENGAGED GOLF AUDIENCE

If you need any further proof that Australian Golf Digest is the No.1 destination for golfers to get their golf news, then look at the reach and engagement over The Masters and the month of April.

During the period of 4 weeks from April 5th to April 28th Australian Golf Digest:

- Reached **1,369,627** people
- Not only was there this reach BUT the engagement was also significant with **30%** or **406,794** either liking, commenting or sharing posts
- Additional to this we also had **253,722** video views

This makes ours most engaged golf audience across Australia.

Results from 5 Apr 2021-2 May 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

5 April - 2 May

19

Total actions on Page ▼17%



Page Views

5 April - 2 May

4,478

Total Page views ▲33%



Page Likes

5 April - 2 May

782

Page likes ▲32%

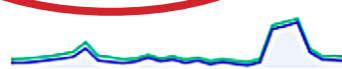


Post reach

5 April - 2 May

1,369,627

People reached ▲222%



Story reach

5 April - 2 May

2,307

People reached ▲16%



Recommendations

5 April - 2 May



We have insufficient data to show for the selected time period.

Post engagement

5 April - 2 May

406,794

Post engagement ▲71%



Videos

5 April - 2 May

253,722

3-second video views ▲37%



Page followers

5 April - 2 May

817

Page followers ▲34%



*Facebook analytics

WHY INVEST WITH AUSTRALIAN GOLF DIGEST?

Australian Golf Digest is a true multimedia brand – our online traffic has continued to grow and we now more than 533,000 visitors each and every month to the website displaying 5.1 million ads.

Australian Golf Digest Online 2022 Traffic	
Monthly visitors	533,000
Annual web visitors	6 million+
Monthly display ad impressions	5.1 million+
Annual ads served	60 million+

LEADERS IN SOCIAL MEDIA

Australian Golf Digest has led the way in social media. We have more than 6x followers than our nearest competitor!

Golf Media Facebook Fans

Australian Golf Digest **132,000**



Inside Golf **21,230**

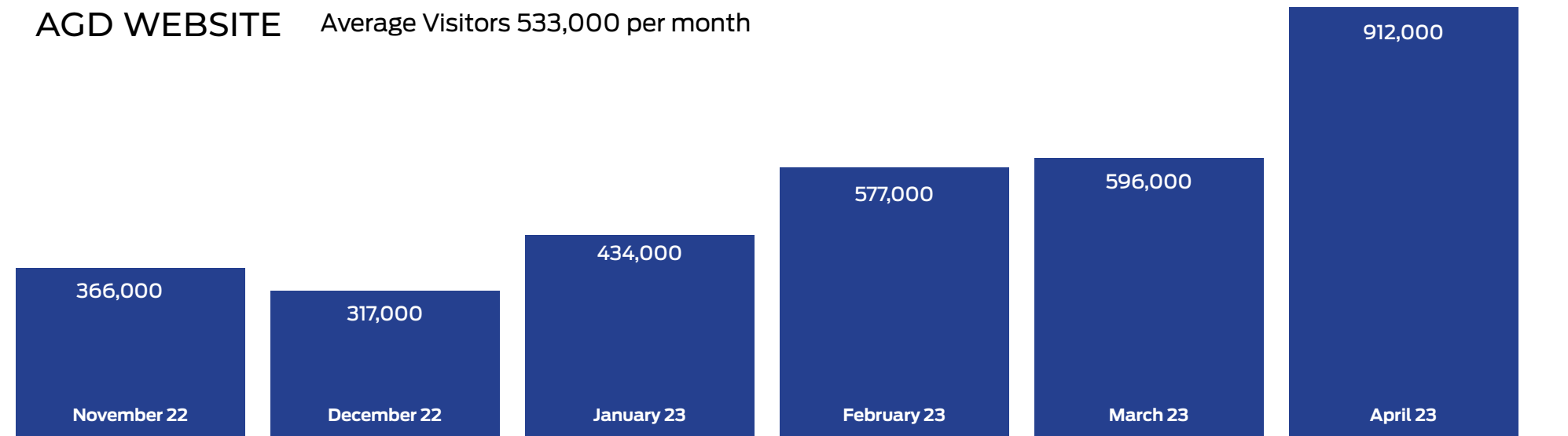
Golf Australia Magazine **19,000**

Not only are we the biggest but our audience is more engaged than everyone else combined!

