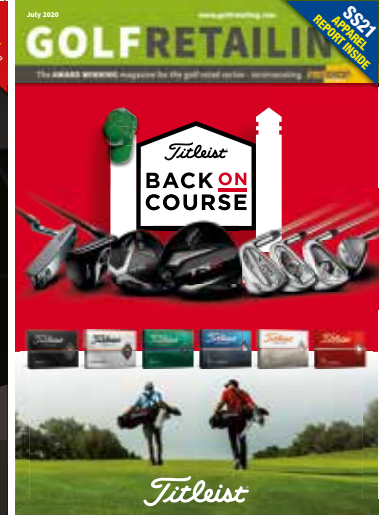
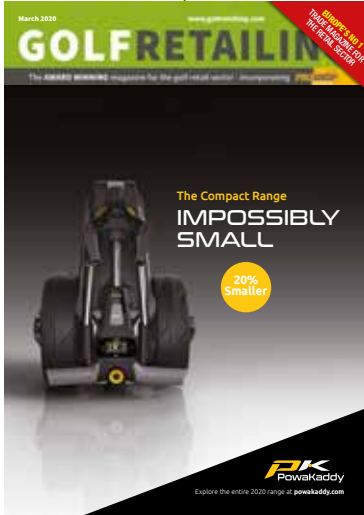


THE **ONLY** ABC AUDITED PUBLICATION IN THE GOLF RETAIL SECTOR

# GOLF RETAILING

The **AWARD WINNING** magazine for the golf retail sector - incorporating **PROSHOP EUROPE**



## MEDIA INFORMATION 2021

PUBLISHED BY  **ROBEL** MEDIA

# GOLF RETAILING – LEADING THE EUROPEAN GOLF TRADE

GOLF RETAILING has firmly established itself as Europe's No1 golf trade media platform. Launched in 2013 and crowned 'Launch Magazine of the Year' at the 2014 Independent Publishers Awards, GOLF RETAILING has redefined the golf media landscape.

With a unique high impact format, a strong editorial platform and a high-quality circulation, the magazine delivers for both its readers and advertisers alike.

But the magazine is just half the story. GOLF RETAILING is a print magazine, a digital magazine, a high-quality website and a weekly e-newsletter.

We reach a wider audience than any other media serving the golf retail sector across Europe and are essential reading for the entire trade. Our readers include over 6,000 Pro Shops, off course retailers, driving ranges, specialist retailers, manufacturers, distributors and agents of golf equipment.

Used by all of the top golf brands to convey their sales message GOLF RETAILING is the ONLY choice! In 2018 we are revamped our website, launching our print and online trade directory and offering a restricted number of 'Sponsored E-shots' to our 'opt in only' data base.

If you are looking to reach the European golf trade, you simply have to talk with the team at GOLF RETAILING...



