

Golf Digest

THE #1 GOLF PUBLICATION

Middle East

/MEDIA INFORMATION/



13,086 COPIES
JUNE 2016

OFFICIAL PARTNERS



أوميغا دبي للسيدات



أوميغا دبي دزرت كلاسيك



CONTENTS

Golf Digest is the most recognisable golf magazine brand in the world. Worldwide it is published in 28 countries and is respected as the authority on local and international golf.

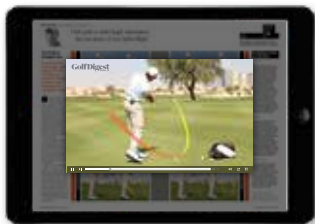
Golf Digest's ethos is 'Think Young, Play Hard', a mindset that can't be taught. Our pages encapsulate our readers' passion for a pursuit that lasts a lifetime. Golf isn't just a sport. It's a lifestyle.

Improvement remains the cornerstone of the game. We have elevated our equipment and instruction content to deliver more authenticity, better imagery, simplicity and expertise. Our panel of exclusive contributors includes legends of the game, renowned coaches and respected local professionals.

Launched in October 2008, **Golf Digest Middle East** is the #1 golf magazine in the region. We are the official media partner for the Abu Dhabi HSBC Golf Championship, the Omega Dubai Desert Classic and the Omega Dubai Ladies Masters. We are exclusive partner to the UAE PGA, the region's official professional body. We have pioneered golfing firsts in the Middle East, including the only official course ranking, and are the first regional magazine to launch a digital issue for iPads and tablets that features unique video content.



IN EVERY ISSUE



Play Your Best

Golf Digest Middle East delivers new and innovative drills and tips to its readers through the best local experts and internationally renowned stars, including unique video instruction for our digital edition.



Equipment

With our flagship annual Hot List representing the most exhaustive, intensive review of golf equipment ever compiled, **Golf Digest** is the trusted guide to the latest and greatest golf equipment on the market.



The Golf Life

This brand new section embraces golf as a lifestyle, from the best travel destinations to how the game can help your business, we also deliver the top stories from around the region.



Features

Bold, colourful and packed with insight and expertise, **Golf Digest Middle East** stands apart from its competitors by bringing readers the freshest features and the most eye-catching design.



Only in Golf Digest

Our editorial authority and undisputed leadership make **Golf Digest** the only choice to drive the thinking and experiences of the most avid golfers. Our editors have collectively experienced the game at an incomparable level, and in every issue they invite readers to share in their insights.

In return, our readers bring that same passion and loyalty to our magazine. They open it up and put the rest of the world on hold. And for marketers, that's one of the reasons **Golf Digest** is the most powerful publication in the industry.

The World's Greatest Contributing Panel

The inspiration that **Golf Digest** offers avid amateur golfers begins with its great Playing and Teaching Editors – the strongest line-up in golf publishing.



JACK NICKLAUS

'The Golden Bear' is the most successful golfer of all time, winner of 18 major championships.



ARNOLD PALMER

This golf legend holds 92 career victories and is known simply as 'The King'.



TOM WATSON

Winner of eight major championships and regarded as one of the game's greatest students of the swing.



BUTCH HARMON

One of the fathers of modern golf coaching, Harmon is consistently ranked No.1 instructor in the U.S.



RICKIE FOWLER

One of the brightest young talents in golf, Rickie has the flair, the looks and the game to be a megastar.



PHIL MICKELSON

Lefty is one of the most popular players of the modern era and a winner of five majors and 40 tournaments.



JUSTIN PARSONS

The director of instruction at the Butch Harmon School of Golf, Justin is regarded as the region's top golf coach.



MARK GREGSON-WALTERS

Mark is the director of instruction at the European Tour Performance Institute.



CLAUDINE FOONG

Claudine is the director of fitness at the Butch Harmon School of Golf.

