

GOLF RETAILING

The Award winning magazine for the golf retail sector - incorporating

PROSHOP
EUROPE



MARKET LEADING, AWARD WINNING, HIGHLY VALUED...

GOLF RETAILING launched in 2013 and made an immediate impact on the UK golf trade, building loyalty from readers, contributors and advertisers. Within just a few months the magazine was widely recognised as the leading publication serving the sector.

With a unique high impact format (magloid) and a strong editorial platform GOLF RETAILING delivered something truly fresh and innovative.

GOLF RETAILING was the first title to offer an independently audited circulation (ABC) providing advertisers assurance that their investment in advertising was not being wasted.

This high quality approach led to GOLF RETAILING winning the prestigious 'Launch Magazine of the Year' award at the Independent Publishers Awards 2014.

In December 2016 Swink Media acquired the well-established magazine brand, Pro Shop Europe.

Published for over thirty years Pro Shop Europe was the only magazine servicing the European golf trade. Through the acquisition Swink Media have further cemented their position as the leading media company in the sector and will ensure that the Pro Shop brand remains alive and well.

As of February 2017 GOLF RETAILING - Incorporating Pro Shop Europe - will be published ten times a year in both printed and digital formats with our website updated daily and a weekly e-newsletter sent to thousands of opt in subscribers.



WHAT THE MARKET SAYS...



Jonathan Camp

"The level of professionalism in the Golf Retailing operation, from editorial to publishing, is clear to see – it's just what the golf business needs".

Gary Firkins, Director, Landmark Media

"Absolutely fantastic achievements and well deserved".

Jonathan Camp, Managing Director, Sunice Europe Ltd

"Golf Retailing richly deserve their 'Launch Magazine of the Year' title. They have been a breath of fresh air for the golf industry and have quickly become the most innovative trade magazine around".

Mark Stewart, Managing Director, Stewart Golf

"You have lifted the bar and look to have established yourselves at the top of the tree".

Paul Hedges, CEO, Foremost Golf

"Golf Retailing Magazine is packed with easy to read information relevant to my business. It allows me to stay up to date with what's going on in all areas of the golfing world without taking up too much of my time".

John Murray, PGA Head Professional, Moray Golf Club

"A great source of information to increase business and learn about the future of Golf - a modern go ahead publication".

Chris Morley, PGA Head Professional, Lingfield Park GC

"The magazine gives me an up to date and fair reflection of the industry and the varied features you have with individual's showcase how diverse Golf can be. It's the one publication I read from front to back".

Paul Oliver, Director of Golf, Addington Court Golf Centre



Mark Stewart



John Murray



Paul Oliver



Paul Hedges



Chris Morley

THE HIGHEST QUALITY EUROPEAN READERSHIP

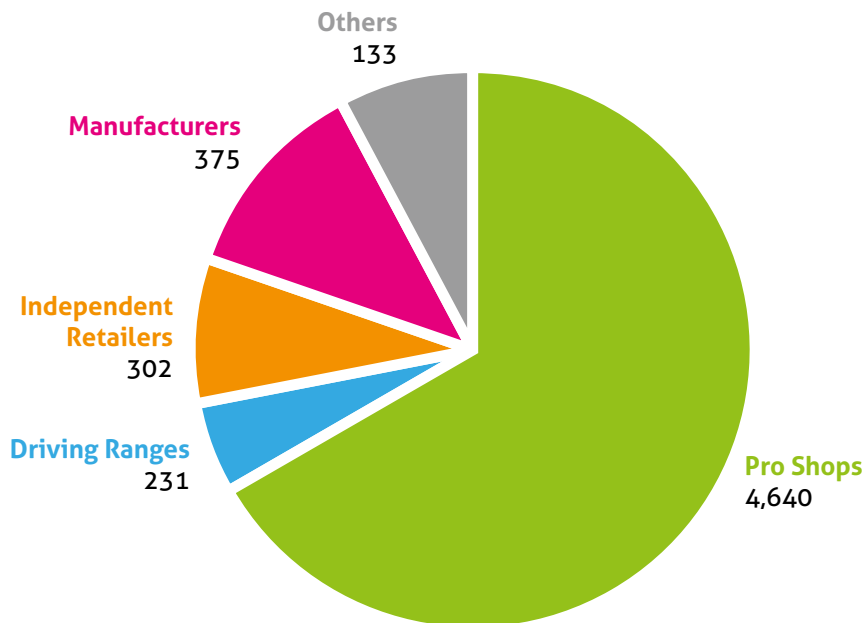
A magazine is only as good as its readership and GOLF RETAILING offers the broadest coverage of the European golf industry.

