

An aerial photograph of a golf course. The foreground and middle ground show lush green fairways, several sand traps, and a winding path. In the background, a row of modern, multi-story houses with red and blue roofs sits atop a hill. The sky is blue with scattered white clouds.

# **golf** Australia

2025 MEDIA KIT



# OUR MISSION

**A**t *Golf Australia* magazine we take pride in being this country's leading golf publication, providing content from our team of experienced and award-winning journalists and photographers.

Since 1987, our engaged, golf-focused audience has turned to *Golf Australia* for trusted advice on how to improve their game, great places to play and the gear they should consider using, while remaining up-to-date with the latest news and views from the golf world.

Whether it's in print, online or across our podcasts, *Golf Australia* delivers information, guidance, stunning photography and well-told stories ... to enhance every Australian golfer's ongoing enjoyment of the greatest game of all.



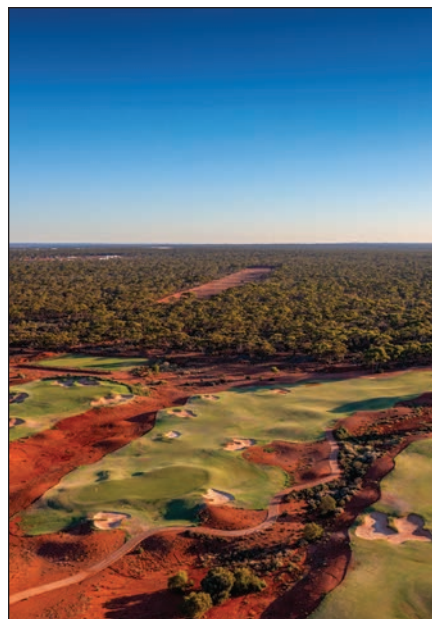


# CONTENT PILLARS



## NEWS & VIEWS

*Golf Australia magazine* is renowned for quality writing, covering golf's household names and rising stars and the tournaments they play here as well as abroad. Our team of award-winning writers – Geoff Ogilvy, Mike Clayton, John Huggan, Rod Morri and Matt Cleary – are also widely regarded for their views on the biggest issues facing the modern game.



## PLAY

There's a big beautiful world of golf out there, and *Golf Australia magazine* aims to help its readers explore it. Led by our experienced editor, James Smith, our network of contributors travel around Australia and across the globe to share their experiences of golf's great destinations as well as raising the curtain on hidden golfing gems our readers may want to discover.



## LEARN

Covering all facets of the game, you will find the best instruction across *Golf Australia magazine's* print and online platforms. Highly accredited PGA of Australia teaching professionals, renowned international coaches, sports psychologists and some of the biggest names in golf pass on their wisdom to help you play better and enjoy the game more



## GEAR

*Golf Australia magazine* showcases the latest release equipment, apparel and technologies. We assist our readers in discovering what gear will work for them with our exclusive road-testing and equipment features, while also taking our readers into the golf bags of championship winning professionals on the PGA, LPGA, DP World and PGA of Australasia Tours.

# PORTFOLIO

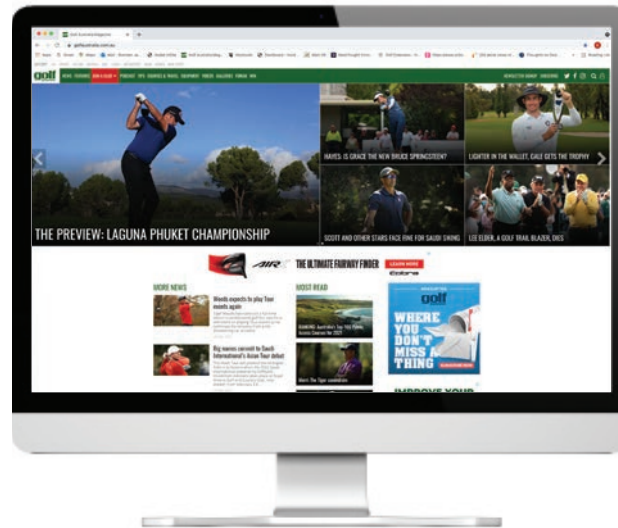
## MAGAZINE

*Golf Australia* is the best read monthly golf publication in Australia, engaging its readers with quality writing and stunning photography. Enquire with your advertising manager about custom print options.



## DIGITAL

*Golf Australia* magazine is far more than a print publication. Our website has a loyal and vast readership, while we also offer clients a wide range of options through our digital platforms including display advertising as well as EDM, newsletter and native content.



