

golf Australia

MEDIA KIT

Golf Australia is Australia's favourite golf magazine which is full of leading golf instruction, equipment, golf course photography and travel. Golf Australia reaches up to 100,000 readers each month and has a strong Australian flavour whilst profiling leading international players and events.

Golf Australia reaches the hardcore golf population in Australia with the majority of our readers playing in excess of once a week. These golfers are the highest consumers of golf-related products in Australia. They are highly affluent and keen to spend money on their sporting pursuit.

Golf Australia is the first choice for Australian golfers who are seeking information on the latest equipment, instruction and golf travel.

THE GOLF AUSTRALIA READER

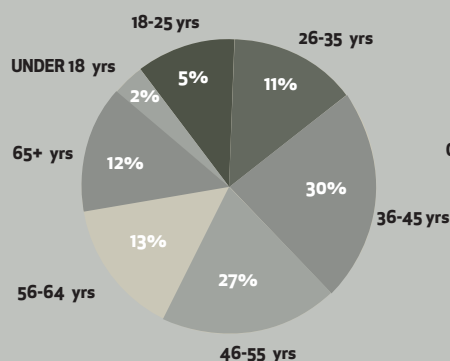
Targets keen golfers over 18 years

80% male readership

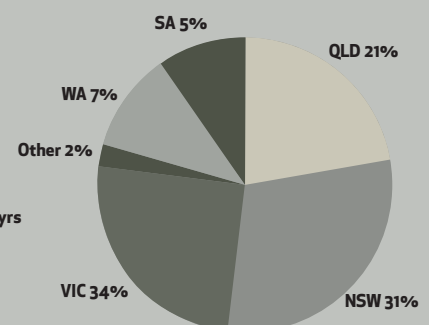
Averages 83,000 readers per month with a high of 100,000 readers in the July - September 2010 quarter.

Our typical reader is affluent and plays regular golf.

READERS AGE BREAKDOWN



CIRCULATION BY STATE



golf Australia

MEDIA KIT



For Advertising Contact:

Head of Sport - Sales

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Advertising Account Manager - QLD

Peter Scruby

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DISPLAY ADVERTISING

ADVERTISING RATES

	4 Colour	Casual	6 issues	12 issues
Inside Front Spread		5,475	4,985	4,380
Double Page Spread		4,595	4,180	3,675
Outside Back Cover		2,760	2,510	2,280
Full Page		2,385	2,170	1,915
1/2 Page		1,350	1,225	1,075
1/3 Vertical/horizontal		850	775	680
Small Strip		700	630	545

GOLF MECHANICAL DETAILS (DEPTH X WIDTH)

	TYPE AREA	TRIM	BLEED
Double Page Spread	287mm x 440mm	297mm x 450mm	307mm x 460mm
Full Page	287mm x 215mm	297mm x 225mm	307mm x 235mm
Half Page Horizontal	135mm x 215mm	145mm x 225mm	155mm x 235mm
Half Page Vertical	287mm x 100mm	297mm x 110mm	307mm x 120mm
1/3 Page Horizontal	89mm x 215mm	99mm x 225mm	109mm x 235mm
1/3 Page Vertical	287mm x 70mm	297mm x 75 mm	307mm x 85mm
Strip Ad	15mm x 215mm	25mm x 225mm	35mm x 235mm
DPS Strip	15mm x 440mm	25mm x 450mm	35mm x 460mm
1/4 Page Square *	135mm x 100mm	N/A	N/A

* within editorial section

DEADLINES

Issue	Booking Deadline	Advertising Material Deadline	On Sale
DEC 2011	20 OCT 2011	27 OCT 2011	23 NOV 2011
JAN 2012	17 NOV 2011	24 NOV 2011	21 DEC 2011
FEB 2012	7 DEC 2011	14 DEC 2011	25 JAN 2012
MAR 2012	19 JAN 2012	26 JAN 2012	22 FEB 2012
APR 2012	16 FEB 2012	23 FEB 2012	21 MAR 2012
MAY 2012	15 MAR 2012	22 MAR 2012	18 APR 2012
JUN 2012	19 APR 2012	26 APR 2012	23 MAY 2012
JUL 2012	24 MAY 2012	31 MAY 2012	27 JUNE 2012
AUG 2012	28 JUNE 2012	5 JULY 2012	1 AUG 2012



For Marketplace Advertising Contact:

DAVID MULLINS

Mobile 0412 327 886

Email dmullins@next.com.au

MARKETPLACE ADVERTISING

Golfers Marketplace is a dedicated area in the magazine that comprises purely of advertising located at the back of the magazine. Golfers Marketplace is categorised into sections which include Golf Holidays, Golf Accessories, Golf Equipment, Golf Courses, Golf Memberships, Corporate Golf, Real Estate and others.

This section also appears online at www.golfaustralia.com.au/golfersmarket.

Advertising in this section is offered at lower rates than display advertising. We strongly recommend a longer term campaign to maximise impact and response.