Through the acquisition of Pro Shop Europe Swink Media acquired an established European database and have combined, deduped and re profiled our circulation to provide the most comprehensive list of golf outlets in the UK and Europe ever held by a trade publication.

Our coverage includes golf club pro shops, independent retailers, driving ranges, multiple retailers, buying groups and manufacturers. Our readers are key influencers and purchasing decision makers.

As part of our ongoing circulation commitment GOLF RETAILING has established a relationship with The National Golf Foundation which allows us to distribute our publication to their European database of over 7,000 golf facilities.

TYPICAL CIRCULATION PROFILE BY ESTABLISHMENT TYPE



AVERAGE CIRCULATION

5,681 Copies

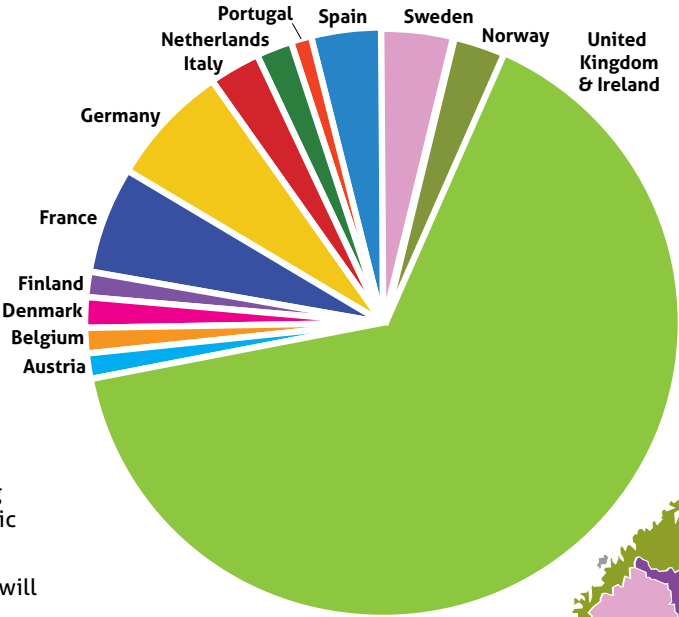
TYPICAL CIRCULATION PROFILE BY COUNTRY

Our pledge is to circulate over 4,000 copies within the UK and an additional 1,500+ copies to facilities within the top European golfing nations on a rotational basis.

Copies will be sent to emerging golfing nations on a periodic basis.

Registered readers will receive every copy.

In addition, readers from around the world can subscribe to receive a free copy of our innovative digital version of our magazine and access our content via our website and RSS feeds.



INDEPENDENT, AUTHORITATIVE, PROFESSIONAL

GOLF RETAILING has become the respected voice of the golf trade. We provide our readers with information which will inform, motivate and engage them - ultimately helping them drive their revenues and make more profit.

Since incorporating Pro Shop Europe each issue will feature a European news section and several feature pages focusing on the European sector. These will include interviews, profiles and features.

GOLF RETAILING's editorial policy is to be independent, inclusive and, most importantly, to have real integrity.

News

Every month we will cover the biggest breaking stories and feature the latest new product launches. As the ONLY publication with news on both the front and back covers we ensure we grab our reader's attention.

