

THE #1 GOLF PUBLICATION

Golf Digest

Middle East

media information

Distributed in
Business & First Class



contents

Golf Digest is the most recognisable golf magazine brand in the world. It is respected as the authority on local and international golf.

Golf Digest's is the worldwide authority on how to play, what to play and where to play. Our pages encapsulate our readers' passion for a pursuit that lasts a lifetime. Golf isn't just a sport. It's a lifestyle.

Improvement remains the cornerstone of the game. We have elevated our equipment and instruction content to deliver more authenticity, better imagery, simplicity and expertise. Our panel of exclusive contributors includes legends of the game, renowned coaches and respected local professionals.

Launched in October 2008, **Golf Digest Middle East** is the #1 golf magazine in the region. We are the official media partners for the Dubai Desert Classic and the Dubai Ladies Classic. We are exclusive partners to the UAE PGA, the region's official professional body the Arab Golf Federation and the MENA Tour, the region's development tour. We have pioneered golfing firsts in the Middle East, including the only official course ranking, and were the first regional magazine to launch a digital issue and website.



in every issue



PLAY YOUR BEST



Golf Digest Middle East delivers new and innovative drills and tips to its readers through the best local experts and internationally renowned stars, including unique video instruction for our digital edition.

THE GOLF LIFE



This section embraces golf as a lifestyle, from the best travel destinations to how the game can help your business, we also deliver the top stories from around the region.

EQUIPMENT

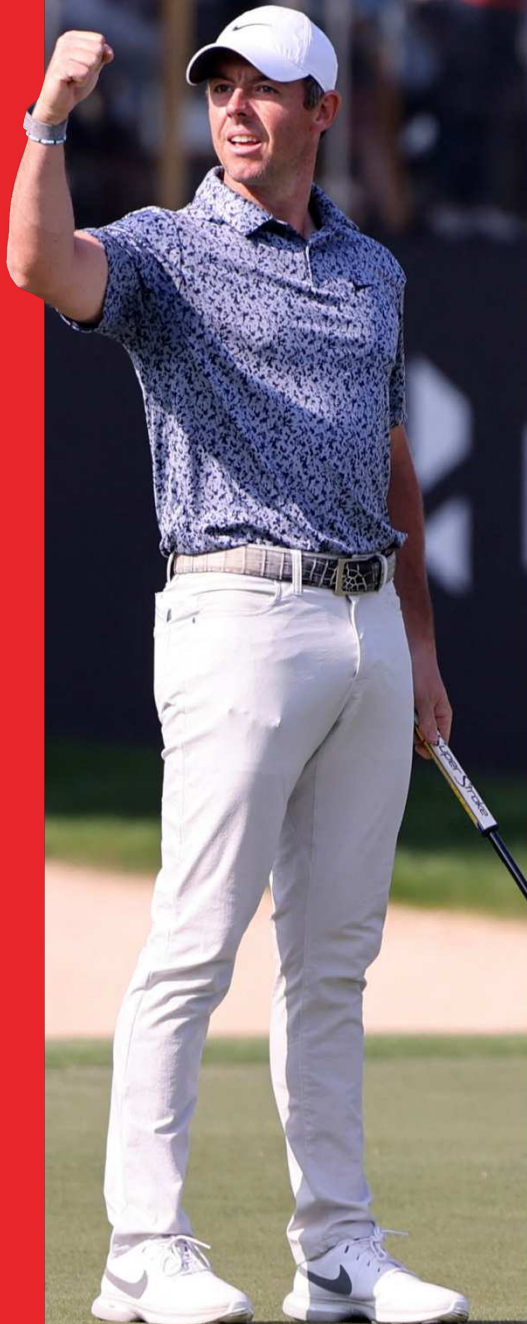


With our flagship annual Hot List representing the most exhaustive, intensive review of golf equipment ever compiled, **Golf Digest** is the trusted guide to the latest and greatest golf equipment on the market.

FEATURES



Bold, colourful and packed with insight and expertise, **Golf Digest Middle East** stands apart from its competitors by bringing readers the freshest features and the most eye-catching design.



the world's greatest contributing panel



TIGER WOODS
Need we say more...



COLLIN MORIKAWA
Morikawa made his professional debut on the PGA Tour in 2019 and would go on to make 22 successive cuts, a feat only bettered by Tiger Woods at 25.

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



MICHEAL BREED
Golf Digest's Chief Digital Instructor regularly features on The Golf Channel.



BUTCH HARMON
One of the fathers of modern golf coaching, Harmon is consistently ranked No.1 instructor in the U.S.



PHIL MICKELSON
Lefty is one of the most popular players of the modern era and a winner of five majors and 40 tournaments.



JACK NICKLAUS
'The Golden Bear' is the most successful golfer of all time, winner of 18 major championships.



DAVID LEADBETTER
Made his name re-engineering Nick Faldo's swing. Opened his 40th worldwide academy at JA The Resort Golf Course in 2018.



