

# MEDIA INFORMATION 2016



**SIZE:** 304 mm X 228 mm (H X W)

**ISSUE DATES** • FEB • APR • JUN • AUG • OCT • DEC

*The most established luxury lifestyle magazine in Asia. Read only by the well heeled country club golfer. Features fine destinations worldwide as well as discerning interests from watches to cars to golf.*

**READERSHIP PROFILE:**

High Networth individuals owning at least one golf club membership in Singapore.

- C-suite, Business owners, Directors, Entrepreneurs and Professionals
- Influencers & High-Achievers
- Corporate Decision-makers
- Well-travelled with refined tastes.
- High Disposable Income



**SIZE:** 250 mm X 210 mm (H X W)

**ISSUE DATES** • FEB • APR • AUG • OCT

*Only golf magazine for women circulated with Golf Vacations' base of the wealthiest families in the country. Espousing topics from on course fashion and grooming to travel and gear, for ladies, obviously.*

**READERSHIP PROFILE:**

High Propensity to spend with at least one golf club membership, either own or spousal, in Singapore.

- Powerful women executives, C-suite, Businesswomen, Socialites, Cosmopolitan PMEBs
- Ladies of leisure
- Trendsetters and stylish on and off course.
- Embrace the finest pleasures in life.
- Well-travelled

## Circulation Breakdown

CONTROLLED TO MEMBERS OF PREMIER CLUBS .....	9,291
PAID SUBSCRIPTION .....	1,601
NEWSSTANDS / BOOKSTORES / PETROL STATIONS .....	1,300
SELECTED GOLF EVENTS & CORPORATE TOURNAMENTS .....	1,800
SELECTED WEALTH MANAGEMENT CENTRES .....	1,350
SUITES OF CHOICE HOTELS IN SINGAPORE .....	800
AIRPORT LOUNGES: • CIAS Lounge (includes Delta Airlines, KLM & Garuda) • Emirates • JetQuay • Malaysia Airlines Golden Lounge • SATS Premier Club & Rainforest Lounges • Singapore Airlines – Silver Kris, KrisFlyer & Gold Lounges • Thai Airways International .....	1,200
READING ROOMS/AREAS OF CLUBS .....	800
TRAVEL AGENTS IN SINGAPORE .....	300
SELECTED GOLF SHOPS .....	100
INDONESIA CIRCULATION - PREMIUM GOLF CLUBS & LUXURY HOTELS IN JAKARTA & BALI .....	1,980
<b>TOTAL CIRCULATION .....</b>	<b>20,522</b>

# DEMOGRAPHIC & RATES

## GOLF VACATIONS readers are...

**>90%**

Married male

**68.2%**

With wives playing golf

**83.9%**

CEO / Directors / Owners / Professionals

**48%**

Landed property owners

**65.7%**

Earning S\$300k & above per annum

## GOLF/WOMEN readers are...

**68.2%**

CEO/Directors/ Owner/Professionals

**68.8%**

35-50 years old

**64.5%**

Household income exceeding \$300k

**65%**

Play golf more than 2X a month

## DIGITAL & MAGAZINE WEBSITE



### Advertising Rates (in Singapore Dollars - SGD)

Sizes	Print + Digital	Digital
1st Double Page Spread (Page 2-3)	\$ 12,200.00	\$ 3,560.00
2nd Double Page Spread (Page 4-5)	\$ 11,550.00	\$ 3,350.00
3rd Double Page Spread (Page 6-7)	\$ 11,300.00	\$ 3,270.00
Full Page (Page 1)	\$ 6,800.00	\$ 1,970.00
Full Page (Facing "The First")	\$ 6,500.00	\$ 1,890.00
Full Page (Facing Contents 1)	\$ 6,250.00	\$ 1,810.00
Full Page (Facing Contents 2)	\$ 6,000.00	\$ 1,740.00
Full Page (Facing Contents 3)	\$ 5,800.00	\$ 1,680.00
Full Page (Facing Editor's Page)	\$ 5,700.00	\$ 1,650.00
Full Page (Facing Contributors 1)	\$ 5,600.00	\$ 1,625.00
Full Page (Facing Contributors 2)	\$ 5,500.00	\$ 1,595.00
Double Page Spread	\$ 10,500.00	\$ 3,000.00
<b>Full Page Full Color</b>	<b>\$ 5,250.00</b>	<b>\$ 1,500.00</b>
1/2 Page (Horizontal/Vertical)	\$ 3,150.00	\$ 900.00
Outside Back Cover	\$ 10,200.00	\$ 2,960.00
Inside Front Cover	\$ 7,600.00	\$ 2,204.00
Inside Back Cover	\$ 6,500.00	\$ 1,890.00

\*Prices stated are subject to GST.

Sizes	Website
Leaderboard (1060 x 200 Pixels)	\$ 1,500.00 per mth
Medium Rectangle (Home Page)	\$ 1,000.00 per mth
Medium Rectangle (Run-of-Site)	\$ 800.00 per mth

### BOOKING DEADLINE

Print : 6 weeks prior to publication date.  
 Digital Magazine : 2 weeks prior to publication date.  
 Website : 1 weeks prior to campaign date.

### MATERIAL DEADLINE

Print : 4 weeks prior to publication date.  
 Digital Magazine : 1 week prior to publication date.  
 Website : 1 week prior to campaign date.

### PACOM MEDIA PTE LTD

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## TERMS & CONDITIONS

**COMMISSION:** 15% commission to recognized advertising agencies provided authorized contract on file and payment is made within 30 days of invoice date. **CREDIT:** Payments for advertisement are to be made strictly within 30 days after publication. A delinquency charge of 2% per month will be made on all outstanding invoices. **CANCELLATION:** Any cancellation of advertisement must be made 45 days before publication date. Otherwise, the full advertisement fee will be levied. The Publisher reserves the right to use previous advertisement materials if new ones are not received by deadline. The full advertisement fee is applicable if the space booked has not been cancelled before the stipulated deadline. **PAYMENTS:** Payments should be made in Singapore Dollars and cheques crossed to: PACOM MEDIA PTE LTD