

# Living Golf

## The Ultimate local club guide

The Golf publication is a full colour comprehensive guide to local golf clubs in the North Yorkshire Area offering information for our readers on a wide and varied range of courses to play at across the county, making this a very retainable publication that our readers will refer back to many times, therefore giving your advertisement many opportunities to be seen

The publication offers editorial containing information on local golf courses and quality tips and advice from top golf players, making this a very readable publication that our readers will spend time over ensuring maximum exposure for your advertisement

This is a unique opportunity to promote your services which you may wish to offer to those who play golf in a very cost effective way as investments are from as little as £157

## Distribution

10,000 copies of the Golf publication will be distributed to the golf courses and high end car show rooms, supermarkets and gyms including Castle BMW, Sainsbury's and David Lloyd across York and North Yorkshire providing you with the opportunity to showcase your course, facilities and packages to over 10,000 golfers in North Yorkshire who might otherwise not have known what you have on offer.

## Distribution map



## Target market

This publication is aimed at Mosaic groups A Symbols of Success and B Happy Families males, who are high earners and enjoy playing golf

Golf is a very popular recreational activity in York and North Yorkshire, which over 43,000\* adults playing the activity in the region, of whom could be your potential customers by advertising in this publication (\*BMRB, Experian 2008)

Participation of golf in Yorkshire has increased by 23,000\* participants from 05/06 to 07/08, showing that this sport is getting more popular in the region and therefore this is an ideal platform to advertise in as readers will be very interested in the content (\*Active People Survey 07/08, Sport England)

## Example layout



## Rates

Display Rates		
Size	1 issue	2 issues (per insert)
DPS profile (Golf courses only)	£385*	£350*
Full page profile (Golf courses only)	£210*	£192*
¼ Page Restaurants	£85	£68
Inside Front and Back	£460*	£425*
Full page Retail	£385*	£350*
Half page Retail	£210*	£192*
Sponsorship (Back page, front page logo in association with, 20,000 banners on-line, company logo promotion golf adverts and a half page editorial)	£650	£585
Classified Rates		
Quarter page	£99	£89
Eighth page	£45	£40
Sixteenth page	£26	£23

\* Includes £35 onto thepress.co.uk on the most relevant section to reach the customers target market.

## Dates

Booking & Copy deadline	Publication date
19 <sup>th</sup> April 2010	24 <sup>th</sup> April 2010
10 <sup>th</sup> Sept 2010	25 <sup>th</sup> Sept 2010

Contact Kristian Lewin on  
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to discuss your advertising needs