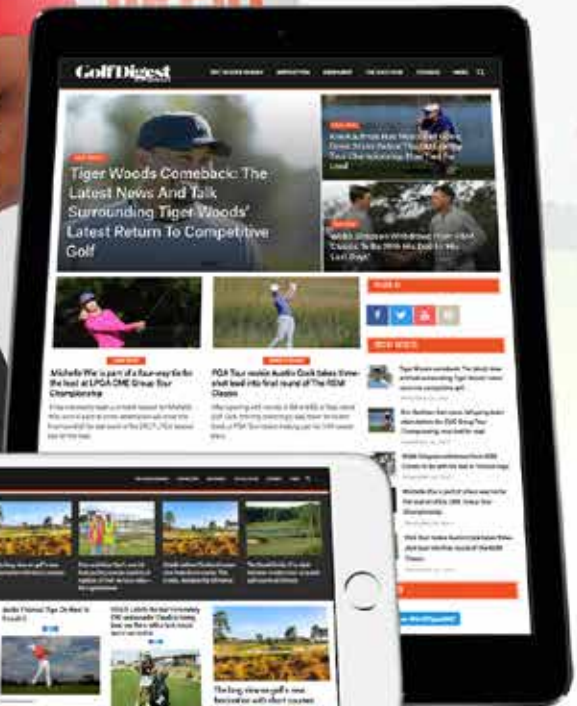


# Golf Digest

THE #1 GOLF PUBLICATION

## Middle East



/MEDIA INFORMATION/

**BPA** WORLDWIDE **13,006** COPIES  
DEC 2017

Distributed in  
Business & First Class



## Contents

**Golf Digest** is the most recognisable golf magazine brand in the world. 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 partners for the Abu Dhabi HSBC Championship, the Omega Dubai Desert Classic and the Omega Dubai Ladies Classic. 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 were the first regional magazine to launch a digital issue and website.



## 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 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.



**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.



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



**CLAUDINE FOONG**  
The Canadian is a former Futures (now Symetra) Tour player turned golf fitness specialist.



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



**JUSTIN THOMAS**  
Just 23 at the time, Thomas became the youngest player to shoot 59 on the PGA Tour in Jan. 2017. The records continue to tumble.



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



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

## Circulation

Frequency Monthly

BPA Audit 13,006 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

## 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

## /GolfDigestME



**7,600 followers** and counting, the most dedicated following of avid golfers in the region



With more than **2 million views** and **3000+** subscribers, our video content is loved



Providing live updates, news and insight from the Middle East golf scene with **2,500+ followers**.



**5,200 followers** and counting, the only Middle East golf magazine on Instagram!



## Official Partners



جولة الجولف في دول "مينا"

**MENA**

GOLF TOUR



## Golfdigestme.com

POWERED BY RESEARCH.NET

**1**

**LEADERBOARD**  
728 x 90 pixels



**2**

**MPU**  
300 x 250 pixels



**3**

**HALF PAGE**  
300 x 600 pixels



### ONLINE WEB BANNERS

- ★ Average 18,000 unique users per month and growing
- ★ Serving 72,000 impressions per month
- ★ Average time on page 2:45
- ★ 82.07% of audience between age 25-54 years
- ★ Male 88.85%
- ★ Female 11.5%

### DATABASE

- ★ The database of 6,500 active Golfers email addresses:



### SPONSORED CONTENT

Featured on home page for maximum 5 days then lives on site forever

- ★ Up to 300 words with minimum 1 image \$3,000
- ★ 300-600 words with minimum 2 images \$4,000
- ★ 600-900 words with minimum 3 images \$4,700

Each article can include maximum two 90 second videos (videos to be from public domain)



### INSTRUCTION / EQUIPMENT VIDEO

Featured on home page for maximum 7 days then lives on site in relevant section.

- ★ Video length from 90 seconds
- ★ Graphics added
- ★ Directed & Professionally edited
- ★ Posted on GolfDigestme.com
- ★ Shared on Golf Digest Middle East social media channels





POWERED BY RESEARCH.NET

## Reader profile / lifestyle

### What is your gender?

**89.88%** Male

**10.12%** Female

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



### 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 is your age?

**32.69%** 46-55 years

**28.09%** 36-45 years

**21.07%** 22-35 years

**01.45%** 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 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



### Which is your favourite golf destination?

**21.18%** Scotland

**20.11%** Thailand

**18.50%** South Africa

**15.28%** USA

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



### 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

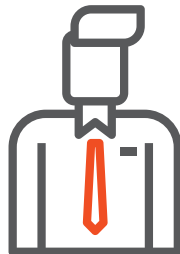
**3%** Retail

**3%** Media & Entertainment

**1%** Government & Agencies

**13%** Other

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



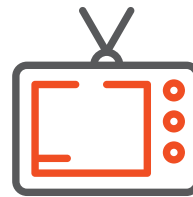
### Do you watch golf on TV?