We invest in Facebook and work with our clients to see a return.

After all, what's the point of a social post if no-one sees it?

AGD WEBSITE Average Visitors 533,000 per month



AUSTRALIAN GOLF DIGEST VS GOLF AUSTRALIA MAGAZINE

We get asked all the time – what is the difference between Australian Golf Digest and Golf Australia magazine? In short, its not just one thing!

Engagement/audience We reach more people across our total mediums and as you see below difference is significant:

Readership	160,000	128,000	- 25% more
Social Media	132,000	19,000	- 6.95 X
Website Visitors	533,000	114,000	- 419,000 more
Email Database	35,000	21,000	- 66% bigger
Total Audience	860,000	282,000	

Australian Golf Digest combined database and reach is more than **860,000 – that's 578,000 more eyeballs!**

WEBSITE AND ONLINE

Australian Golf Digest is **468% bigger** in terms of traffic and website visitors.

Australian Golf Digest	533,000
Golf Australia magazine	114,000

As you can see below this is between 1 Nov to 7 Nov 2022. Australian Golf Digest had **69,300** engagements and Golf Australia magazine **2,300**.

Add Pages		Reactions, comments & shares (4)			
Page		Total Page Likes	From last week	Posts This Week	Engagement This Week
YOU					
1	 Australian Golf Digest	91.9K	▲ 100%	72	69.3K
2	 Inside Golf	21K	▲ 100%	2	84
3	 Golf Australia Magazine	17K	▲ 100%	35	2.3K
4	 New Zealand Golf Digest	16.6K	▲ 100%	38	2.9K
5	 Power Golf	9.4K	▲ 100%	2	1.3K
6	 The House of Golf	7.1K	▲ 100%	0	1.2K

We can also GEO target your ads, meaning you can target specific states allowing for little or no wastage – this is something Golf Australia magazine and Inside Golf cannot do.

We serve all our ads via Google's DoubleClick platform – an independent third-party system.

MAGAZINE RATE CARD

DISPLAY RATE CARD

	CASUAL	6 X RATE	12 X RATE
DOUBLE PAGE SPREAD	\$7,865	\$7,080	\$5,660
FULL PAGE	\$3,905	\$3,515	\$2,810
HALF PAGE HORIZONTAL	\$2,140	\$1,925	\$1,540