ADVERTISING RATES

	4 Colour	Casual	3 issues	6 issues	12 issues
Double Page Spread	2,700	2,620	2,515	2,295	2,295
Full Page	1,400	1,350	1,295	1,190	1,190
1/2 Page	750	730	695	630	630
Qtr Page	450	435	415	380	380
Eighth Page	250	240	230	205	205

MECHANICAL DETAILS (DEPTH X WIDTH. TRIM ONLY - NO BLEED REQUIRED)

Full Page	260mm x 185mm
Half Page Horizontal	128mm x 185mm
Qtr Page	128mm x 90mm
Eighth Horizontal	62 mm x 90mm
Eighth Vertical	128mm x 45mm

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Issue	Booking Deadline	Advertising Material Deadline	On Sale
DEC 2011	20 OCT 2011	27 OCT 2011	23 NOV 2011
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JUL 2012	24 MAY 2012	31 MAY 2012	27 JUNE 2012
AUG 2012	28 JUNE 2012	5 JULY 2012	1 AUG 2012





SEND YOUR MATERIAL TO:

ADVERTISING TRAFFIC MANAGER, GOLF AUSTRALIA, BUILDING A, LEVEL 6, 207 PACIFIC HIGHWAY, ST LEONARDS NSW 2065

MATERIAL REQUIREMENTS

Digital Material

All advertising material for nextmedia magazines must be supplied as PDF digital files via the Quickcut or the Websend systems to ensure the quality and integrity of files meets the material specifications of nextmedia.

Please contact Quickcut on:
Sydney (02) 9467 7500
Melbourne (03) 8696 5701
Brisbane (07) 3013 6279
Or visit their website
www.quickcut.com.au

Please contact Websend on:
Melbourne (03) 8689 9000
Toll Free 1300 798 949
Or visit their website
www.websend.com.au

Construct An Ad

Need help creating your advertisement? Then consider contact Digitalads International. It's the cheapest way to go for timely makeup and delivery of material. Digitalads will produce the artwork for your approval before sending directly to us via the Quickcut system.

Digitalads International
Managing Director: Murray Elliot
170 Harris Street, PYRMONT NSW 2009
www.digitalads.com.au
Alternatively, you may contact your advertising representative to discuss ad creation in-house at nextmedia. This will incur a production charge.

nextmedia Ad Creation

Where advertising is to be created by nextmedia, all supplied material must meet specific guidelines. Please contact the Advertising Traffic Manager (02 9901 6346) for more information.

In particular, these guidelines highlight that:

Supplied Material

Must include all high resolution images, logos and text copy to be used in the advertisement.

Fonts

nextmedia supports Opentype fonts and PC Postscript fonts only.

Applications Supported

Indesign CS2 (Vs 4 or earlier)
Photoshop CS2 (Vs 9 or earlier)
Illustrator (Vs 10 or earlier)
Word documents
Text documents
PDF documents
(above Vs 1.3 and below Vs 1.5)

Delivery Options

CD/DVD

Please courier your advertising material to:
Golf Australia
Advertising Traffic Manager
Building A, Level 6, 207 Pacific Highway,
St Leonards NSW 2065
Or post to:
Golf Australia
Advertising Traffic Manager
Locked Bag 5555,
St Leonards NSW 1590

EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to abegg@next.com.au

FTP

Please FTP files over 30mb to our ftp server.
<ftp.next.com.au>
Email the traffic manager to obtain login details at abegg@next.com.au

Contact Us

Golf Australia Traffic Manager - Alison Begg
Phone: (02) 9901 6346
Fax: (02) 9901 6116
abegg@next.com.au

Cancellation

The cancellation deadline for advertising is one month prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.





ONLINE ADVERTISING SPECIFICATIONS

Mechanical Details

Run Of Site Leaderboard

728 pixels wide x 90 pixels high

Run Of Site Medium Rectangle

300 pixels wide x 250 pixels high

Custom Sized Ads

Please contact us directly if you would like to sponsor a particular area of the site and we will provide dimensions.

Deadline

Where advertising is to be created by All creative must be supplied a week prior to deployment

Format

We accept .jpg, .gif, flash (swf files) and rich media code.

Ad Serving

We use Google Ad Manager to serve ads on the Inside Sport Website:

Proper clickTag implementation

The clickTag variable is an industry-standard method of tracking Flash creative clicks. Problems with Flash creatives may result from an incorrect clickTag implementation.

To troubleshoot this implementation, make sure that:

- Insert the clickTag in the .fla file before converting it to the .swf file.
- The ActionScript with clickTag must be associated with the button that the user clicks, and not with any other button.
- The button associated with the ActionScript that contains the clickTag is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTag is extended throughout the entire frame and is applied to all existing frames.

- The clickTag variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as 'clickTag' and the target window as "_blank".

For example:

```
getURL(clickTag,"_blank")
on (press) {
getURL(clickTag,"_blank");
}
```

- NB: The URL is specified within Google Ad Manager – not the fla or .swf file.
- Then, export your **flash movie as version 4 to 6**
- The Flash creative is using **ActionScript 2.0**. ActionScript 3.0 isn't currently compatible with Google Ad Manager.
- Please convert **all fonts to outlines**
- Please supply a backup .gif with all flash ads.

You may wish to review more detailed documentation for clickTag implementations at www.adobe.com/resources/richmedia/tracking/designers_guide.

YOU MUST Test Your Ad Using this Free click tag tester before you send it to us

<http://www.bannerflow.com/clicktest/>

For More Information on Rich Media Specifications please see:

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13161>

<http://www.google.com/support/admanager/publisher/bin/topic.py?topic=13158>



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