Circulation

Frequency Monthly
BPA Audit 13,086 copies
Best-selling golf magazine in the region

Distribution

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Kuwait
- Qatar
- Oman

Distribution Network

- Golf Clubs
- Retail Outlets
- Airlines
- Sponsored Copies
- Subscriptions
- iTunes, App Store

/GolfDigestME

f 6,773 followers and counting, the most dedicated following of avid golfers in the region

▶ Over 1,360,193 views on the only golf magazine channel for the Middle East.

t Providing live updates, news and gossip from the Middle East golf scene with 1,690 followers.

📷 4,601 followers and counting, the only Middle East golf magazine on Instagram!

TARGET MARKET

Golf Digest provides access to a high net worth demographic who are passionate about the game and the luxury lifestyle that comes with it. In addition to reaching the affluent resident golfer, **Golf Digest** is a gateway to the \$16 billion global golf tourism industry, a market which is thriving as the Middle East continues to blossom as a must-play destination.

ADVERTISING BENEFITS

- ★ Partner with the best golf title in the region
- ★ Reach your target audience
- ★ Appear alongside vibrant editorial and cutting-edge design

GOLF DIGEST READER PROFILE / LIFESTYLE

What is your gender?

- 91.1% Male
- 08.9% Female



Key Fact: Golf is a male-dominated participation sport, and even more so in the Middle East

What is your age?

- 13.8% 56+ years
- 29.3% 46-55 years
- 32.1% 36-45 years
- 22.1% 22-35 years
- 02.8% Under 21



Key Fact: The majority of our readers fall in the maximum earning capacity age bracket

What is your nationality?

- 50% British
- 8% Indian
- 6% North American
- 6% South African
- 4% Irish
- 3% Australian



Key Fact: Expats from traditional golfing countries dominant the landscape in the Middle East

What employment sector do you work in?

- 17% Energy / Utilities
- 15% Banking & Financial Services
- 13% Construction & Engineering
- 11% Information Technology
- 10% Aviation Transportation & Logistics
- 8% Telecoms
- 6% Healthcare
- 3% Retail
- 3% Media & Entertainment
- 1% Government & Agencies
- 13% Other



Key Fact: The majority of our readers are employed in the most well remunerated industries

What is your current job function?

- 19% CEO / CFO / COO
- 15% Managing Director/General Manager
- 12% Partner
- 15% Director
- 18% Senior Manager
- 9% Mid Level Exec
- 7% Junior Exec
- 5% Other



Key Fact: Over 30 percent of our readers are at the very top of the professional hierarchy

What is your salary bracket (AED) per month?

- 14.69% AED 10k-20k
- 17.95% AED 21k-30k
- 31.16% AED 31k-50k
- 36.20% Over AED 50k



Key Fact: More than 2 out of every 3 readers earns over AED 31k per month

What Is Your Favourite Watch Brand?

- 21.3% Rolex
- 19.0% Omega
- 11.1% Tag Heuer
- 5.7% Breitling
- 3.6% Tissot
- 1.8% Audemars Piguet
- 1.8% Hublot



Key Fact: The 2 most popular watch brands are those that invest most heavily in golf

What Car Do You Drive?

- 10% BMW
- 8.6% Ford
- 8.5% Toyota
- 8.2% Porsche
- 7.0% Audi
- 5.8% Nissan
- 4.8% Volkswagen
- 4.5% Mercedes-Benz



Key Fact: BMW was our biggest automotive advertiser in 2014

Which is your favourite golf destination?

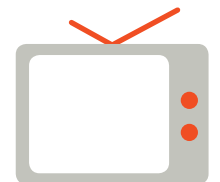
- 24.8% Thailand
- 23.1% Scotland
- 17.25% USA
- 11.6% South Africa



Key Fact: Our readers favour top class destinations renowned for quality, heritage and service

Do you watch golf on TV?

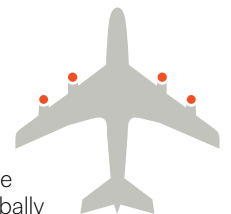
- 95.1% PGA and European Tour
- 95.0% Majors
- 96.1% Ryder Cup



Key Fact: Our readers don't just play golf, they follow it. An overwhelming majority are tuned into the biggest events

Which is your favourite airline?