CLASSIFIEDS RATE CARD

	CASUAL	6 X RATE	12 X RATE
FULL PAGE	\$1,850	\$1,550	\$1,350
HALF PAGE	\$975	\$750	\$625
QUARTER PAGE	\$475	\$450	\$425

PACKAGES

RUN OF SITE BANNER ADVERTISING

ADS SERVED	COST
20,000	\$560
35,000	\$980
50,000	\$1,400
75,000	\$2,100
100,000	\$2,800

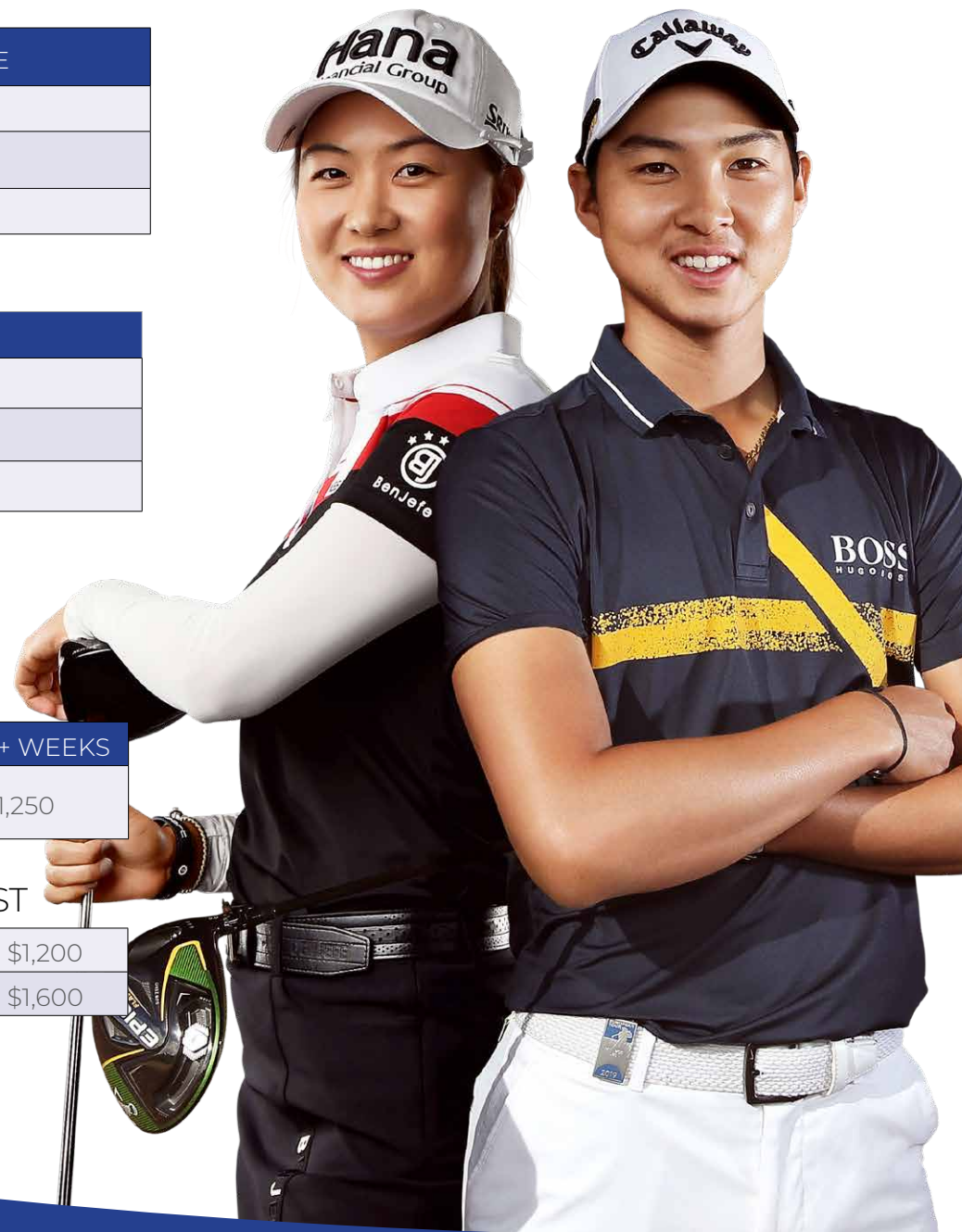
WEEKLY EDM NEWSLETTER

(33,000 SUBSCRIBERS AND GROWING WEEKLY)

