



THE **GOLF**  
GUIDE<sup>®</sup>

*You'll be lost without it*

**2023** RATES CARD

[www.thegolfguide.co.uk](http://www.thegolfguide.co.uk)

# ABOUT THE GOLF GUIDE MAGAZINE



**Golf Guide Ltd. is fast becoming the voice of Golf - acting locally but thinking nationally - with regional magazines in the North West & Cumbria, Yorkshire & North East, The Midlands, Portugal and Spain plus a further 4 regions planned over the next 2 to 3 years.**

The Golf Guide Magazine is a directory for Golf Clubs to advertise their unique facilities in a classic 'advertorial' style. It is distributed free of charge to all of the clubs in a region, around their clubhouses for members and visitors to pick up and read. Each region is published biannually in the UK and quarterly overseas with 10,000 copies per edition, giving a distribution of 40,000 per year and over 200,000 for all the regions combined.

In addition to golf clubs, the publications are distributed to professional service firms including Banks, Accountants, Law, Corporate and Insolvency firms along with regional hotels, transport hubs and car dealerships with an ever growing number of subscribers. Using our network you can have local exposure but with a national presence - it really is the guide everyone has been waiting for!



# GOLF COURSE DOUBLE PAGE

£250 / €300 PER ISSUE + VAT

## Region

Sections are colour coded by region for easy reference.

## Editorial

Flexible layout options provide ample space to give readers an insight into your club.

We generally recommend **200-300 words of editorial** in order to allow space for extra photographs, or another banner advert if required.

At least **6-8 high resolution images** should be provided in order to complete the page.



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## Contact Information

Address  
Telephone  
Email  
Website  
Social Media

## How to Find

Directions to help readers find your club with ease

## Facilities

Highlight services and facilities available at your club

## Highlights

Remaining space is versatile, to include things such as Course Information, Membership Offers, Course Rates etc.



## Interchangeable Banner Advert

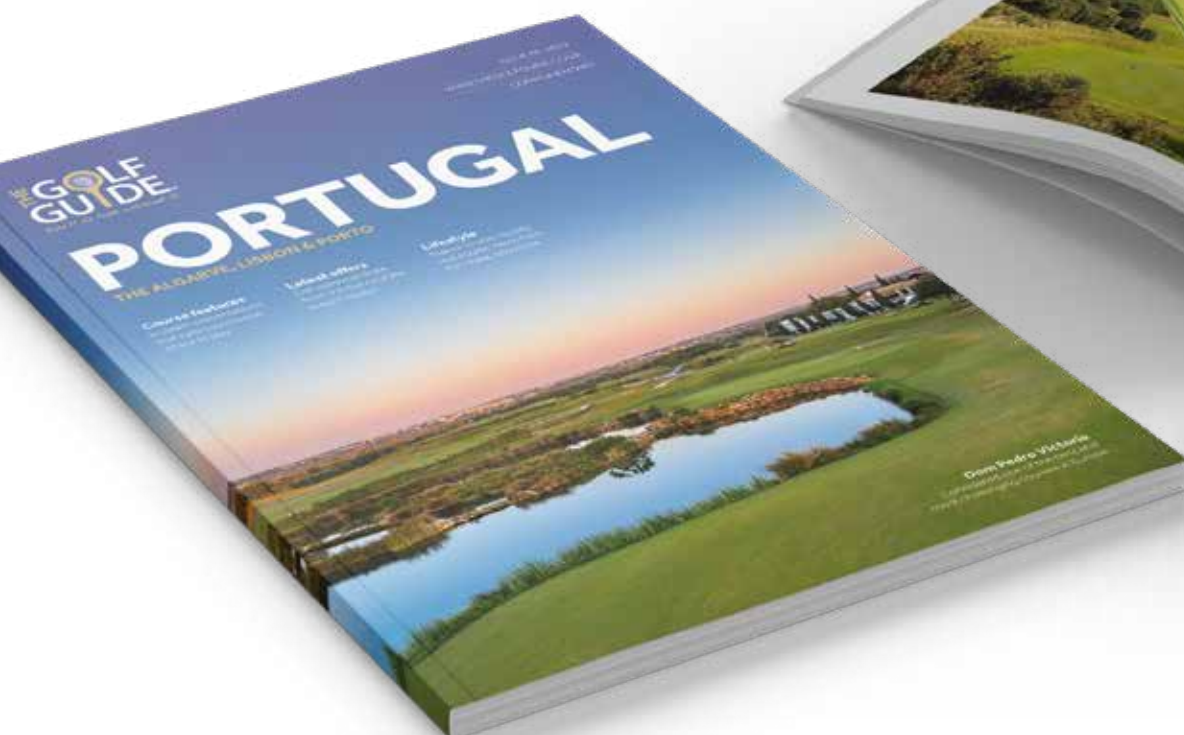
Supply your own advert or we can design it for you. Promote your latest offers, Opens, Memberships, or simply highlight your website. **Size: 180mm x 54 mm.**

# GOLF CLUB SPECIAL

£1,000 FRONT COVER + 4 PAGE EDITORIAL

Give your course extra exposure with a full front cover image and special four page editorial feature. The editorial can be used to highlight anything you wish, from news and special events, to a more detailed overview and photo reportage of the club or related facilities. Let us know what you want to say, and our designers will do the rest.

