

# 2013 MEDIA INFORMATION

LAUNCHES  
SEPTEMBER 2013

September 2013 [www.golfretailing.com](http://www.golfretailing.com)

## GOLFRetailing

The new magazine for the golf retail sector - more Ideas + more Innovation = more profit

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### Nike tartan launch for BMW tournament

Nike Golf is to pay homage to traditional Scottish dress with a special range of tartan created for its four staff athletes which will be worn by World No.1 Rory McIlroy, and 10 others, during today's first round of this week's BMW PGA Championship at Gleneagles.

Tracing its roots back to Scotland's Highland clans in the 16th century, tartan is inextricably associated with golf and the people who play it. Registering a new tartan is a complicated procedure, with the process beginning over three years ago when the seeds of the idea were first sown.

The designs for the Nike tartan were logged with the Scottish Register of Tartans in February of last year and, after they were approved, the search for a reputable company to produce the design began. This led Nike Golf's design team to discover Lochcarron of Scotland, a prestigious Scottish based company that has been designing and manufacturing its own tartan fabric since 1947.

As the world's leading tartan manufacturer, and with the largest range of authentic Scottish tartans, it was only natural that Nike chose Lochcarron to produce its own special range of the same, highly-enduring fabric.

To further the process, Nike's design team only had one aim: to create a tartan that was both traditional and modern.

For 2013, Nike Golf is proud to announce the launch of its new Nike tartan for the BMW PGA Championship.

### Oakley unveiled as Official Eyewear Supplier to the BMW PGA Championship

Claiming to be the "premier of the world's finest golf shoes", Royal Albertson has launched its new shoes for 2013 for Royal Albertson - ranked 8th in America's top 100 UK businesses - set out to create the most luxurious shoes to go through a marriage of classic and contemporary British design and tailors with future craftsmanship; and

### STRAP A ROCKET TO YOUR BALL

It's the new way to play golf. The new way to play golf. The new way to play golf.

Published by

 swinkmedia

# DRIVING BUSINESS & PROFIT

**GOLF RETAILING** is the new and exciting monthly trade magazine that serves professional golf retailers and high profile golf retail specialists in the UK & Europe. We believe the role of a trade publication is to be a "must read" and that is exactly what **GOLF RETAILING** is destined to become.

Whilst taking a professional approach to producing a high quality monthly media product we also aim to be a fun read which enlightens and entertains.

New product information is essential and will be covered in every issue however we understand that driving sales and profit are of key importance to all golf retail businesses. We will highlight;

- How to create the ideal retail environment?
- Where retailers can source products and get the best pricing and support?
- How a retailer should present your products at point of sale?
- How to make the latest retail technology work for the business...
- Ways to successfully market the business to increase sales?

**GOLF RETAILING** will integrate within the industry working as a partner to all businesses selling golf related products and services through the retail channel. By providing innovative marketing solutions, a high quality editorial environment and an audited circulation we offer a fantastic medium to promote your products and to keep up to date with your industry...

**GOLF RETAILING** is published for golfers who run businesses by golfers who run businesses...



# A MULTIMEDIA PRODUCT

In today's business environment companies have to market their products across all available media. Reader habits have changed and the huge growth in the use of mobile devices such as smart phones and tablets has driven the need for all magazines to embrace the digital age.

GolfRetailing.com will offer the highest quality website of any golf retail focussed publication and will be updated daily ensuring that our readers visit regularly and our advertisers benefit from high visibility. Our content will be varied and easily searchable with easy navigation.

Our printed 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!**

At **GOLF RETAILING** magazine will do not just sell advertising pages... Our clients benefit from an integrated media campaign providing coverage in both printed and digital versions of the magazine as well as advertising on our website as part of an all-inclusive package.

See Rates for further details...





# EDITORIAL

In an age of information overload it is imperative that **GOLF RETAILING** delivers well written, topical and relevant content. Our aim is to provide our readers with information which will inform, motivate and engage them ultimately helping them drive their revenues and make more profit.

## News

Every month we will cover the latest new product launches, key industry news and take a broader look at "Planet Golf" presenting an over view of the tour scene and what is going on that could affect footfall and sales.