	CASUAL	4 WEEKS	8+ WEEKS
EXCLUSIVE SPONSORSHIP	\$1,750	\$1,500	\$1,250

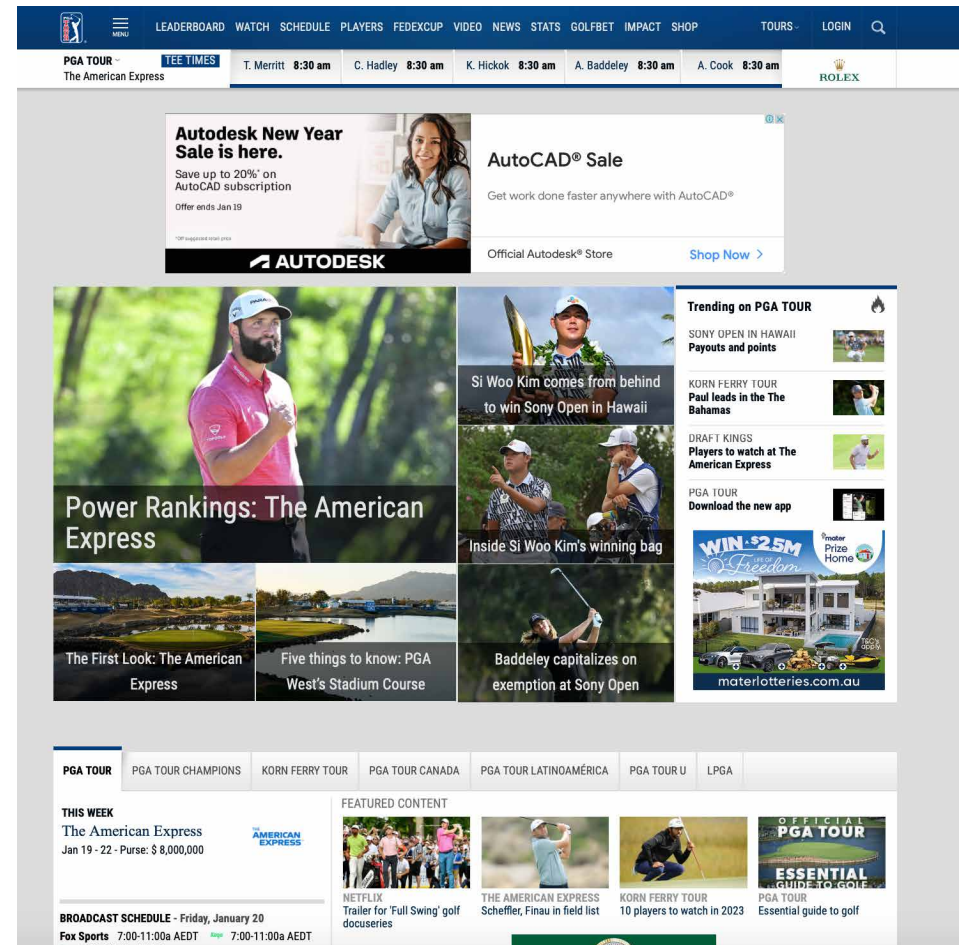
SOCIAL MEDIA SPONSORED POST

MAGAZINE ADVERTISER RATE	\$1,200
NON-MAGAZINE ADVERTISER RATE	\$1,600



PGATOUR.COM: WHAT YOU NEED TO KNOW

- On average, more than **98,000** Australians go to PGATour.com every day an event is on.
- You can now target this Australian-based audience with your brand and reach this audience through dynamic display advertising.
- This will be seen throughout the sites, and videos will run within live broadcast of video on demand (VOD).
- The audience you reach will be Australian (or New Zealand if you specify)
- Casual run of site display **\$25 CPM**
- Dynamic video/super banners **\$40 CPM**
- Reach the audience you want using the biggest tournaments in golf.



MAGAZINE AD SPECIFICATIONS

DISPLAY



DOUBLE PAGE SPREAD
(SUPPLY AS SINGLES)



FULL PAGE



1/2 PAGE

WE ACCEPT ADS VIA THE FOLLOWING:
QUICKCUT, WEBSSEND, EMAIL*

TECHNICAL SPECIFICATIONS: PRINTED DIGITALLY IN
4 PROCESS COLOURS, PERFECT BOUND.

