

THE GOLF MAG 2025 RATES



PROUD • PATRIOTIC • PORTABLE

The Golf Mag is the only interactive digital magazine in South Africa, with a reach across a broad spectrum of readers, including 140 000 registered golfers in the country.

The Golf Mag has a number of advertising options and we will gladly discuss packages to suit your campaign and budget. Adverts will need to be supplied in 3 different sizes to allow for adjusting to fit all display screens. Below is the “full page” size for desktop, tablet and mobile:

IN PIXELS	WIDTH	HEIGHT*	TEXT AREA	BLEED (L & R)
Desktop	1520	720*	1100	210
Tablet	768	970*	668	50
Mobile	480	836*	380	50

* Minimum height, if it is higher, the page will scroll

Font size: Minium 14pt

Bleed area is to allow for navigation arrows, no text in these areas, images can extend here

DIGITAL PAGE CONTENT:

Word Count: 600–800 words

IMAGES:

- Captions must be provided
- Minimum 300 DPI
- JPEG or PNG files on
- Maximum 3MB / Image

VIDEOS:

- Youtube or Vimeo links
- MP4 or MOV files will be uploaded to YouTube channel

Complete advert material to be supplied as open files – packaged indesign or illustrator file (images must be 300DPI and RGB)

MATERIAL SPECS

	WIDTH	HEIGHT	TEXT AREA	BLEED (L&R)
FULL PAGE ADVERT/ VIDEO AD				

Material can include images, text, GIFs, URL links and video.

NO OF ADS	COST (EX VAT)
1 issue	R20 000 (EX VAT)

DIGITAL ADVERTORIAL A feature-length advertorial				
Desktop	1520	720*	1100	210
Tablet	768	970*	668	50
Mobile	480	836*	380	50

Material can include images, text, GIFs, URL links and video.

1 issue	R25 000 (EX VAT)
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SHOP WINDOW Classified-style advert (1/4 page)				
Desktop	500	500	480	10
Tablet	400	400	380	10
Mobile	400	400	380	10

Material can include images, text, and URL link.

1 issue	R5 000 (EX VAT)
Other options available	
1/4 body	R7 000 (EX VAT)
1/3 vertical	R15 000 (EX VAT)

STRIP AD Exclusive to one advertiser, sizes & costs negotiable.				
Desktop	1100	150	1000	210
Tablet	668	100	608	30
Mobile	380	100	340	20

Material can include images, text, and URL link.

1 issue	R12 500 (EX VAT)
Other options available	
Calendar	R15 000 (EX VAT)
Rankings	R15 000 (EX VAT)

MAGAZINE 2025 GO LIVE DATES

JULY: Wednesday, 2 July

AUGUST: Wednesday, 30 July

SEPTEMBER: Wednesday, 3 Sept

OCTOBER: Wednesday, 1 Oct

NOVEMBER: Wednesday, 29 Oct

DECEMBER: Wednesday, 3 December

MATERIAL DEADLINE

All material must be submitted to The Golf Mag and signed off by the last Friday of the month.

WEBSITE & PACKAGES

We can offer a combo of our website www.thegolfmag.co.za OR our website and magazine. Speak to us about options.