## GOLF RETAILING TIMELINE

2014 – GOLF RETAILING LAUNCHES

2015 – WINS LAUNCH MAGAZINE OF THE YEAR AWARD

2016 – ACQUIRES PRO SHOP EUROPE AND MERGES MAGAZINES

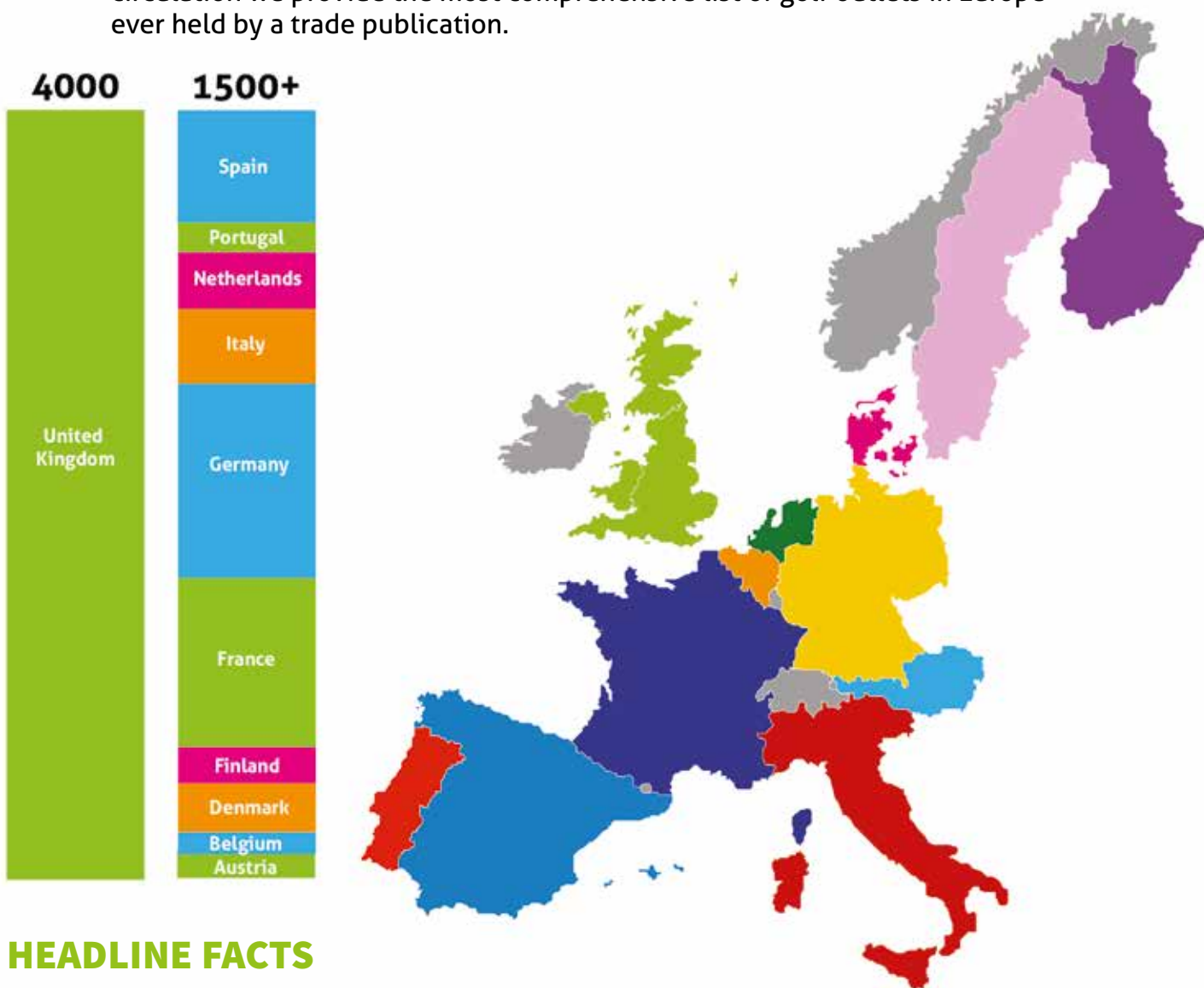
2018 – LAUNCHES NEW LOOK WEBSITE, DIGITAL MARKETING PROGRAMME AND MORE!

# THE HIGHEST QUALITY EUROPEAN READERSHIP

A magazine is only as good as its readership and GOLF RETAILING has the best quality database of European golf outlets available.

GOLF RETAILING has undertaken an intensive program of reader registration validating our readership which is subject to an annual ABC Audit. We are the first and only title to offer independently audited circulation figures offering our advertisers reassurance that their marketing budget is being spent wisely.

Through our acquisition of Pro Shop Europe Magazine in 2016 and our established relationship with The National Golf Foundation, we have built a high-quality readership data base. By combining, deduping and re profiling our circulation we provide the most comprehensive list of golf outlets in Europe ever held by a trade publication.



## HEADLINE FACTS

- Monthly Print Magazine 4,000 copies (UK)
- Monthly digital magazine 6599 copies (UK & Europe)
- Weekly – E-Newsletter 5,500 opt in recipients (UK & Europe)

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.

# 2017 READERSHIP SURVEY

GOLF RETAILING conducted an online readership survey in December 2017 to establish the readership habits of the golf trade. Below are key findings.

## Which of the following trade titles do you read regularly?

- 73% - GOLF RETAILING
- 25% - PGA Professional
- 1% - SGB Golf

## Which Magazine would you read if you only had time to read one?

- GOLF RETAILING - 72%
- PGA Professional - 22%
- SGB Golf - 5%

## How many people read YOUR copy of GOLF RETAILING?

- 11% do not pass on their copy
- 39% pass onto 1 colleague
- 33% pass onto 2 colleagues
- 12% pass onto 3 colleagues
- 5% pass onto more than 3 colleagues

GOLF RETAILING offers a total print readership of over 10,000 per month!

