

MEDIA

INFORMATION

2008

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Cumbria GOLF

September-October 2007

MIND GAMES

Steve Harrison thinks his way to a better game

'TEAM CUMBRIA'

County Captain Cliff Heath talks to Cumbria Golf

EDEN GOLF CLUB

The County's only two course challenge



What is Cumbria Golf?

- Cumbria Golf is an entirely unique, regional golf magazine.
- It is a niche publication targeting both Cumbrian golfers and golfers in Cumbria.
- Written specifically for those that play golf in the region, Cumbria Golf covers all 34 members of the Cumbria Golf Union reporting exclusively on club and county.
- As well as the latest golf news, golf course reviews and equipment features, Cumbria Golf also provides an in-depth results and fixtures section giving local players unparalleled access to what has happened and what is going to happen in the county's golfing community.
- The Cumbria Golf team supports the ongoing development of the game in the county and the local industries that it is closely linked to. All of which go towards boosting the attractiveness of Cumbria as a sporting, tourist and business destination.
- Published every two months with stunning photography.
- Written, published and printed in Cumbria.
- Printing 3,000 copies per issue with free circulation.
- Special supplements and features covering golfing holidays, events and competitions. Round-up of the international golf scene.
- Innovative 'printless publishing' version available for delivery direct to your PC.



**Cumbria Golf
magazine is fully
endorsed by the
Cumbria Union of
Golf Clubs,
guaranteeing
delivery to every
golf club in
the county**



Why advertise in Cumbria Golf?

- Cumbria Golf is a free magazine with all copies delivered directly to golf clubs, driving ranges and hotels.
- The nature of the Cumbria Union of Clubs means Cumbria Golf is also delivered to a number of golf clubs across Yorkshire and Lancashire.
- There are more than 13,500 registered golfers in Cumbria including 2,500 lady golfers. With the average active golfer spending more than £400 on equipment, clothing, footwear and golfing holidays each year, this equates to a regional spending power of approximately £5.4 million.
- With a print run of 3,000, our market research shows the potential of at least five readers per copy giving you access to at least 15,000 of the county's resident and tourist golfers.
- With deliveries also taking place to a large number of hotels in the region, Cumbria Golf is also seen by many of the thousands of tourists that visit the Lake District and the rest of the county every year.
- Cumbrian golfers generally like to play different courses and many take golfing holidays. Our research suggests the region's players take an average of 1.4 golfing short breaks or holidays each year with the main destinations being Scotland and Ireland. More than 42% of Cumbrian golfers will travel up to 50 miles to play a course while more than 19% will travel more than 50 miles.
- We will design and set your advertising at no extra cost.
- By choosing Cumbria Golf as your marketing vehicle you will expose your products to a significant cross section of Cumbrian society and tourists with high spending power. You can also be guaranteed that you will reach your prospective audience with every copy seen by someone who is a potential customer.
- Your message will be presented in a high quality format.

**More than 15,000
golfers read
Cumbria Golf,
which reports
exclusively on club
and county golf**

**This represents a
total spending
power of more than
£5.4 million**

**You are guaranteed
to reach your an
audience with high
spending power and
a significant
disposable income**

Advert size	Width (mm)	Height (mm)
DPS bleed	426	303
DPS inset	400	271
Full page bleed	216	303
Full page inset	187	271
Half page horizontal bleed	216	150
Half page horizontal inset	187	129
Half page vertical bleed	108	303
Half page vertical	91.5	261
Quarter page vertical	91.5	129
Quarter page horizontal	187	62
Eighth page	91.5	62

Portable Document Format (PDF) is our preferred file format for all artwork. Any scans included in the PDF must be CMYK with a resolution of at least 300dpi (dots per inch).

- You can send this by email to advertising@cumbriagolfmagazine.com or via post on CD.
- If you are unable to supply a PDF, please contact us to discuss a suitable alternative for example Tiff, EPS or JPEG. Please send a proof, so that we can check the integrity of the file on receipt. You can fax this to 016979 21789 or send via email.
- If we have not been able to check the advert because a proof was not provided, we will not accept responsibility for files that are incorrect when printed. It is your responsibility to make sure all artwork, copy and related material is correct and provided by the copy deadline.

Issue

Advertising Deadline

January - February	15th January
March - April	12th March
May - June	18th May
July - August	9th July
September - October	10th September
November - December	12th November



Advertising rates

Advert size - 4 Colour	Single	x 3	x 6
DPS	poa*	poa*	poa*
Full Page	£567	£511	£454
Half Page	£285	£257	£228
Quarter Page	£145	£131	£116
Eighth Page	£74	£66	£59
* price on application			

Specials

Back cover	+25%
Inside front cover	+20%
Inside back cover	+10%
Loose insert	poa
Two colour	-10%
Mono	-15%

All prices exclusive of VAT

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