## Market Reports

In-depth market reports reviewing the products sectors that are relevant and offer profit opportunities to the professional golf retailer will provide valuable insight. We will cover all aspects of the equipment and apparel sectors as well as other accessories and training and teaching aids.

## Interviews and Opinions

To engage the industry you have to feature the industry which is why **GOLF RETAILING** will interview and profile leading personalities from the supply chain from manufacturers and distributors to the retailers themselves sharing their views and giving recognition for their achievements.

## Equipment Tests and Reviews

**GOLF RETAILING** has its own in house golf simulator and our panel of high, mid and low handicappers will conduct regular equipment tests to provide honest feedback on the latest gear.

## 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

Varied content and writing styles keep readers engaged and create interest which is why **GOLF RETAILING** will feature a number of different contributors each month.

Email [editorial@golfretailing.com](mailto:editorial@golfretailing.com) for further information



# PRECISE TARGET MARKETING

**GOLF RETAILING'S** circulation offers the broadest coverage of the UK golf industry reaching PGA Pro shops, high street retailers, specialist golf retail outlets, driving ranges, buying groups, golf equipment and clothing manufacturers and industry associations serving the Golf industry. Our readers are key influencers and decision makers.

Our printed publication will be mailed to 5,000 qualified readers every month. In addition readers from around the world can subscribe to receive a free copy of our innovative page turning digital version of our magazine and access our content via our website and RSS feeds.

**GOLF RETAILING** is the first and **ONLY** magazine serving the golf retail sector to offer its advertisers audited proof of circulation with an ABC Audit from issue one!

**NO OTHER GOLF TRADE MAGAZINE GIVES ADVERTISERS A SIMILAR QUALITY ASSURANCE.**

**Target your customers effectively.**

Whatever product range or service you are supplying **GOLF RETAILING** will reinforce your message and help increase your retail sales. If you are running substantial consumer campaigns it is essential to let the retailers know the business and profit opportunity beforehand so they can take advantage when your advertising starts to appear on television and in the consumer press!

If you are not running consumer advertising **GOLF RETAILING** is even more important as it allows you to promote and remind retailers why they should stock your product in preference to other competitive products. Whilst your sales staff may speak with customers on a regular basis the trade press offers the opportunity to reinforce that message visually, cost effectively and independently!

**Email [sales@golfretailing.com](mailto:sales@golfretailing.com) for further information**



# PRICING & TECH SPECS



## MAGLOID PAGE

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

### Specifications

**Page Bleed**  
346mm (H) x 251mm (W)  
**Page Trim**  
340mm (H) x 245mm (W)

### Rate

**£1,275**



## 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**



## 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**



## 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**  
315mm (H) x 131mm (W)  
**Horizontal**  
157mm (H) x 221mm (W)

### Rate

**£765**



## 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**



## 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

40mm (H) x 221mm (W)

### Rate

**£250**

## FRONT COVER PACKAGE

The Front Cover Package includes an A5 junior page on the front cover **PLUS** a two page editorial style feature within. Cost is £3,300

All artwork to be supplied as a press quality pdf with all colours & elements in CMYK, 300dpi.

# ABOUT US

## Proven track record in B2B & Retail Markets

The Publishers and Directors of **GOLFRETAILING** have over 50 years B2B experience having published magazines and run events in numerous highly competitive retail markets including the Grocery, Drinks, Toy, Gifts and Sports sectors.

Publishing Director Oliver Peebles was the owner of one of the largest B2B private media groups in the UK whilst Managing Director Miles Bossom operates one of the most successful Telecoms and IT publishing groups in the UK.

Together their understanding of client needs in a B2B environment is exceptional and they are both hands on ensuring **GOLF RETAILING** takes your message to your target market.

Our team is experienced, enthusiastic and passionate about producing the very best media products in the markets we serve.

## THE TEAM



**Miles Bossom**  
Managing Director



**Oliver Peebles**  
Publishing Director



**Liz Rogers**  
Marketing Manager



**Gillian Jordan**  
Office Manager



**James Nicholls**  
Designer



**Jo Pring**  
Office Assistant

For editorial enquiries please contact [editorial@golfretailing.com](mailto:editorial@golfretailing.com)

For advertising enquiries please contact [sales@golfretailing.com](mailto:sales@golfretailing.com)