We asked, how important is the trade press in terms of updating you on the golf trade?

92.65% stated that the trade press was either important or very important

## Do you ever read digital magazines?

- Yes - 76%
- No - 24%

## Do you prefer to read a print or digital magazine?

- Print - 72%
- Digital 18%

## Do you value receiving email newsletters about the golf trade?

- 90% - Yes
- 10% No

## How valuable are trade websites for keeping you up to date with your industry?

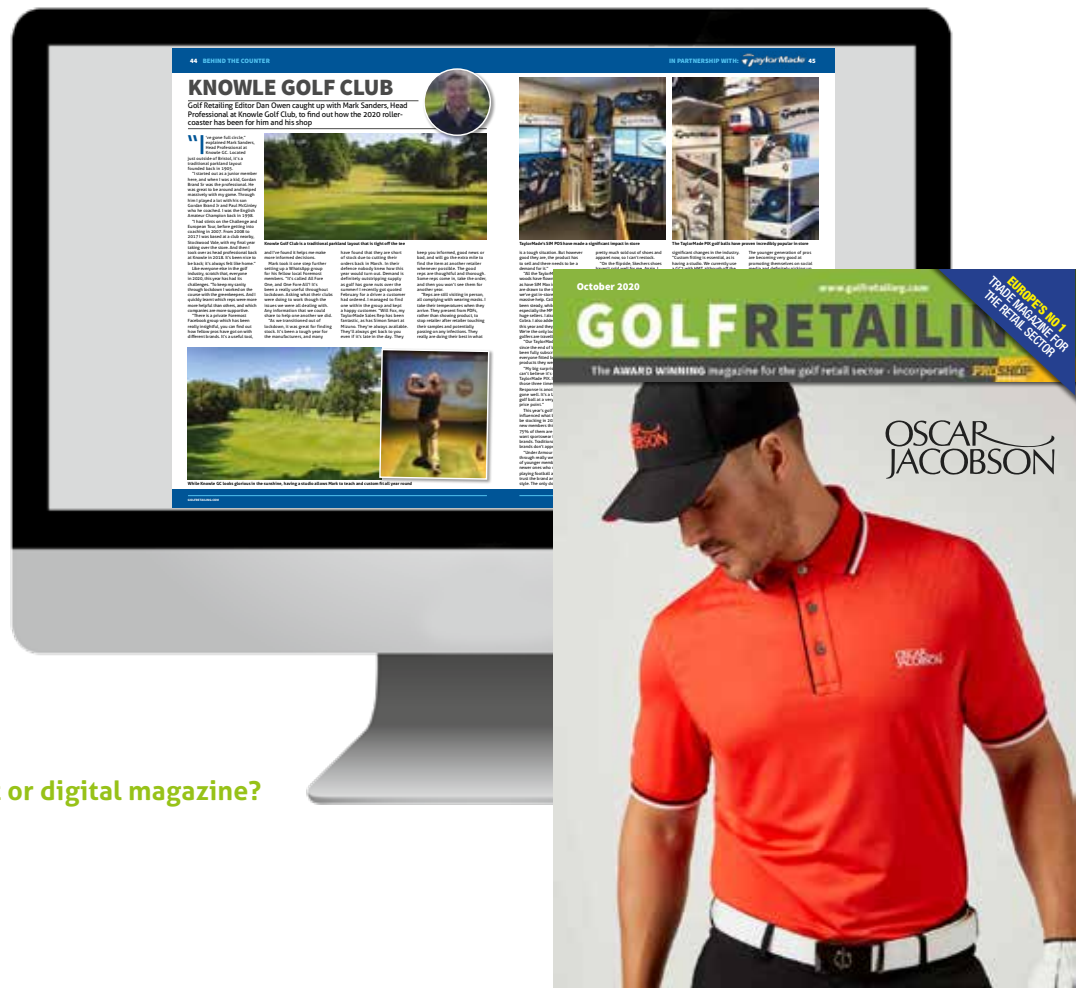
- Couldn't do without them - 9%
- Valuable - 80%
- Not valuable - 11%

## What device type do you access the internet on?

- 76% - Desktop PC
- 8% - Mobile device
- 16% - Tablet

## CONCLUSION

The trade media play a vital role in providing information to the golf trade and GOLF RETAILING is the most highly valued, best read and most widely respected publication serving the sector.