SUPPLIED ADVERTISING CONTACT:
DAVIDW@CMMA.COM.AU

***CMMA DIGITAL & PRINT PTY LTD
WILL NOT BE HELD RESPONSIBLE
FOR CHECKING MATERIAL SUPPLIED
VIA EMAIL OR WEBSSEND. ANY
MISTAKES OR PROBLEMS INCURRED
DURING THE PRODUCTION OF
THE MAGAZINE ARE THE SOLE
RESPONSIBILITY OF THE SUPPLIER.**

CLASSIFIEDS



FULL PAGE



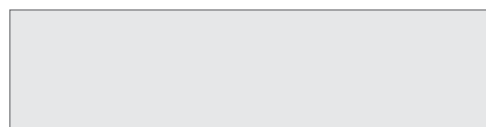
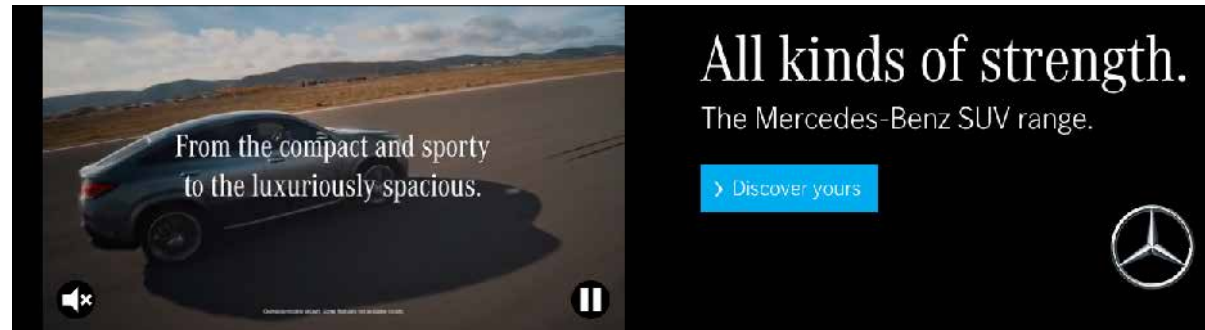
1/2 PAGE



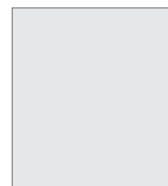
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WE ACCEPT THE FOLLOWING FILE TYPES: JPG, PNG, SWF, GIF TECHNICAL SPECIFICATIONS: 72DPI, RGB

ONLINE AD SPECIFICATIONS



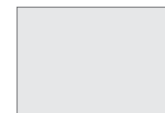
970 X 250 PX



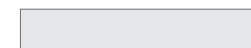
300 X 600 PX



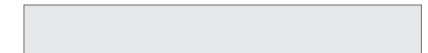
300 X 250 PX



300 X 250 PX



320 X 50 PX



728 X 90 PX

WE ACCEPT THE FOLLOWING FILE TYPES: JPG, PNG, SWF, GIF TECHNICAL SPECIFICATIONS: 72DPI, RGB

COURSE OVERVIEWS

Why not look at a course review, course flyover or a course landscape to showcase your course

PEGASUS GOLF & SPORTS CLUB

After a series of rises and falls, Pegasus is ready to soar again.

COURSE FLYOVER

ADVERTISING PROMOTION

122 australiangolfget.com.au | JUNE 2022

THE DETAILS
Pegasus Golf & Sports Club
Where: Napier, New Zealand
Phone: +64 3 520 3300
Web: pegasusgolf.co.nz

After a series of rises and falls, Pegasus is ready to soar again. The course is a masterpiece of design, with a mix of traditional and modern elements. The layout is a blend of natural beauty and human ingenuity, creating a unique and challenging experience for all players. The course is a true gem, and it's no wonder it's one of the most popular in the region.

SHEPPARTON GOLF CLUB

The course that Jarrod Lyle called home is a country gem not to be overlooked.

COURSE FLYOVER

ADVERTISING PROMOTION

120 australiangolfget.com.au | MAY 2022

THE DETAILS
Shepparton Golf Club
Where: Shepparton, Victoria, Australia
Phone: +61 3 522 2727
Web: sheppartongolf.net.au

The course that Jarrod Lyle called home is a country gem not to be overlooked. It's a beautiful and challenging course that has been a part of the club's history for many years. The course is a true gem, and it's no wonder it's one of the most popular in the region.