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# ADVERTISING RATES 2023

RATES ARE IN £ OR € EQUIVALENT PER ISSUE.  
PRICES DO NOT INCLUDE VAT.



**QUARTER PAGE** £175  
90 X 136 MM (NO BLEED)

**HALF PAGE VERTICAL** £300  
90 X 277 MM (NO BLEED)

**FULL PAGE** £500  
210 X 297 MM (+ 3 MM BLEED)

**DOUBLE PAGE** £800  
420 X 297 MM (+ 3 MM BLEED)

**BACK PAGE** £900  
210 X 297 MM (+ 3 MM BLEED)



# DIGITAL MEDIA PACKAGE 2023

£250 / €300 PER ANNUM + VAT

*Working with golf clubs to provide high quality, leading edge digital media products.*

A series of blended digital products to advertise the club and its complimentary facilities.

## Content in the advertising to include:

- Rotating Image gallery on the digital page.
- Links to the club website.
- Links to the club's in house booking system.
- Full contact details of the club.
- Social media links to pro-actively share club content.
- Platform to advertise all club facilities.
- Interchangeable banner advert for current offers and promotions.

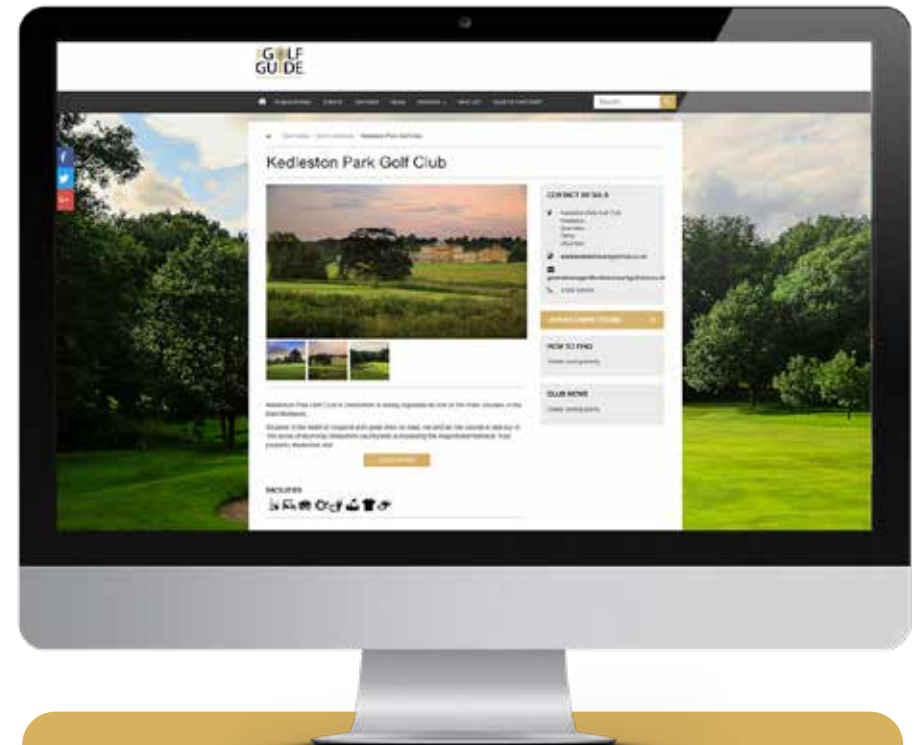
## Digital features stories and news articles

Unlimited space for features and news that proactively promotes your club.

Whether it be promoting events and invitations or informing the wider population of course improvements, all digital stories will be hosted on the site.

## Social Media marketing

All content created on the main site is proactively shared across our social media channels.



## DIGITAL MEDIA FOOTPRINT AND REACH

### Website

3,000 hits per week verified by Google analytics

### Social Media

Facebook: 5,000 followers, +5,000 average reach/day

Twitter: 8,000+ followers, 400,000 impressions/month

Email: Over 20,000 validated email addresses

Linkedin: Over 8,000 connections



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