## **INDEPENDENT, AUTHORATIVE, 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 acquiring Pro Shop Europe in 2017 each issue will feature news and feature pages including interviews, profiles and reviews of brands and retailers across Europe.

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.

### **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](mailto:editorial@golfretailing.com) for further information

# FEATURES PROGRAMME 2021

MONTH	MAIN FEATURE	RETAIL GURU	PRODUCT FOCUS
FEBRUARY	AW21 Apparel	Virtual PGA Merchandise Show	New season launches
MARCH	Post Covid Planning	Customer service	AW21 Apparel Pt 2
APRIL	Custom Fitting	Impulse purchases	
MAY	Technology in golf retail	F&B	
JUNE	Appealing to women	Marketing your business	
JULY	How to select your apparel brands	Staff training	SS22 Apparel
AUGUST	Planning for the winter lull	Store design	SS22 Apparel Pt 2
SEPTEMBER	The future of Golf Retail	Utilising social media	
OCTOBER	Driving Footwear sales	Looking outside the golf bubble	SS21 Footwear
NOVEMBER	Review of the year	Benefits of attending the PGA Merchandise Show	

Subject to change at publisher's discretion

## adidas GOLF TEASE THEIR 2021 SHOE LINES

Editor Dan Owen spoke to Masun Denison, Global Footwear Director at adidas Golf, to try and get him to give us some top secret information about their 2021 footwear launches...

**Sustainability is a big part of the adidas message going forward, how has that impacted you when it comes to product design?**

We want to do our part and the amount of sustainable products we have in our line, with our estimate goal of being only recycled polyester in all of our products by 2024. That means each season our objective is there'll be a greater percentage of recycled materials, whether that's

**The adidas tour staff have had a fantastic 2020**

We've done a lot of these products – limited editions, etc. – and I think the main thing for us to do is right. Which isn't making a mainstream product, it's about taking the sneakerhead, and the most thingy-unusual golfers, to provide some feedback to the sport through unique footwear.

Traditionally TOUR500 has been our flagship shoe, and it always will be. However, this year we have created a new premium franchise that will be part of what we do for a long time. We're hoping this new model will be complementary of adidas' flagship tour shoes, each with their own unique identities.

**What else can you tell us about the 2021 product line?**

Overall our line is becoming more concentrated. We're just trying to build a lot of region-specific models. But we're trying to mean more by doing less with our 2021 line.

We talk a lot about performance, especially in the US market in Europe and the UK, which are our entry to mid-range golfers. We've introduced SAC, or 'Shoes 2 Golf' this year and 2022 will see that getting a big update, utilising a mixture of materials and doubling down on the lifestyle aspect.

We also introducing the legendary EOT line to golf with a split and spineshoe in both great cushioning, and the iconic 1-Strike branding.

**You've introduced some new colours to keep the momentum going behind that model, has seen a lot of success at retail.**

We also really proud of the fact that all of our new and innovative products will come in women's models. Which is a huge amount of the market, especially in Europe. Although it's growing in the US, we've proved that focus on originals. It's a lot of fun to take making sure we offer new technologies to the female consumer. GR

**IT'S ON THE TOUR**

Four of the top five in the OWGR play TFSX and TaylorMade through the bag

**FITTING EVENTS AND POINT OF SALE UPLIFTS**

At the start of 2020 TaylorMade expanded its US and Ireland Fitting Event team in order to improve the service provided to their trade partners. However, once golf retail then reopened this company recognised that many retailers were seeing unprecedented levels of demand, prompting them to get again expanded their Fitting team.

**significant investment into new state of the art POS features at the beginning of 2020 which means that over 600 customers across the UK & Ireland received brand new POS as part of their pre-book.**

**"The feedback we have received on our new Illuminated Starmall Displays has been amazing. When installing these premium POS solutions, we are seeing customers increase their TaylorMade retail, many consumers see value in a pre-book and want to play or try the same products on their successful TaylorMades. It drives store traffic pre-opens."**

**2021 SUCCESS**

Although for most 2020's extended seasons is still in full swing, full attention will be given to 2021 planning. Paul explained that TaylorMade's 2021 offering is designed to be as retailer friendly as possible.

