

Golf Business News

A U S T R A L A S I A

Media Kit 2008/09

Editorial (Robert Hogan) – Mobile: 0414 418 800

E-mail: editor@golfbusiness.com.au

Advertising Sales (Alan Gillott) – Mobile: 0402 126 911

E-mail: gillottalan@yahoo.com.au

Head Office: 1190 Creek Road, Carina Heights, QLD 4152

Mailing Address: PO Box 93, Stones Corner, QLD 4120

Phone: (07) 3395 2022

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www.golfbusiness.com



Publication Schedule to June 2009

Issue	Booking & Material Deadline	Publication Date
99-Oct	26 Sept	02 Oct
100-Nov	27 Oct	31 Oct
101-Dec	25 Nov	28 Nov
102-Jan	23 Dec	31 Dec
103-Feb	26 Jan	30 Jan
104-Mar	24 Feb	28 Feb
105-Apr	26 Mar	30 Mar
106-May	24 Apr	29 Apr
107-Jun	26 May	30 May

Golf Business News is the pre-eminent publication of the Australian golf club industry and encapsulates each area of business within the golf industry.

GBN provides a forum for the discussion and investigation of issues and events of special interest to all golf industry stakeholders.

GBN is published monthly by Golf Publications (QLD) Pty Ltd and distributed by subscription to club managers, golf professionals and course superintendents.

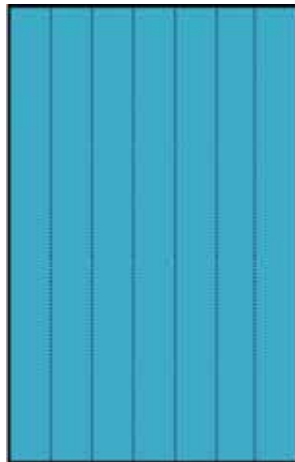
Editorial content is designed to advise and inform on matters relating to business of golf at an international, national, state and regional level.

Get in front of your market with Golf Business News.

Image Area
380mm x 7 cols

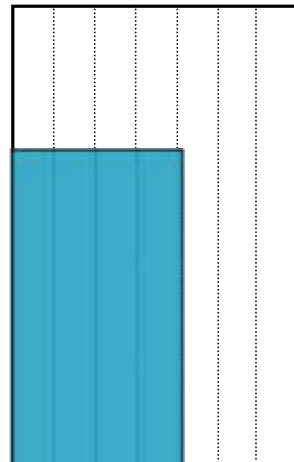
Column	Widths
Single	35mm
Double	73mm
Three	111mm
Four	149mm
Five	187mm
Six	225mm
Seven	263mm

1 2 3 4 5 6 7



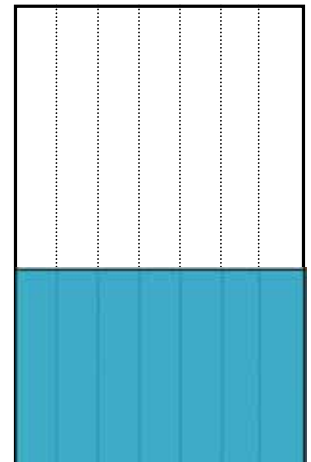
Full Page
380mm x 7 column
Casual rate:
\$2,274 + GST

1 2 3 4 5 6 7



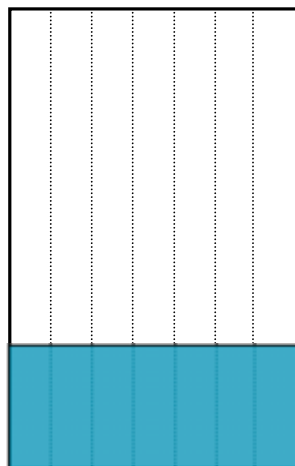
Half Page
280mm x 5 column
Casual rate:
\$1,136+ GST

1 2 3 4 5 6 7



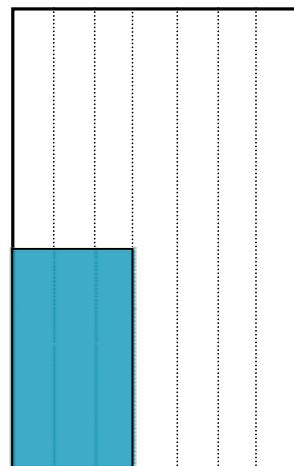
Half Page
190mm x 7 column
Casual rate:
\$1,136+ GST

1 2 3 4 5 6 7



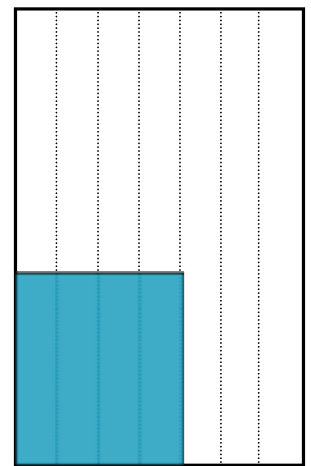
Third Page
120mm x 7 column
Casual rate:
\$718+ GST

1 2 3 4 5 6 7



Quarter Page
200mm x 3 column
Casual rate:
\$513+ GST

1 2 3 4 5 6 7



Quarter Page
190mm x 4 column
Casual rate:
\$513+ GST

Printing and production specifications

Page size 38cm x 7 cols (26cms) – 266 column centimetres image area.

Adobe Acrobat PDF files are preferred, however, please remember that fonts/images must be embedded. It is crucial that individual imported elements within the supplied layout are in the correct colour mode and resolution (CMYK, 300 dpi). Please remember, the ability to edit or modify content in supplied PDFs is limited, and if changes are required, the advertiser will be asked to send a new, corrected file.

All electronic files to be forwarded to: Nicky Potter (designer) – posttype@bigpond.net.au

Publications

Golf Business News is published twelve (12) times per calendar year.

GBN Market Place Directory

Introducing a new, cost-effective way to reaching the decision makers of Australian golf- the Golf Business News “Market Place” Directory.

The new ad space 8cm x 5cm (wide), in full colour @ \$90 per month

Advertisements in the Market Place Directory are available in a module size of 8cm deep x 5cm wide in full colour. Spell out your message in words add a picture and logo. Our new page is designed to suit five columns instead of our usual seven, giving advertisers more room to move.

Video Advertising

There are many advantages to advertising on GBN TV.

- Your online video segment is highlighted in that month’s edition of Golf Business News – direction readers to the **GBN TV** website.
- You can compliment your online advertising with an advertisement in GBN.
- Your online advertisement isn’t just highlighted for one month. All monthly segments will be archived for a further three months giving advertisers in effect, four month’s exposure on **GBN TV**.
- Advertisers have the choice to either supply a ‘generic’ product placement video or liaise with us to create a customised advertisement, perhaps utilising the services and recommendations of golf clubs that are already utilising your company’s products or services.

GBN video advertising is available from as little as \$350. Contact Golf Business News to discuss all video advertising options.

Web Advertising

Web page advertising now available. Contact us for further details.



For Advertising Bookings and Enquiries please contact:

Alan Gillott - phone 0402 126 911
Email: gillottalan@yahoo.com.au