Exclusive Stories

The magazine features many exclusive news stories for the trade that don't appear anywhere else, part of our commitment to provide the best coverage possible.

Market Reports

Our in-depth market reports provide great insight into market trends and include vital intelligence supplied by the golf industries leading analysts. We discuss all products sectors that are relevant and offer profit opportunities to the professional golf retailer.

Interviews and Opinions

To engage the industry you have to feature the industry which is why GOLF RETAILING interviews the leading personalities from the supply chain from manufacturers and distributors to the retailers themselves sharing their views and giving recognition for their achievements.

Retail Guru

Our monthly Retail Guru column will contain expert business advice aimed at helping our readers improve their operation through the use of the latest technology, better marketing techniques, point of sale and store layout techniques and much more.

Contributors

Our regular contributors are respected golf journalists, PGA Professionals, leaders of trade associations and world renowned golf experts. Our varied content and writing styles keep readers engaged and offers something no other trade title can do.

Email editorial@golfretailing.com for further information



UNRIVALLED MULTIMEDIA SOLUTION

GolfRetailing.com set a new standard in the golf trade offering the highest quality website of any golf retail focussed publication. With content updated daily we ensure that our visitors have something new to read on every visit whilst our advertisers benefit from high visibility.

Our acquisition of Pro Shop Europe and the integration of both websites content and branding mean that users can find us both at our www.golfretailing.com and www.proshopeurope.co.uk

Previously both sites enjoyed thousands of regular visitors each month so the combined audience is expected to increase visitor numbers overall in 2017.

“A website which is not marketed will get as many visitors as the moon”



Having a great website is no good if no one knows about it! That is why every week GOLF RETAILING sends a high quality e-newsletter delivering the latest news and features direct to our reader's inbox with web links to drive traffic.

Social media will also play a part in our strategy and we will utilise all of the major social media networks to engage with our readers on a regular basis.

Our print publication will also be produced in a digital page turning format offering live links to our advertisers website and email direct to their sales departments! In addition if clients want to add video to enhance their advertising message we will encourage them to do so for FREE!

At GOLF RETAILING magazine we do not just sell advertising pages... Our clients benefit from an integrated media campaign providing coverage in both printed and digital versions of the magazine as well as advertising on our website as part of an all-inclusive package.

See Rates for further details.



THE SOLUTION

1. Print Advertisement
2. Digital Magazine Advertisement
3. Free Web banner/ Tower
4. Free e-news button

WEB ADVERTISING

All advertisers in **GOLF RETAILING** magazine will be offered a *FREE web advertisement for the duration of their campaign!

Banner 170px (h) x 350px (w)
Tower 350px (h) x 170px (w)
Box 350px (h) x 350px (w)
E-cast Top Banner 80px (h) x 590px (w)
E-cast Box 140px (h) x 110px (w)

Specifications
 PNG, GIF, Animated GIF, or JPG
 Resolution: 72dpi
 No Flash files.
 File to be as small as possible.

PRICING & TECH SPECS

FRONT COVER PACKAGE - £3,750

The Front Cover Package offers an advertiser the opportunity to dominate an issue with high impact advertising and editorial style content. We offer two options to allow for creative flexibility.

OPTION A

includes advertisers front cover plus two page editorial style feature on centre spread.



+



OPTION B

includes advertisers editorial style front cover including A5 advert plus inside front cover magloid size plus A5 advert



+



+



SIMPLICITY AT ITS HEART

MIFCADDY

NEW FEATURE: GOLF COMFORT

The Mifcaddy 2i features a new 100% mesh backboard, enhanced comfort and a new feature: GOLF COMFORT. With a new springy, soft, and comfortable mesh backboard and a new feature: GOLF COMFORT. With a new springy, soft, and comfortable mesh backboard and a new feature: GOLF COMFORT.

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BUILT TO ENHANCE

Magloid Page

The ultimate single page advert dominating the entire space on the page giving maximum exposure to an advertisers message.