- 77.11% Emirates
- 17.77% Etihad
- 2.86% British Airways
- 2.26% Virgin Atlantic



Key Fact: Both Emirates and Etihad have invested heavily in golf regionally and globally

How often do you play golf while travelling outside the Middle East?

- 10.8% Never / Seldom
- 31.9% Once a Year
- 45.7% Once every few months
- 11.6% Every month or more



Key Fact: Our readers are frequent travelers who more often than not take their clubs with them

CORE GOLF READER INFO

How long have you been playing golf?

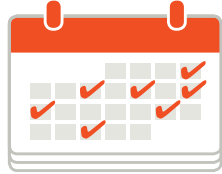
- 58.9%** Over 10 years
- 19.9%** 5-10 years
- 14.4%** 2-5 years
- 06.8%** Under 2 years



Key Fact: Our readers have a long-standing commitment to the game

How often do you play golf?

- 07.7%** Less than monthly
- 17.1%** Monthly
- 37.4%** Weekly
- 37.8%** More than Weekly



Key Fact: They are dedicated and active. Almost 40% play more than weekly, and 75% play at least weekly

Are you a member of a golf club?

- 55%** Yes
- 45%** No



Key Fact: The member-non member divide is a fairly even split, with club members shading it

Are you a member of the Emirates Golf Federation?

- 65.8%** Yes
- 34.2%** No



Key Fact: The region contains a significant proportion of unregistered golfers

Do you take golf lessons?

- 52.5%** Yes
- 47.5%** No



Key Fact: Our readers are serious about improving, and they're willing to invest in it

Has your handicap gone up or down in the past two years?

- 62.2%** Down
- 15.8%** Up
- 22.0%** Stayed the same



Key Fact: This effort and investment is paying off

How important is club fitting?

- 53.6%** If there is an option I will get fitted
- 40.6%** I won't buy clubs without being fitted
- 05.7%** Not important



Key Fact: Readers understand the benefits custom fitting can bring to their games

How often do you add or change clubs?

- 50.0%** Once every few years
- 25.3%** Once a year
- 13.5%** On a regular basis
- 11.2%** Almost never



Key Fact: They spend on equipment and like to keep up with technological advances

What club do you change most regularly?

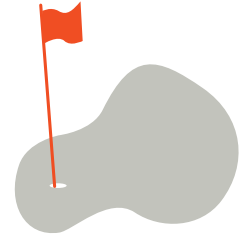
- 52.6%** Driver
- 14.6%** Putter
- 11.4%** Wedges



Key Fact: The most frequently updated club is also the most expensive

Which is your favourite course in the Middle East?

- 25.7%** Yas Links
- 18.3%** The Majlis, Emirates GC
- 16.1%** Earth, Jumeirah Golf Estates
- 12.1%** Dubai Creek Golf & Yacht Club
- 10.3%** The National, Abu Dhabi GC



Key Fact: Our readers are discerning and prioritise quality. The top 3 courses also command the highest green fees

Which club has the best practice facility in the Middle East?

- 25.6%** Jumeirah Golf Estates (ETPI)
- 19.3%** Emirates Golf Club
- 17.8%** The Els Club (BHSG)
- 08.5%** The Address Montgomerie
- 07.6%** Saadiyat Beach Golf Club



Key Fact: Again, the most exclusive facilities are favoured

Which course offers best value for money?

- 19.1%** Sharjah Golf & Shooting Club
- 15.2%** Arabian Ranches Golf Club
- 13.7%** Al Hamra Golf Club
- 11.7%** The Track, Meydan Golf
- 06.7%** Saadiyat Beach Golf Club



Key Fact: There is still a lot of value to be had in a pricey marketplace

Which is your favourite golf magazine in the Middle East?

