

GOLF VACATIONS

AUSTRALIA & NEW ZEALAND EDITION

rate card

2009-2010





a whole world in one

Golf Vacations magazine is Australia & New Zealand's only dedicated golf vacations magazine.

Golf Vacations magazine has been published in Singapore for more than 20 years and has international editions in Hong Kong/Macau, China, Malaysia, Japan, Europe and now Australia/New Zealand.

Renowned for the highest quality editorial and photography, *Golf Vacations* magazine reaches a discerning audience of golfers and their partners who travel widely to play golf and enjoy some of the world's most exciting destinations.

Golf Vacations magazine Australia/New Zealand publisher, Global Publishing Pty Ltd, produces the highly successful *Vacations and Travel* magazine, which has developed an affluent audience of dedicated travellers over the past 26 years.

With golf travel expanding rapidly around the globe, *Golf Vacations* magazine is a natural extension of Global Publishing's tourism-related publishing activities – especially as the 1.7 million people who play golf at more than 900 courses in Australia and New Zealand are not currently serviced by a specialist golf travel publication.



DISTRIBUTION

With a print run of 20,000, *Golf Vacations* magazine will follow the same successful distribution method of all international editions. The magazine will have a significant newsstand presence which will be supported by controlled distribution to the target audience.

Newsstand including retail outlets	10,000
Golf clubs	1500
Hotels and resorts	4000
Airport lounges	1500
Selected golf database	3000
Total	20,000

CONTENT

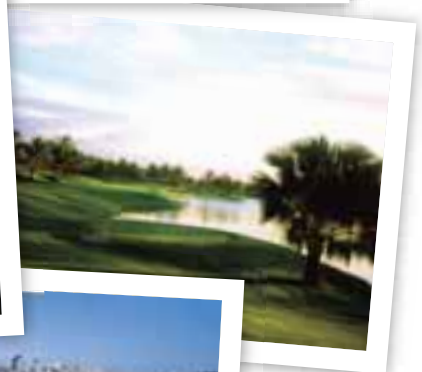
Golf Vacations magazine features the best resorts, destinations and golf holidays in Australia and New Zealand, the South Pacific, Asia, the Americas and the rest of the world.

Utilising the resources of our international *Golf Vacations* magazine partners in Singapore, Hong Kong/Macau, China, Malaysia, Japan & Europe, we present a wonderful world of golf in a high quality, visually exciting and informative package.

A golfing holiday is a lifestyle choice for our well-heeled audience who will be entertained with coverage of alternative activities including dining, wine and local attractions in featured destinations, along with a host of lifestyle product reviews.

REGULAR FEATURES:

- New golf resort courses
- Hotels and tours
- Exotic golf locations
- Classic courses
- Choice resorts
- Island gems
- Weekends away
- Business breaks
- Golf cruise
- Golf property
- Golf & travel products
- ...plus food, wine, motoring and luxury goods.



PUBLISHING SCHEDULE

ISSUE	ON SALE	AD BOOKINGS CLOSE	AD MATERIAL
Spring 09	Sep 30	Aug 7	Aug 14
Summer 09/10	Dec 16	Oct 16	Oct 23
Autumn 10	Mar 31	Feb 5	Feb 12
Winter 10	Jun 30	May 7	May 14
Spring 10	Sep 29	Aug 6	Aug 13
Summer 10/11	Dec 15	Oct 15	Oct 22

ADVERTISING RATES

Per issue	1 issue	2 issues	3 issue	4 issues
Full Page	\$4,900	\$4,655	\$4,410	\$4,165
Double Page Spread	\$8,900	\$8,455	\$8,010	\$7,565
Half Page	\$2,900	\$2,755	\$2,610	\$2,465
Third Page	\$1,700	\$1,615	\$1,530	\$1,445
Inside Front Cover Spread	\$10,235	\$9,723	\$9,212	\$8,700
2nd Double Page Spread	\$9,790	\$9,301	\$8,811	\$8,322
Outside Back Cover	\$5,880	\$5,586	\$5,292	\$4,998
Inside Back Cover	\$5,390	\$5,121	\$4,851	\$4,582
Classified (back pages)				
Quarter Page	\$790	\$750	\$710	\$670
Sixth Page	\$590	\$560	\$530	\$500
Twelfth Page	\$390	\$370	\$350	\$330

ARTWORK

Artwork specifications will be supplied on request or on receipt of an advertising booking.

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