

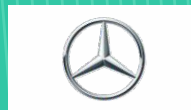


GolfPlus is the Authority on Golf in India!

In circulation for more than a decade GolfPlus has been providing the ultimate coverage on Golf.

GolfPlus reaches out to a discerning juniors through their passion - Golf

Magazine of choice for



MEDIA ASSOCIATES



The Indian Golf Union



# WELCOME



Welcome to the GOLFPLUS Junior media pack where you will find out more about the only Junior golf magazine in India and second internationally to our readers and discover how to make your advertisement work as effective as possible for you. GOLFPLUS Junior provides the most comprehensive coverage of the game at the young levels. The magazine is packed with equipment reviews, instructions, tips, local and International golf tournaments, coverage, Junior Golf news and results, big name interviews, travel and lots of junior interaction.

GOLFPLUS Monthly has been the official media partner of the PGTI, IGU, and approved IAGTO Media, this makes GolfPlus Monthly the most interesting and serious golf magazine in India. The launch of GolfPlus Junior is focussed on pure Millennial consist of those born in the year 2000 and onwards.

## MEDIA PACK



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## SECTION DESCRIPTIONS

### EQUIPMENT

Each month we help our junior golfers discover the right gear for their game with Independent reviews of the latest golf equipment and technology available in India all written by golfers, for golfers.

### INSTRUCTION

Find the best tips from both from top coaches and the world's most famous golfing professionals.

### TRAVEL

In every issue of GolfPlus Junior we explore in-depth the best golf courses, golf resorts & holiday camps and training programs for the youth golfers from all over the world.

### FEATURES

GolfPlus Monthly is synonymous with the big names in golf and every month we publish articles featuring them from tournaments to very personal Q+A's.

### COLUMNISTS

With names such as Gary Gilchrist, John Volz and Amandeep Johl, GolfPlus Junior enlists some of the top names in golf to offer their opinion on the coolest junior topics in the golfing world.

## MEET THE EDITORS



ANIL DEV, Editor-In-Chief and Publisher GolfPlus Junior



FERRY MONNÉ, Deputy Editor



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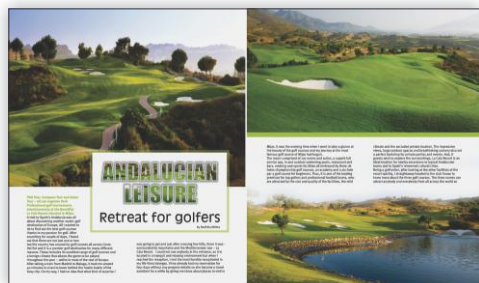


## OUR ADVERTISERS:

GolfPlus Junior would be an ideal magazine for brands which are focused on juniors. Juniors also are great influencers for purchase decisions of adults.



## THE GOLFPLUS TRAVEL PAGES ARE SECOND TO NONE



With extensive coverage of the world class golf courses and coverage of destinations from all over the world our readers will find themselves transported to a foreign fairway with the feeling of sun on their back. Whether its ultimate golf for a short boys break, exotic and historical golf to incorporate within a family holidays or golf, GolfPlus Junior has it all.



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## CORE DEMOGRAPHICS

Circulation:  
20,000

Frequency:  
6 issues a year

## READER PROFILE -

90,000 readers

- Juniors 8- 18 years
- Practicing Professionals
- Higher with parents who:
  - Fly Occasionally International
  - Owner, Partners, CEOs
  - Senior Management
  - Frequent Flyers National
  - Fly Occasionally

## ADVERTISING RATES

Cover Inside	75,000 INR
Back Cover	1,00,000 INR
Back Cover Inside	75,000 INR
Full page	50,000 INR

Special discount available on request  
subject to multiple insertions



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# MECHANICAL SPECIFICATIONS

Display	TRIM SIZE	BLEED SIZE	TYPE AREA
	(WxH)	(WxH)	(WxH)
Double Page spread	42 x 28cm	43 x 29cm	39 x 25cm
Full Page	21 x 28cm	22 x 29cm	19 x 26cm

## OUR READERS:

GolfPlus Junior readers are the young golfers passionate about the game of golf. They are both loyal to the magazine and are enthusiastic golfers:

- Our readers have been reading GolfPlus Monthly for over 12 years
- Juniors of Age groups 8 to 18 years
- 72% play golf every week
- 43% compete in club competitions
- 80% are members of a golf club
- On average, readers have been playing golf for 15 years
- Readers spend Rs. 1.5 Lakhs INR each year on junior golf related products and services

Source: Reader Survey 2016

**GolfPlus Junior**  
Your Gateway to Golf!

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