

THE GOLF MAG

RATE CARD
2024

**A GOLF
LOVE AFFAIR**
growing the game
one swing at a time

TGM ADVERTISING

Digital Golf Eco-system
engaging with SA golfers

THE PLANET'S
LATEST GOLF MAG

ALL ABOUT
THE REACH
130 000
registered golfers monthly

COLLABORATIONS
ARE KEY
partnering with

GOLFRSA



thegolfmag.co.za
GolfMag
@TheGolfMag

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DIGITAL | PRODUCTION

Publishers of
full sus
#MTBMAG

CHEERS
toget



In association with
GOLFRSA

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ADVERTISING RATES

ADVERT OPTIONS	SINGLE AD	6+ ADS	ADDED VALUE
OPTION 1: DIGITAL ADVERTORIAL A feature length advertorial which will adjust size to fit all display screens, mobile vs desktop. Material can include images, text, GIFs, URL links and video.*	R25 000	R20 000	6 plus gets 1 product review page as added value per 6 issues booked - plus product supplied.
OPTION 2: RESPONSIVE ADVERT An advert which will adjust size to fit all display screens i.e. mobile vs desktop. Material can include images, text, GIFs, URL links and video.*	R25 000	R20 000	6 plus gets 1 product review page as added value per 6 issues booked - plus product supplied.
OPTION 3: SHOP WINDOW An advert which will fit all display screens. Material can include images, text and a URL link.*	R4 000	R3 000	R7500 including Product Review plus product supplied
OPTION 4: SPONSORED PAGE (Min 4 issues - consecutively) Advert "top and tails the page". Bottom advert is pinned to page and will always be visible. Exclusive to one advertiser and one brand - one creative. Sponsored pages will be for selected Regular Pages only.	R15 000	R12 000 (6+) R10 000 (12 inserts)	1 product review page per 12 booked or 1 Shop Window advert per 6 issues booked
OPTION 5: STRIP ADVERT (Min 4 issues - consecutively) Adverts are the size of the text box area. Max 3x strip adverts per feature. Exclusive to one advertiser and one brand. Creatives can be different - BUT only one brand per page.	R12 000	R10 000	1 Shop Window advert per 6 issues booked
* Adverts will be run as material supplied. Should you require material to be produced by Integrated Media, a production quote and design brief can be provided. ** All prices exclude VAT			

DEADLINES

NO	MONTH	MATERIAL	ONLINE
6	Jan 24	09 Dec 23	2nd week of January
7	Feb 24	26 Jan 24	2nd week of February
8	Mar 24	23 Feb 24	First week of March
9	Apr 24	22 Mar 24	First week of April
10	May 24	26 Apr 24	First week of May
11	June 24	24 May 24	First week of June

NO	MONTH	MATERIAL	ONLINE
12	July 24	25 June 24	First week of July
13	Aug 24	26 July 24	First week of August
14	Sept 24	23 Aug 24	First week of September
15	Oct 24	27 Sept 24	First week of October
16	Nov 24	25 Oct 24	First week of November
17	Dec 24	22 Nov 24	First week of December

SALES ENQUIRIES
 Paul Stubbs
 +27 021 685 0285
 paul@thegolfmag.co.za

**SPECS
2024**

THE GOLF MAG



DIGITAL PAGE CONTENT:

Word Count:

- 600-800 words

Images:

- Captions must be provided
- Minimum 300 DPI
- JPEG or PNG files on
- Maximum 3MB / Image

Videos:

- Youtube or Vimeo links
- MP4 or MOV files will be uploaded to YouTube channel

Complete advert material to be supplied as open files - packaged indesign or illustrator file (images must be 300DPI and RGB)

PRODUCTION COST: Should you require advertising material to be produced by Integrated Media a production quote and design brief deadline can be provided.

If you are in any doubt of what should be supplied, please feel free to contact us for more information.

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paul@thegolfmag.co.za

CANCELLATION POLICY: Any Advertiser or its Advertising Agency may not cancel advertising after a Booking has been confirmed. A 50% fee of the total booking off rate card will be invoiced, discount will not be applicable. Cancellations prior to the agreed deadline must be in writing. Verbal (including telephonic) cancellations will not be accepted. If the Advertiser cancels any booking, he relinquishes any right to that package and discount (if any) to which he was previously entitled and Advertisements will be paid for at the appropriate rate. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices, however, remains unaffected.

IN PIXELS	WIDTH	HEIGHT*	TEXT AREA	BLEED (L & R)
Desktop	1950	900	1500	225
Tablet	768	970	668	50
Mobile	480	836	380	50
Shop Window	Ad size: 500 x 500 (desktop), 400 x 400 (tablet & mobile)			
Sponsored page	Desktop Ad size: 1950 x 100		1500	225
	Mobile Ad size: 480 x 100		380	50
Strip ad	Desktop Ad size; 1500 x 150		1400	50
	Mobile Ad size: 380 x 100		340	20
Font size	Minium 14pt			
* Minimum height, if it is higher, the page will scroll				
Bleed area is to allow for navigation arrows, no text in these areas, images can extend here				

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GolfRSA is excited to partner Integrated Media in the development of **THE GOLF MAG**, aimed at the South African market.

We are the governing body for golf in South Africa and deal with many aspects of the golfing landscape, including the running of national tournaments, rules and governance, as well as producing elite players that compete on the world stage.

Integrated Media is an experienced publishing house with access to an exciting new technology platform that will allow us to partner in a magazine that is easy to distribute via mobile phone, WhatsApp and email.

Through the technology we will be able to track data in terms of viewership numbers, views per page, articles, or adverts and also to share video in an easily downloadable format.

The magazine will also provide interesting content on the professional game, interviews with sports stars and celebrities, news stories from around the world, equipment reviews and much more.

We are proud to be part of this publication and believe that it will add value to the golf industry.

Grant Hepburn
CEO, GolfRSA



At **THE GOLF MAG**, our mission is to provide all golfers with the latest news, trends, and insights that keep them ahead of the game. We aim to deliver objective and insightful content through our modern and fresh digital platform that can be accessed anywhere and anytime. Through our partnership with **GolfRSA**, our commitment is to be a leading voice for the golf ecosystem in Southern Africa and beyond.

We have not found a golf title on the planet that offers this degree of digital interaction and seamless navigation as well as giving us bespoke analytics for our partners and advertisers and to allow us to improve all elements of our title.

THE GOLF MAG is fully optimised for mobile and designed for desktop and tablet. The technology allows for seamless navigation and interaction with our readers. Truly a game-changer.

Distributed to 148 000 registered golfers in South Africa, we are putting golf content into golfers' hands. Niche, targeted, no wastage - reaching golfers from the very first swing!

Shayne Dowling
Publishing Editor