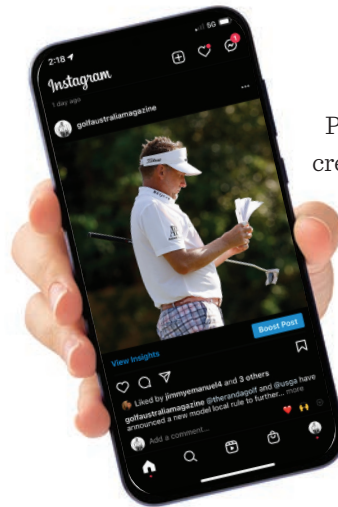
## PODCASTS

*The Thing About Golf* is now in its fifth season of fortnightly in-depth one-on-one interviews with interesting people with a love of the game. *Playing From The Tips* is a weekly panel podcast previewing and tipping possible winners in upcoming tournaments across the globe. Enquire about live read or sponsorship opportunities.



## SOCIAL

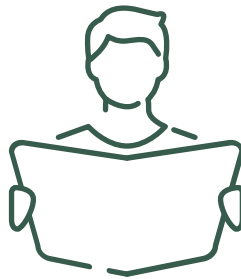
Partner with *Golf Australia* to credibly reach our ever-growing social community across multiple platforms.



# REACH

*Golf Australia magazine* offers the best, most comprehensive coverage of golf in Australia.

## MAGAZINE READERSHIP IN 2024



# 158,000

**Magazine – 12 months to December 2024**  
158,000 readers per issue – Roy Morgan Audit

## GOLF AUSTRALIA DIGITAL STATS 2024



# 28,500

**Newsletter Data-Base –  
February 2024 to 31 January 2025**  
28,500 Database - 34.7% open rate average



# 58,000

**Website – 1 January 2024 to 31 December 2024**  
Unique Browsers –58,000 per month



# 20,500

**Opt In EDM Subscribers**  
20,500 Database – 38.2% open  
rate average



# 15,000

**Social Media Campaigns**  
Benchmark 15,000 page views per  
client post



# 8,759

**Podcast downloads**  
8,759 downloads per  
episode average



# OUR AUDIENCE

*Golf Australia magazine* boasts a loyal and engaged readership



## READER SNAPSHOT

- 90%** Male.
- 64%** Aged between 35 & 65.
- 39%** Earn more than \$80k p.a.
- 72%** Are a golf club member.
- 71%** Play golf two to nine times per month.



## TRAVEL PLANS

- 93%** Like to travel to play golf.
- 35%** Plan to travel internationally to play golf this year.
- 72%** Enjoy reading course reviews & travel features.



## GEAR CHOICES

- 63%** Plan to buy new equipment this year.
- Balls, drivers & shoes top their shopping list.
- 92%** Use a distance measuring device.
- 96%** Will be custom-fitted for their next club purchase.



# PLAY

*Golf Australia magazine* is renowned for its high quality editorial and photographic presentation of golf destinations.

## COURSE REVIEWS

Each month we shine the spotlight on some of the best courses to be found in Australia.

Each review is compiled exclusively by our editorial team based on their experience of playing the course.



## DOMESTIC & INTERNATIONAL TRAVEL FEATURES

Our network of writers and photographers travel around Australia and across the globe and share their experiences of golf's great destinations.



## ANNUAL COURSE RANKINGS

*Golf Australia magazine* publishes course rankings each January, when golfers are looking for new and interesting courses to play.

The Top-100 Courses list is published in even number years, while our Top-100 Public Access Courses ranking appears in alternate years.

Our rankings are compiled by a devoted team of judges with a passion for golf and course design.



## ADVERTISING OPPORTUNITIES

» Course reviews appear monthly and are published across six pages in the front of the magazine, with a full-page advertisement for the course immediately following.

» Travel features are an ideal opportunity to market your course/accommodation/service to our engaged readership. When our readers plan a getaway, you can be at the forefront of their planning as a result of our editorial and photographic presentation.

» Celebrate being included in one of our Top-100 lists by advertising in the ranking issue to promote your accolade as well as membership offers or play and stay packages.



# 2025 CALENDAR



## ADVERTISING OPPORTUNITIES

» The *Golf Australia* magazine annual calendar has become a widely anticipated addition to our popular January issue.

» Each of the 12 participating courses are photographed specifically for the calendar, which includes a hole description, club logo and tournament dates for the main professional Tours.

» Participating clubs receive 400 calendars to sell or present to members & guests.