"Our 2021 pre-book terms and product packs are simpler and more flexible than they have been in the past. Our 4-month split payment during on-credit for pre-books was put in place in response to customers' billing us cash flow was an important support and especially at the beginning of the season."

"I don't believe we have enough support to our retail partners in terms of fitting events, training tools and merchandising solutions to drive the sale. Major investments in our service teams, custom and delivery capabilities also mean we are excited to do business with them over before."



## 16 BRAND FOCUS

### TAYLORMADE GOLF EXPERIENCE RECORD MONTHS AND PREPARE FOR A BIG 2021

We caught up with TaylorMade Golf's Brand Director, Paul Hitchener, to discuss how the brand has tackled the complexity of 2020 and their plans for success with their customer base for 2021.

**"It has been unbelievably tough for obvious reasons. What has unfolded this year no-one could have predicted, but the way our staff and customers have rallied together to get through this together is inspirational to us and we are now seeing the fruits of this camaraderie, health and safety was, and will remain, our number one priority for our staff, customers and consumers. We moved very quickly to put in place several new measures and procedures that will continue to remain in place for the foreseeable future. During the height of the pandemic we also put in place a series of retailer support packages that were universally welcomed. Since golf successfully reopened, we have been seeing nothing short of a golf 'boom'. As we now transition into winter and more regional or national lockdowns we will have been committed to continuing to work with all our customers to come through this next period of a rollercoaster year."**



TaylorMade put another massive investment into more sell-out solutions for 2021

**RECORD MONTHS**

"Almost all consumer goods industries have experienced product planning challenges. Golf participation was in full lockdown when we initially placed production orders for the first wave of our new autumn products such as the new P-Series irons."

**"We have our retail partners alone to thank for making TaylorMade the clear bestselling club brand in the UK."**

so forecasting and planning against future demand was always going to be difficult at that time. We projected a strong bounce back, but

more drivers than we did in the final 6 months of 2019. Similarly, we have sold more SIM irons in the last 8 weeks than we did 800MS irons in the last 6 months of 2019. Like some of our retail partners, we have had record month after record month over since June.

Encouraging our supply on some product lines right now is not meeting the demand, but rest assured we are doing the very best we can to catch up. To prepare ourselves for this continued demand surge as we look ahead into 2021, we are investing heavily into our custom club production capabilities. From Spring next year we will have increased our daily custom build capacity by 50%, which will maintain the highest quality standards.

One of the statistics we are most proud of is that thanks to the fantastic partnership we have with our customers, according to Golf Business, we have become the clear best-selling club brand in the UK this year."



The company will again boost the volume of Fitting Events next year to service huge retailer demand

**TaylorMade's custom club build capacity gets set to increase by 50%**

**ADVERTORIAL FEATURE**

**QF Spikes, adidas Retro**

**ADVERTORIAL FEATURE**

**ADVERTORIAL FEATURE**

# AN UNRIVALLED DIGITAL SOLUTION

Whilst our 2017 Readership Survey proved print media is our readers first choice in terms of consuming information, digital marketing plays an increasingly valuable role and so GOLF RETAILING offers a number of ways to market your products to the golf trade using digital media.

## GR WEBSITE

GolfRetailing.com set a new standard in the golf trade offering the highest quality website of any trade publication. But technology moves on and website design has taken a leap forward.

With content updated daily we ensure that our visitors have something new to read on every visit whilst our advertisers benefit from high visibility.

## GR WEEKLY E-NEWSLETTER

Every week GOLF RETAILING sends a high-quality e-newsletter to over 6,000 'opt in' recipients. This way we deliver the latest news and features direct to our reader's desktop or mobile device. By advertising on the e-newsletter you can cost effectively market your products and services alongside highly relevant digital content.

## GR - SPONSORED E-BLASTS

We provide access to our 'opt in' email database on a strictly limited basis. With over 5,000 relevant trade professionals on the database you can directly target your product launch or sales message at the people that count!



## GR DIGITAL MAGAZINE

Our print publication will also be produced in a digital page turning format offering live links to advertiser's website and email direct to their sales departments! What's more if clients want to add video to enhance their advertising message we will encourage them to do so for FREE! Monthly distribution is 6599 copies and growing!