**94.63%** PGA and European Tour

**94.94%** Majors

**93.33%** 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?

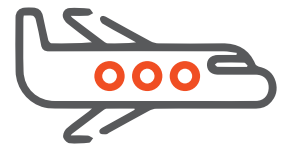
**74.31%** Emirates

**19.40%** Etihad

**4.53%** British Airways

**1.76%** Virgin Atlantic

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



### What is your current job function?

**6.21%** CEO / CFO / COO

**18.62%** Managing Director/General Manager

**3.10%** Partner

**14.08%** Director

**26.49%** Senior Manager

**10.02%** Mid Level Exec

**2.86%** Junior Exec

**5.01%** Other

**Key Fact:** Over 40 percent of our readers are at the very top of the professional hierarchy



### What is your salary bracket (AED) per month?

**13.73%** AED 10k-20k

**13.97%** AED 21k-30k

**31.13%** AED 31k-50k

**26.72%** More than AED 60k

**Key Fact:** 60% of our readers earn over AED 31k per month



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

**12.47%** Never / Seldom

**32.88%** Once a Year

**45.35%** Once every few months

**09.30%** 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

POWERED BY RESEARCH.NET

### How long have you been playing golf?

- 65.69%** Over 10 years
- 14.95%** 5-10 years
- 13.48%** 2-5 years
- 05.88%** Under 2 years

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



### How often do you play golf?



- 09.28%** Less than once a month
- 23.76%** Monthly
- 36.88%** Weekly
- 30.09%** More than Weekly

**Key Fact:** They are dedicated and active. 30% play more than weekly, and over 65% play at least weekly

### Are you a member of a golf club?

- 42.89%** Yes
- 57.11%** 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?



- 58.47%** Yes
- 41.53%** No

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

### Do you take golf lessons?

- 41.67%** Yes
- 58.33%** No

**Key Fact:** There is room for improvement for our Golf Digest readers



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



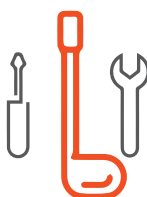
- 48.49%** Down
- 19.03%** Up
- 32.48%** Stayed the same

**Key Fact:** This effort and investment is paying off

### How important is club fitting?

- 53.34%** If there is an option I will get fitted
- 39.23%** I won't buy clubs without being fitted
- 10.43%** Not important

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



### What club do you change most regularly?

- 47.48%** Driver
- 17.51%** Putter
- 16.07%** Wedges
- 09.59%** Irons

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



### Which is your favourite course in the Middle East?



- 16.97%** Emirates Golf Club - Majilis
- 13.76%** Yas Links Golf Club
- 10.32%** Jumeirah Golf Estates
- 7.57%** Abu Dhabi Golf Club
- 7.57%** Sadiyat Beach Golf Club
- 7.57%** The Els Club Dubai

**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?

- 14.89%** Jumeirah Golf Estates (ETPI)
- 13.95%** The Els Club (BHSG)
- 11.35%** Emirates Golf Club - Majilis
- 9.22%** Dubai Creek Golf & Yacht Club
- 7.80%** Abu Dhabi Golf Club

**Key Fact:** Again, the most exclusive facilities are favoured



### How often do you add or change clubs in your bag?



- 56.32%** Once every few years
- 20.00%** Once a year
- 9.89%** On a regular basis
- 13.79%** Almost never

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

### Which course offers best value for money?

- 20.75%** Al Zorah Golf Club
- 13.75%** Jebel Ali Golf Resort & Spa
- 8.16%** Sharjah Golf & Shooting Club
- 7.93%** Abu Dhabi City of Golf
- 6.99%** Arabia Ranches Club

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



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

## Rates & Specs

### ADVERTISING RATES

REGULAR POSITIONS	USD
Full Page	3,750
Double Page Spread	7,000
Half Page	2,750
Quarter Page	1,500

PREMIUM POSITIONS	USD
Inside Front Cover	6,750
Page One	6,750
Inside Cover Spread	13,500
Inside Back Cover	6,350
Outside Back Cover	8,250

SPECIAL REQUESTS	USD
Full Page (before contents)	5,100
Double Page Spread (before contents)	10,500
Full Page (first 25% after contents)	4,800
Double Page Spread (first 25% after contents)	10,150
Full Page (within a particular feature)	4,400
Double Page Spread (first in a feature)	7,750

CREATIVE SOLUTIONS	USD
Front Cover Gatefold	14,200
Inside Front Cover Gatefold	18,250
Bookmark	11,250
Belly Band	10,650
Advertorial – Full Page	4,500
Advertorial – Double Page Spread	8,250

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



#### 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

DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine

### 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

FOR ADVERTISING ENQUIRIES,  
CONTACT **+971 4 427 3449** OR  
**DAVIDB@MOTIVATE.AE**



Distributed in Business  
& First Class



### INTERNATIONAL MEDIA REPRESENTATIVES

**AUSTRALIA/NEW ZEALAND** Okeeffe Media; Tel + 61 894 472 734, okeeffekey@bigpond.com.au, +61 412 080 600, Licia@okm.com.au **CHINA** Publicitas Advertising; Tel +86 10 5879 5885  
**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, mediemarketingtr@medialtd.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