Specifications

Bleed 346mm (H) x 251mm (W)

Trim 340mm (H) x 245mm (W)

Rate £1,275

Carnoustie Golf Links voted best golf course in Scotland

Designer brand Q:FORE sees huge surge in sales in 2015

BEST BY A DISTANCE

Introducing GPS technology

Garmin Golf

A4

A great advertisement size providing high visibility. Benefits from editorial content framing the advert, ensuring reader time is spent on the page.

Specifications

244mm (H) x 176mm (W)

Rate £975

England Golf offer Business Growth Forums

European PGA Pro champion to earn Peter Hiller contract

Back is Trendy

It's a wrap with two from Lankin

Make it Cheaper with Singsure

NATIONAL GOLF MONTH

PGA Pro's - Get involved

May 2015

www.nationalgolfmonth.com

A5

The A5 size advert works really well and benefits from more editorial content surrounding it and at a lower price point – brilliant.

Specifications

182mm (H) x 131mm (W)

Rate £750

WHAT THE COLLECTION CAN OFFER YOU...

WHAT THE COLLECTION CAN OFFER YOUR CUSTOMER...

PGA COLLECTION

crossover technologies

GOING GOLFING?

GET GOLFING! THE NEW GAME FOR THE NEXT LEVEL. WITH THE TOMMY HILF COLLECTION.

Tommy Hilf

PORTUGAL • SPAIN • ITALY • GERMANY • FRANCE • POLAND • CZECH REPUBLIC

Half Magloid (Horizontal or Vertical)

Another great option which allows for a different look on the page but gives ample space for any message – works well on a consecutive page basis.

Specifications

Vertical 310mm (H) x 108 mm (W)

Horizontal 157mm (H) x 221mm (W)

Rate £765

BSM and European Tour launch new player performance study

TaylorMade Golf introduces new TP Putter Collection

GOING GOLFING?

GET GOLFING! THE NEW GAME FOR THE NEXT LEVEL. WITH THE TOMMY HILF COLLECTION.

Tommy Hilf

Third page

The third of a page offers something different... stand out from the crowd, benefit from editorial on the page and save some budget!

Specifications

80mm (H) x 221mm (W)

Rate £450

Adams Red shifts the weight

Back is Trendy

It's a wrap with two from Lankin

Make it Cheaper with Singsure

NATIONAL GOLF MONTH

PGA Pro's - Get involved

May 2015

www.nationalgolfmonth.com

Promo Strip

Less is sometimes more... Extremely effective as a teaser to a tabloid page or as a stand-alone where volume of space is not critical.

Specifications

40mm (H) x 221mm (W)

Rate £250

INSERTS – we accept loose and bound inserts – price on application

ABOUT US

Proven track record in B2B & Retail Markets

GOLF RETAILING is part of the Swink Media Group, a successful media and events company which has been running for over 15 years. The team behind GOLF RETAILING have over 50 years B2B experience having published magazines and run events in numerous highly competitive retail markets including the Grocery, Drinks, Toy, Gifts and Sports sectors.

Managing Director Miles Bossom operates one of the most successful Telecoms and IT publishing groups in the UK and is a keen golfer who is always looking for the perfect combination in his bag. Publishing Director Oliver Peebles was the owner of one of the largest B2B private media groups in the UK and together their understanding of client needs in a B2B environment is exceptional. They are both hands on, ensuring GOLF RETAILING takes your message to your target market. Our Editor, Andy Brown, has previously edited consumer, B2B and membership magazines and websites and is experienced at managing numerous social media accounts.

The team is experienced, enthusiastic and passionate about producing the very best media products in the markets they serve.

THE TEAM



Miles Bossom
Managing Director



Oliver Peebles
Publishing Director



Andy Brown
Editor



Glyn Pritchard
Contributing Editor



Leanne Ronellenfitch
Office Manager



James Nicholls
Designer

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