The Cut Golf Course

THE GOLF LIFE / TOP 100 SPOTLIGHT

Brought to you by TOYOTA AUSTRALIAN RACING

THE DETAILS
The Cut Golf Course
Ranking in 2020: 36th
Prior rankings: 27th (2018), 42nd (2016), 31st (2015), 12th (2012), 2nd (2010), 16th (2006), 2nd (2004)
Where: Country Club Drive, Inverloch, VIC 3207
Phone: 081 9382 4444
Web: the-cut.com.au

12 australiangolfget.com.au | JUNE 2022

THE DETAILS
The Cut Golf Course
Ranking in 2020: 36th
Prior rankings: 27th (2018), 42nd (2016), 31st (2015), 12th (2012), 2nd (2010), 16th (2006), 2nd (2004)
Where: Country Club Drive, Inverloch, VIC 3207
Phone: 081 9382 4444
Web: the-cut.com.au

The Cut Golf Course is a true gem, and it's no wonder it's one of the most popular in the region. The course is a masterpiece of design, with a mix of traditional and modern elements. The layout is a blend of natural beauty and human ingenuity, creating a unique and challenging experience for all players. The course is a true gem, and it's no wonder it's one of the most popular in the region.

Maroochy River Golf Club

THE GOLF LIFE / TOP 100 SPOTLIGHT

Brought to you by TOYOTA AUSTRALIAN RACING

THE DETAILS
Maroochy River Golf Club
Ranking in 2020: 10th
Prior rankings: N/A
Where: Maroochy Way, Mt Boddle 4660
Phone: 07 577 9049
Web: maroochyrivergolfclub.com.au

12 australiangolfget.com.au | JUNE 2022

THE DETAILS
Maroochy River Golf Club
Ranking in 2020: 10th
Prior rankings: N/A
Where: Maroochy Way, Mt Boddle 4660
Phone: 07 577 9049
Web: maroochyrivergolfclub.com.au

Maroochy River Golf Club is a true gem, and it's no wonder it's one of the most popular in the region. The course is a masterpiece of design, with a mix of traditional and modern elements. The layout is a blend of natural beauty and human ingenuity, creating a unique and challenging experience for all players. The course is a true gem, and it's no wonder it's one of the most popular in the region.



MAGAZINE DEADLINES

ISSUE	AD MATERIAL	ON SALE DATE
JANUARY 2023	30 NOVEMBER	22 DECEMBER
FEBRUARY 2023	4 JANUARY	26 JANUARY
MARCH 2023	1 FEBRUARY	23 FEBRUARY
APRIL 2023	1 MARCH	23 MARCH
MAY 2023	5 APRIL	27 APRIL
JUNE 2023	3 MAY	25 MAY
JULY 2023	31 MAY	22 JUNE
AUGUST 2023	5 JULY	27 JULY
SEPTEMBER 2023	2 AUGUST	24 AUGUST
OCTOBER 2023	6 SEPTEMBER	28 SEPTEMBER
NOVEMBER 2023	4 OCTOBER	26 OCTOBER
DECEMBER 2023	1 NOVEMBER	23 NOVEMBER



CONTACT US

Nick Cutler

Managing Director
+61 414 539 009
nick@cmma.com.au

Brad Clifton

Publisher & Editor-in-Chief
+61 426 870 755
brad@cmma.com.au

Lise Taylor

Advertising Manager
+61 410 660 578
lise@cmma.com.au

Gary Ward

Advertising Manager
+61 422 439 368
gary@cmma.com.au

Andrew Bayliss

Commercial Director
+61 419 826 476
andrewb@cmma.com.au

Michelle Pollitt

Classifieds Manager
+61 409 759 637
michelle@cmma.com.au

