

MEDIA PACK

WOMEN & GOLF

LOVE THE GAME, LIVE THE LIFE



The Voice of Women's Golf

Women & Golf is the best selling bi-monthly magazine for female golfers.

For over 20 years *Women & Golf* has provided women golfers with the latest in-depth news, reviews and information on instruction, equipment and fashion in what has become an increasingly stylish sport. Now the UK's largest bi-monthly magazine of its type, it gives readers an opportunity to read articles on all aspects of the game.

Simply by buying *Women & Golf*, a woman has shown that she is a committed golfer and a highly desirable target for not only golf equipment, but also a variety of goods, accompanying the lifestyle associated with women participating in the game.

"At Yonex we take the women's side of the game very seriously and by working closely with Women & Golf we are given the opportunity to promote our products and brand to exactly the target audience we are looking for."

DOMINIC BONE, YONEX GOLF SALES & MARKETING MANAGER

ABOUT THE MAGAZINE READERSHIP

Raise the profile of your business and generate additional custom through **Women & Golf** magazine

Published six times a year and edited by Alison Root, around 12,000 copies are distributed to a mix of subscribers and newsstand.

Each issue includes leading and original features and articles covering all the issues which matter in both the women's amateur and professional game including news, features, player profiles, tournament reviews, fashion, lifestyle and travel.

With some of the UK's leading golf instructors, providing their unique insight and advice to help readers improve their game, and our equipment expert Carly Frost delivering her advice on the latest gear, each issue aims to drive our reader's passion for the game.

Make your advertisement part of the reader's experience and place it next to highly valued, targeted editorial that is kept and referred to time and time again.



“As a women’s golf apparel and gift supplier, Women & Golf has formed a key role in our marketing strategy over the last 10 years. The magazine has helped us develop brand awareness and to facilitate significant year on year growth and increased market share.”

CHRISTINA SMITH, DIRECTOR, GOLF2GOLF

- ➔ AB demographic with a passion for the sport and an appetite for knowledge.
- ➔ Experienced and impressionable audience – 57% have been playing between 1-15 years and 43% 16+ years.
- ➔ Loyal and growing audience - 51% have been reading the magazine for 5+ years and 31% have been reading for 1-3 years.
- ➔ Active members – 96% were members of a club and 83% take lessons.
- ➔ Satisfaction with content – 91% rated the content in terms of choosing equipment as Very Good/ Good and 98% Very Good/ Good in terms of improving their game.
- ➔ Travel - 60% take 1 to 2 golfing holidays a year (with 17% taking more than this).
- ➔ Exclusive audience – Only 20% read our closest competitor.



"We have advertised in Women and Golf for a number of years and firmly believe that the magazine offers us an excellent platform to promote our brand to a very important sector of the market. The magazine continues to go from strength to strength and we look forward to continuing our relationship into the future."

OLIVER CHURCHER, MARKETING MANAGER, MOTOCADDY

RATES

⇒ DISPLAY

Full page	£1,100
Half page	£650
Quarter page	£350
DPS	£2,100
Inside front	£1,350
Outside back	£1,450

⇒ CLASSIFIED

Quarter page	£300
Eighth page	£185
Sixteenth page	£115

Advertorials, inserts, tip-ons, competitions are all available. Please contact to discuss your requirements.

All rates are per insertion and exclude VAT at the current rate and are eligible for 10% agency commission to qualifying agencies.

To discuss advertising and marketing opportunities, please contact

Suzanne Taylor 01780 482037

or email suzanne.taylor@womenandgolf.com

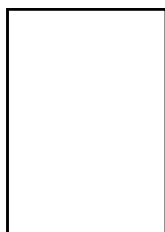


"Women & Golf is a touchstone for the women's game in Europe and plays an important role sustaining and developing the sport and business. Abacus Sportswear has always had a positive, professional working relationship with Women & Golf and we were delighted with the advertising and editorial campaign activating our role as Official Clothing Supplier to The 2013 Solheim Cup Team."

EMMA WESTERBURG, MARKETING MANAGER, ABACUS SPORTSWEAR

SPECS & DEADLINES

⇒ SIZE DIMENSIONS (width x height)



FULL PAGE

Trim

210mm x 297mm

Bleed

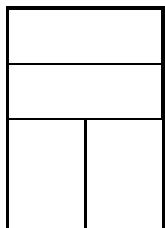
216mm x 303mm



HALF PAGE

Horizontal

188mm x 134mm



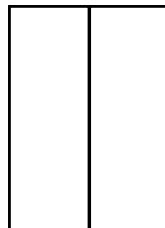
QUARTER PAGE

Horizontal

188mm x 65mm

Vertical

92mm x 134mm



Vertical

92mm x 271mm

2015	BOOKING	ARTWORK	ON SALE
Jan/Feb	Fri 21 Nov	Thurs 27 Nov	Fri 5 Dec
Mar/Apr	Fri 23 Jan	Thurs 29 Jan	Fri 6 Feb
May/June	Fri 20 March	Thurs 26 Mar	Fri 3 Apr
July/Aug	Fri 15 May	Fri 22 May	Fri 5 June
Sept/Oct	Fri 24 July	Fri 31 July	Fri 14 Aug
Nov/Dec	Fri 11 Sept	Fri 18 Sept	Fri 2 Oct



WEBSITE

The Women & Golf website, www.womenandgolf.com, is designed to enhance what is already an established magazine and includes all the latest golf news and up-to-date information on fashion, equipment travel, lifestyle and instruction.

Demographic information

AB demographic with a passion for the sport and an appetite for knowledge. Experienced and impressionable audience – 57% have been playing between 1-15 years and 43% 16+ years.

Travel - 60% take 1 to 2 golfing holidays a year (with 17% taking more than this).

RATES

- ➡ **LEADER TOP HORIZONTAL BANNER**
540 x 93 pixels
£275.00 per month
- ➡ **HORIZONTAL BANNERS**
642 x 90 pixels
£220.00 per month
- ➡ **RIGHT-HAND COLUMN BANNERS MPU**
300 x 250 pixels
£230.00 per month
- ➡ **MPU**
300 X 250 pixels
£320.00 per month



"As a small business in a niche market, Women & Golf has proved to be an excellent showcase and partner for us to establish Golf Queen in a tough economical climate.

The comprehensive content and fresh design style is a perfect platform for us to continue to develop our future business development."

JANE MONK, CREATIVE DIRECTOR, GOLF QUEEN

CONTACT

➔ TO ADVERTISE

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