

THE GOLF MAG

VOL 1 | AUG 23



THE PLANET'S
LATEST GOLF MAG
IS LAUNCHED

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

ADVERTISE HERE

Digital Golf Eco-system
the perfect platform

ALL ABOUT
THE REACH

140 000
registered golfers

COLLABORATIONS
ARE KEY
we collab with
GOLFRSA



thegolfmag.co.za
GolfMag
@TheGolfMag

Published by
integratedmedia
DIGITAL | PRODUCTION

HEAD OFFICE
CAPE TOWN
9 Draper Square,
14 Draper Street,
Claremont,
Cape Town, 7708

Publishers of
full sus
#MTBMAG

CHEERS
topel



In association with
GOLFRSA

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RATE CARD

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ADVERTISING RATES

ADVERT OPTIONS	1-4 ISSUES	5-8 ISSUES	9-12 ISSUES
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.*	R32 000	R27 200 SAVE 15%	R24 000 SAVE 25%
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.*	R32 000	R27 200 SAVE 15%	R24 000 SAVE 25%
OPTION 3: SHOP WINDOW An advert which will fit all display screens. Material can include images, text and a URL link.*	R4 500	R3 800	R3 000

* The advert 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.

DEADLINES

NO	MONTH	FINISHED MATERIAL	ONLINE
1	August 23	17 July 23	First week of August
2	September 23	15 August 23	First week of September
3	October 23	15 September 23	First week of October
4	November 23	13 October 23	First week of November
5	December 23	15 November 23	First week of December
6	January 24	15 December 23	First week of January

NO	MONTH	FINISHED MATERIAL	ONLINE
7	February 24	15 January 24	First week of February
8	March 24	15 February 24	First week of March
9	April 24	15 March 24	First week of April
10	May 24	15 April 24	First week of May
11	June 24	15 May 24	First week of June
12	July 24	14 June 24	First week of July

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.

SALES ENQUIRIES
 Shayne Dowling
 +27 021 685 0285
 shayne@integratedmedia.co.za

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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.

SALES ENQUIRIES

Shayne Dowling
+27 021 685 0285

shayne@integratedmedia.co.za

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)			
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



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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 140 000 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