- 89.70%** Golf Digest Middle East
- 6.72%** Worldwide Golf
- 3.58%** Middle East Golfer*



Key Fact: 9 out of every 10 golfers prefer Golf Digest Middle East

*Currently out of circulation

For additional information about golf market in the Middle East, please contact;

David Burke – Publisher
Direct Line: +971 4 427 3449
Mobile No: +971 50 624 7697
Email: davidb@motivate.ae

Advertising Rates

REGULAR POSITIONS	USD
Full Page	4,000
Double Page Spread	7,400
Half Page	2,400
Quarter Page	1,400


PREMIUM POSITIONS	USD
Inside Front Cover	7,200
Page One	7,920
Inside Cover Spread	14,400
Inside Back Cover	6,800
Outside Back Cover	8,800


SPECIAL REQUESTS	USD
Full Page (before contents)	5,200
Double Page Spread (before contents)	11,550
Full Page (first 25% after contents)	5,280
Double Page Spread (first 25% after contents)	11,165
Full Page (within a particular feature)	4,840
Double Page Spread (first in a feature)	8,525


CREATIVE SOLUTIONS	USD
Front Cover Reverse Gatefold	15,000
Inside Front Cover Gatefold	19,400
Bookmark	12,000
Belly Band	11,400
Advertorial – Full Page	5,000
Advertorial – Double Page Spread	8,920


All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.


Technical Data


(mm)	H x W
	Double Page Spread Trim: 265 x 410 Type: 245 x 390

	Full Page Trim: 265 x 205 Type: 245 x 185
---	--

	Half Page Horizontal Trim: 115 x 178 Type: 105 x 168
---	---

	Half Page Vertical Trim: 242 x 85 Type: 232 x 75
---	---

	Quarter Page Trim: 115 x 85 Type: 105 x 75
---	---

	Strip Horizontal Trim: 35 x 205 Type: 25 x 185
---	---

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

GENERAL INFORMATION

- 11 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

Digital Media Format

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark XPress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For **bleed size add 3mm** extra on all four sides after crop marks
- Image loss in the gutter 3mm either side
- All text to be within type area or at least 10mm away from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

DEADLINES

- Booking:** 14th of month prior to publication
- Material:** 16th of month prior to publication
- Prime Positions Cancellation:** 3 Months Prior to Publication Cover Date. *eg. 30th September for January Issue*
- Standard Advertising Cancellation:** 1 Month Prior to Publication Cover Date. *eg. 30th September for November Issue.*



Available In Business
& First Class



For advertising enquiries, contact +971 4 427 3449 or davidb@motivate.ae

INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA/NEW ZEALAND Okeeffe Media; Tel + 61 894 472 734, okeeffekev@bigpond.com.au, +61 412 080 600, Licia@okm.com.au **BELGIUM AND LUXEMBOURG M.P.S. Benelux;** Tel +322 720 9799, francesco.sutton@mps-adv.com **CHINA Publicitas Advertising;** Tel +86 10 5879 5885 **GERMANY IMV Internationale Medien Vermarktung GmbH;** Tel +49 8151 550 8959, w.jaeger@imv-media.com **HONG KONG/THAILAND Sonney Media Networks;** Tel +852 2151 2351, hemant@sonneymedia.com **INDIA Media Star;** Tel +91 22 4220 2103, ravi@mediastar.co.in **SWITZERLAND, FRANCE/ITALY & SPAIN IMM International;** Tel +331 40 1300 30, n.devos@imm-international.com **JAPAN Tandem Inc.;** Tel + 81 3 3541 4166, all@tandem-inc.com **NETHERLANDS giO media;** Tel +31 (0)6 22238420, giovanni@giO-media.nl **TURKEY Media Ltd.;** Tel +90 212 275 51 52, mediamarketingtr@mediatd.com.tr **UK Spafax Inflight Media;** Tel +44 207 906 2001, nhopkins@spafax.com **USA WorldMedia;** Tel +001 212 244 5610, conoverbrown@worldmediaonline.com



Head Office
PO Box 2331, Dubai, UAE
Tel +971 4 427 3000
Fax +971 4 428 2266
sales@motivate.ae

Dubai Media City
Motivate Publishing FZ LLC,
Building 8, Dubai, UAE
Tel +971 4 390 3550
Fax +971 4 390 4845

Abu Dhabi
PO Box 43072, Abu Dhabi, UAE
Tel +971 2 677 2005
Fax +971 2 677 0124
motivate-adh@motivate.ae

London
Motivate Publishing Ltd,
Acre House, 11/15 William Road,
London, NW1 3ER, UK
motivateuk@motivate.ae