

**/GET LONGER/GET STRAIGHTER/**

MICKELSON'S NEW SWING+PADRAIG FOR ABU DHABI+GOLF & DESIGN  
+RACE TO DUBAI+JUSTIN TIMBERLAKE THE GOLF DIGEST INTERVIEW

# Golf Digest®

The #1 Golf Publication

Middle East Edition





## Content

Golf Digest is the world's leading golf magazine. Worldwide it is published in over 30 countries and is respected as the authority on local and international golf.

Golf Digest provides the reader with an informative and entertaining read, offering an in-depth, balanced look at all facets of the game which helps the reader become an improved golfer.

Our exclusive playing editors include Tiger Woods, Hank Haney, Annika Sörenstam, Phil Mickelson and other top international players. These players, along with celebrated teaching professionals David Leadbetter and Butch Harmon, make a winning team. The who's who of golf share their insights, tips and knowledge of golf exclusively through Golf Digest.



## Only in Golf Digest

Our editorial authority and undisputed leadership make **Golf Digest** the only choice to drive the thinking and experiences of the most avid golfers. Our editors have collectively experienced the game at an incomparable level, and in every issue they invite readers to share in their insights.

For more than 57 years, we have been committed to publishing the best and brightest, the ideas and images of golf's greatest teachers, players and writers. In return, our readers bring that same passion and loyalty to our magazine. They open it up and put the rest of the world on hold. And for marketers, that's one of the reasons **Golf Digest** is the most powerful publication in the industry.

## The World's Greatest Players

The inspiration that **Golf Digest** offers avid amateur golfers begins with its great Playing and Teaching Editors – the strongest line-up in golf publishing.

### Jack Nicklaus

'The Golden Bear' holds the honor of being the only six-time winner of the Masters.

### Arnold Palmer

This golf legend holds 92 career victories. The newest edition to our team of Playing Editors.

### Tom Watson

Winner of eight major championships and regarded as one of the game's greatest students of the swing.

### Tiger Woods

The No. 1 player in the world – maybe ever. Each issue, Tiger writes instruction articles exclusively for **Golf Digest**.

### Justin Leonard

Winner of the 1997 British Open, perennial major contender and one of the game's most determined players.

### Phil Mickelson

The No. 2 player in the world – winning more than 31 PGA Tour events.

### Nick Price

Three-time major championship winner along with 18 PGA Tour victories.

## Tiger Woods - exclusive playing editor.

## In every issue

### Lesson Tee

**Golf Digest** taps its leading golf instructors, as well as players past and present to share their game-improving tips.



### Equipment

Our equipment experts dive into the bags of the leading players and cover the latest products and technology hitting the market.



### The Digest

Covering the hottest topics – from rising stars and styles hitting the course and the must-hit greens and destinations to the latest technology and questions making the rounds – The Digest is a snapshot of the game.

### Features

The access to the talent on our masthead affords our readers a look into the game like no other magazine, with more than 72 Golf Writers Association of America Awards over the past 13 years to prove it.



## Target market

**Golf Digest** is the gateway to the most affluent consumers in the region. According to AMPS, **Golf Digest** readers are high net worth individuals. They have a higher personal income and third highest average personal income out of all magazine readers.

## Advertising benefits

- The only quality golfing title in the region
- Reach an affluent demographic
- Appear alongside cutting-edge editorial and premium design

## Circulation

Frequency Monthly  
Print-run 12,000 copies\*

## Distribution

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Kuwait
- Qatar
- Jordan
- Oman

## Distribution Network

- Golf Clubs
- Retail Outlets
- Airlines
- Sponsored Copies
- Subscriptions

\*Publishers own data

## Advertising Rates

REGULAR POSITIONS	USD
Full Page	3,500
Half Page	2,500
Double Page Spread	6,250

PREMIUM POSITIONS	USD
Inside Front Cover	5,250
Page One	5,250
Inside Back Cover	4,500
Outside Back Cover	6,000

SPECIAL REQUESTS	USD
Full Page (before contents)	4,250
Double Page Spread (before contents)	7,750
Full Page (first 25% after contents)	4,000
Double Page Spread (first 25% after contents)	7,250
Full Page (within a particular feature)	4,000
Double Page Spread (first in a feature)	7,750

CREATIVE SOLUTIONS	USD
Front Cover Gatefold	11,500
Inside Front Cover Gatefold	13,750
Bookmark	9,000
Belly Band	7,500
Advertorial – Full Page	4,000
Advertorial – Double Page Spread	7,250

## Technical Data

(mm) H x W

Diagram	Double Page Spread
	Trim: 265 x 410 Type: 222 x 376

Diagram	Full Page
	Trim: 265 x 205 Type: 222 x 169

Diagram	Half Page Horizontal
	Type: 110 x 169

Diagram	Half Page Vertical
	Type: 222 x 84

SERIES DISCOUNT
■ 3-5 insertions 5% ■ 6-9 insertions 10%
■ 10+ insertions 15%

GENERAL INFORMATION
■ 12 issues per year
■ Standard agency commission rates apply
■ Additional creative solutions available on request

## Digital Media Format

### PDF (Portable Document Format)

- The artwork should be a press ready PDF file (1.3 version) generated through Illustrator/Quark XPress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after crop marks
- Image loss in the gutter 3mm either side
- All text to be within type area or at least 10mm away from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

### DEADLINES

- **Booking:** 14th of month prior to publication
- **Material:** 16th of month prior to publication
- **Cancellation:** 16th of month prior to publication

BPA membership applied for October 2008



For advertising enquiries contact +971 4 282 4060 or sales@motivate.ae

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