At GOLF RETAILING magazine will do not just sell advertising pages... Our clients can benefit from an integrated media campaign providing coverage in both printed and digital formats.

# 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



## WEB ADVERTISING

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

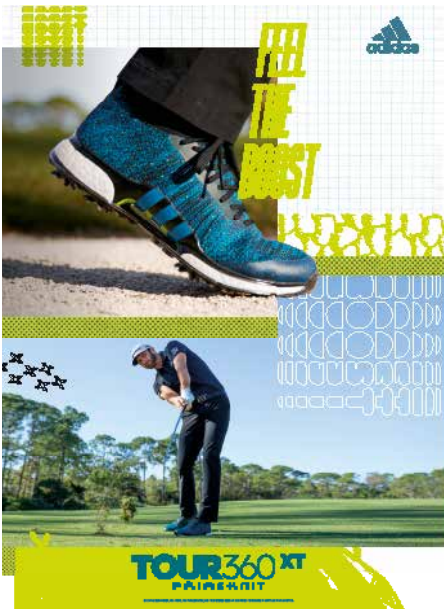
- Banner 170px (h) x 350px (w)
- Tower 350px (h) x 170px (w)
- Box 350px (h) x 350px (w)
- E-cast Top Banner 80px (h) x 590px (w)
- E-cast Box 140px (h) x 110px (w)

### Specifications

- PNG, GIF, Animated GIF, or JPG
- No Flash files.
- File to be as small as possible.







**Magloid Page**

The ultimate single page advert dominating the entire space on the page giving maximum exposure to our advertiser's message.

**Specifications**

**Bleed** 346mm (H) x 251mm (W)  
**Trim** 340mm (H) x 245mm (W)  
**Rate** £1,275

**THE BENEFITS OF COACH-LED GOLF TRIPS**  
 Sue Sheppard gives advice on the perfect coaching trip

**GOLF BUDDY**  
 ACCURACY MATTERS™

aim ACCURATE • INNOVATIVE • MEASURABLE

WORLD LEADER IN VOICE DISTANCE MEASURING DEVICES  
 CATEGORY BEATING PROFIT MARGIN  
 DEDICATED UK BASED CUSTOMER SUPPORT

7.68  
 385

Backed by Sky Bet's Chance, helping the golf lovers to see it all

www.aimgolf.co.uk | 01222 467 211 | www.facebook.co.uk

**A4**

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

**Specifications**

244mm (H) x 176mm (W)  
**Rate** £975

**701 Golf Announced As UK Golf Federation's Official Retail Partner**

**Calvin Green Celebrates 15 Years Of Multi-Layer Concept**

**DGI ACADEMY**

NEW BOOKING FOR 2017/2018

www.dgiacademy.co.uk

**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

**Simon Ramsay**  
 PGA Professional  
 Ramsey Golf Club

**READER TEST**

**GOLF STREAM VISION**  
 THE DIFFERENCE IS CLEAR TO SEE

NEW

www.golfstream.co.uk

**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

**INDUSTRY INTERVIEW**

**WATERPROOF UNDER TOUGHEST CONDITIONS!**

**aqua**

**WATERPROOF UNDER TOUGHEST CONDITIONS!**

**MADE IN BRITAIN**

**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

**CAMELBAK AIM TO KEEP YOU HYDRATED**

**YUMAX Golf** have recently been appointed as Distributors for CamelBak in the golf market across Europe. Andrew Crane managing director of YUMAX Golf explains why you should look to stock their reusable water bottles.

**WATERPROOF UNDER TOUGHEST CONDITIONS!**

**aqua**

**WATERPROOF UNDER TOUGHEST CONDITIONS!**

**MADE IN BRITAIN**

**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**

60mm (W) x 310mm (H)  
**Rate** £250

# ABOUT US

## PROVEN TRACK RECORD IN B2B & RETAIL MARKETS

GOLF RETAILING is part of Robel Media and has a team with over 50 years B2B experience behind it, 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 previously operated Swink Media, 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. Sales 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, Dan Owen, had 16 years in the golf sector, having been the deputy editor at GolfPunk as well as experience working on PR and Marketing for John Letters, the oldest brand in golf.

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**  
Sales Director



**Danial Owen**  
Editor



**Paul Sander**  
Designer

## CONTACT US

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