



golfnews

THE ULTIMATE GUIDE
SOCIETY & COMPANY GOLF

MEDIA PACK 2013



WHAT THE ORGANISERS ARE SAYING

"As the secretary of a golf society based in South London I would be very grateful if you could send me a copy of The Ultimate Guide to Society and Corporate Golf. I believe that anything which can make my task easier is to be welcomed."

Mr M McCarthy | B.U.G.S

"Thank you for your 2012 edition, I find myself using this more and more every year."

Peter Taylor-Wood | Barclays Capital

"Thank you for sending me your priceless guide."

Stuart Ansell | Bank of America

"Thank you for sending through your 2012 edition, this makes my job so much easier in finding those little gems. I'm the one getting the pat on the back but you deserve the credit."

Adrian M Swan | Oxford

"Love the improved guide."

Mrs Naylor | Dorking Ladies Golf Society

"This guide has been a breath of fresh air, we use it for at least five of our days out every year, thank you."

Mr Allan Winkworth | Rafgs

"Could I request a copy of your golf guide as seen in Golf News this month, I organise 11 golf days per year and I'm sure this handbook will make my job a more simple one, I look forward to receiving a copy soon."

Shaun O'Connell | Groupama Insurance

"Thank you again for sending your Society and Company Golf Guide to me, it saves me such much time and energy booking, in our 7/8 golf days every year."

David Bryant | HSBC

"I would just like to say, this book has saved me so much time."

Bob Shrimpton | Kingsley Golf Society

"Wonderful Handbook, thank you so much."

Shelia Roberts | Foxy Ladies GS

"What a wonderful book, I received in the post today, it really is a Golf Day venue gem."

Jeremy Durrell | WAGS Golf Society

"Thank you Golf News, we will certainly be using the guide during 2012 and beyond."

Mr D Green | Square & Compass Golf Society

EVEN BETTER DISTRIBUTION FOR 2013



Golf News' Ultimate Society Golf Guide has been a must-have publication for every society and corporate golf organiser for many years, and the 2013 version, which is published in January, is guaranteed to be even bigger and better, with many new features introduced to make it even easier to use in the digital age.

Showcasing many of the UK's finest clubs and courses, this indispensable handy full-

colour perfect bound guide provides all the information organisers need to make their golf day a success. Among details included are up-to-date prices and packages for societies and visitors, information on tee time restrictions, comprehensive directions and local accommodation tips, as well as detailed descriptions of all the courses, with full-colour photographs.

As well as being available in print format, the 2013 Ultimate Guide is available to download from the Golf News website (www.golfnews.co.uk) in a digital format, and is also available to view at a brand new standalone website (www.golfdayguide.com) which connects golf clubs and golfers like never before.

And for golf clubs, ranges and resorts looking to promote their

businesses, this year's guide enjoys a significantly expanded distribution, with over 38,000 complimentary copies being printed and displayed at over 450 golf facilities and hotels. On top of the 6,800 hard and digital copies sent directly to golf society and corporate golf day organisers, a further 6,000 copies are sent out to companies in London's Square Mile and Canary Wharf, as well as displayed in corporate

hospitality units at golf events, ensuring that the 2013 Ultimate Guide is right to the heart of the corporate market.

Golf News has also linked up with VPAR, the UK's leading golf day scoring system, which attends over 280 golf days every year for over 16,000 golfers. Guests on VPAR golf days will each receive a copy of the Ultimate Guide, ensuring the widest and most targeted distribution ever.



Better distribution to a bigger audience

38,000 Complimentary Copies Printed

Sent Directly To 6,800 Golf Day Organisers In Both Hard And Digital Formats.

New Website For 2013
www.golfdayguide.com

Displayed In Over 450 Golf Clubs, Hotel And Driving Ranges.

Placed In Corporate Gift Packs.

Advertised Throughout The Year In Golf News.

Displayed In Corporate Hospitality Units At Leading Golf Events.

Viewed By Thousands Digitally Online At www.golfnews.co.uk

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THE ULTIMATE GUIDE
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CHOOSE YOUR PAGE SIZE

Just choose your size and then fill your golf day spaces.



Single Page: Cost £495+ VAT



DPS spread: Cost £795+ VAT



The single page option works out at only £9 per week and the Double Page spread version at £60 per month.

Thousands of golf day

organisers will be seeing your club and course at it's best. You will be given full production back up to get the best response from your coverage over the next 12 months and beyond.

We have worked very hard to enable this guide gets into the right hands, make sure your club benefits from this.

NEW GUIDE WEBSITE FOR 2013

The Online Bible For Booking Society and Company Golf Days

As well as being available in print format, the 2013 Ultimate Guide to Society and Company Golf is available to download from the Golf News website – www.golfnews.co.uk and

read in a digital format and is also available to view at a brand new standalone website – www.golfdaysguide.com – which connects golf clubs and golfers like never before.

Every club will have their own page, with links to both your website and email address as well as being able to place Special offers throughout the year.

Artwork Requirements:

Main picture of golf course:

To be supplied at 300dpi resolution, 180mm (w) x 100mm (d) in jpeg or tiff format.

Inset picture:

To be supplied at 300dpi resolution, 55mm (w) x 40mm (d) in jpeg or tiff format.

Useful information content to cover areas:

Society Packages, Green Fees, Visitor Restrictions, How to get to the club, Accommodation (if applicable) and Other Facilities on offer.

Descriptive text of golf club:

To be a minimum of 160 words and a max of 220 words in total.

Full address of club/course:

Including telephone number, email address and website.

Club/course corporate logo:

300dpi resolution, 60mm (w) rest in proportion, in jpeg or tiff format

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