» Exclusive sponsorship of the entire calendar is available with a logo 'presented by' presence on each spread.





# CUSTOM PUBLISHING

*Golf Australia magazine can create print or digital custom products to boost your engagement with a wider audience*

## PRINT RUN-ONS

This is ideal for our major 12-16 page features, particularly those covering major travel destinations. The feature can be printed separately from the magazine and bulk supplied to use for display, exhibits or presenting to clients.



## NATIVE CONTENT

Golf Australia's website provides opportunities to showcase products and services in an advertorial format.



SIMTHEATRE: THE PERFECT SPACE FOR GOLF & HOME ENTERTAINMENT

## THE COFFS COAST SWING

With rainforest-covered escarpments to the west and more than 100 kilometres of golden beaches to the east, New South Wales' Coffs Coast region is the paradise wedged in between. And it is here where you will also discover some beautiful, and challenging, golf courses.

**T**here are just a handful of places where the beauty of Australia's coastal landscape is so perfectly married to the challenge of a golf course. The Coffs Coast, about halfway between Sydney and Melbourne on the Pacific Highway, is one of them. It's a region where the rainforest-covered escarpments to the west and more than 100 kilometres of golden beaches to the east create a paradise wedged in between. And it is here where you will also discover some beautiful, and challenging, golf courses.



## E-MAGAZINES

Utilising the editorial and photographic skills of the Golf Australia team, have an e-magazine created for your website to showcase your business.



## CUSTOM EDMS

Customise your message to our opt-in audience with an open rate between 30-40%.

## CUSTOM CONTENT WRITING

Do you have a prospectus, newsletter or white paper to be written? Our team can create custom content for your needs. (Price on Application)

## AUDIENCE EXTENSION

Clients can target the Golf Australia Magazine digital audience wherever they search across the network, meaning potential customers are continuously reached during website browsing. (Benchmark 250,000+ impressions)

# PRINT RATES, SPECIFICATIONS & DEADLINES

## RATES

AD SIZE	CASUAL
Inside Front Cover Spread	6,020
Double Page Spread	5,050
Outside Back Cover	3,030
Full Page display	2,620
1/2 Page display	1,485
1/4 Page display	850

NOTE: ALL RATES + GST

## SPECIFICATIONS

DEPTH X WIDTH	TYPE	TRIM	BLEED
Double Page Spread	287 X 400	297 X 420	307 X 430
Full Page display	287 X 190	297 X 210	307 X 220
1/2 Page (horizontal)	118 x 175	128 x 185	138 x 198
1/3 PAGE (horizontal)	75 x 175	85 x 185	95 x 195
1/3 PAGE (vertical)	287 x 55	297 x 65	307 x 75
Double Page strip	15 x 410	25 x 420	35 x 430

NOTE: ALL DIMENSIONS ARE IN MM

## 2025 DEADLINES

MONTH & ISSUE NO.	BOOKING DEADLINE	MATERIAL	ON SALE
MAY (#432)	MARCH 12	MARCH 19	APRIL 10
JUNE (#433)	APRIL 16	APRIL 23	MAY 15
JULY (#434)	MAY 14	MAY 21	JUNE 12
AUGUST (#435)	JUNE 11	JUNE 18	JULY 10
SEPTEMBER (#436)	JULY 16	JULY 23	JULY 30
OCTOBER (#437)	AUGUST 13	AUGUST 20	AUGUST 27
NOVEMBER (#438)	SEPTEMBER 10	SEPTEMBER 17	SEPTEMBER 24
DECEMBER (#439)	OCTOBER 15	OCTOBER 22	OCTOBER 29
JANUARY (#440)	NOVEMBER 12	NOVEMBER 19	NOVEMBER 26
FEBRUARY (#441)	DECEMBER 8	DECEMBER 15	DECEMBER 22





# WEBSITE RATES, SPECIFICATIONS

## RATES

AD SIZE	
LEADERBOARD	RATES CPM POA
MEDIUM RECTANGLE	
BANNER	
HALF PAGE	
SKINS	

MATERIAL DUE 1 WEEK PRIOR TO LIVE DATE

## SPECIFICATIONS

AD SIZE	DIGITAL DIMENSIONS – PIXELS (PX)
LEADERBOARD (TOP OF SITE)	728 X 90px
MEDIUM RECTANGLES (NORTH & SOUTH)	300 (H) X 250px (W)
SKINS	1900 (H) X 900px (W)
HALF PAGE	300 (H) X 600px (W)

NOTE: WE ACCEPT .JPG. .GIF & RICH MEDIA CODE.





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