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

OFFICIAL PARTNERS



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. 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.

target market

Golf Digest provides access to a high net worth demographic who are passionate about the game and the luxury lifestyle that comes with it. In addition to reaching the affluent resident golfer, **Golf Digest** is a gateway to the \$16 billion global golf tourism industry, a market which is thriving as the Middle East continues to blossom as a must-play destination.

advertising benefits

Partner with the best golf title in the world

Target a highly affluent demographic

Appear alongside vibrant editorial and cutting-edge design

Reach both English & Arabic audiences

golfdigestme



12,000+ followers and counting, the most dedicated following of avid golfers in the region



With more than **1.6 million views** and **6,000+ subscribers**, our video content is loved



Providing live updates, news and insight from the Middle East golf scene with **3,800+ followers**.



2,500+ followers and growing on the professional platform



15,000+ followers with increasing engagement levels!



CIRCULATION

FREQUENCY MONTHLY

13,200 COPIES

BEST-SELLING GOLF MAGAZINE IN THE REGION

DISTRIBUTION

- UNITED ARAB EMIRATES
- BAHRAIN
- KINGDOM OF SAUDI ARABIA
- KUWAIT
- QATAR
- OMAN

DISTRIBUTION NETWORK

- GOLF CLUBS
- RETAIL OUTLETS
- EMIRATES AIRLINE - FIRST & BUSINESS CABINS AND LOUNGES
- SPONSORED COPIES
- SUBSCRIPTIONS
- ISSUU & APP STORE

golfdigestme.com

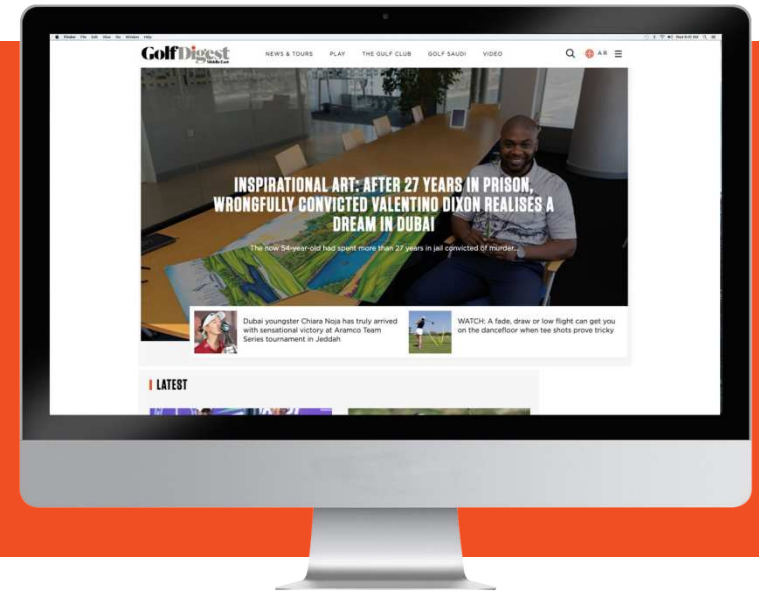
AVERAGE
75,000
UNIQUE
USERS PER
MONTH AND
GROWING

SERVING
600,000
IMPRESSIONS
PER MONTH

AVERAGE
TIME ON
PAGE
2:45

82.07%
OF AUDIENCE
BETWEEN AGE
25-54
YEARS

MALE
84.85%
FEMALE
15.15%

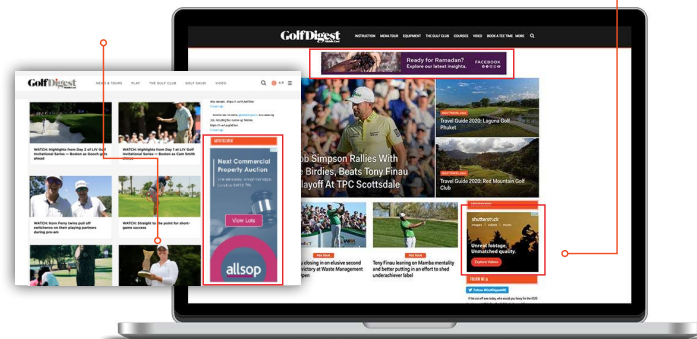


ONLINE WEB BANNERS

1 LEADERBOARD
728 x 90 pixels

2 MPU
300 x 250 pixels

3 HALF PAGE
300 x 600 pixels



The database of
7,000 active Golfers
email addresses

SPONSORED CONTENT



Featured on home page for maximum 5 days
then lives on site forever

- Up to 300 words with minimum 1 image \$5,000
- 300-600 words with minimum 2 images \$6,000

Each article can include maximum two
90 second videos (videos to be from public domain)

INSTRUCTION / EQUIPMENT VIDEO

Featured on home page for maximum 7
days then lives on site in relevant section.

- Video length from 90 seconds
- Graphics added
- Directed & Professionally edited
- Posted on GolfDigestme.com
- Shared on Golf Digest Middle East social media channels



exclusive distribution

GATEWAY TO A TRULY GLOBAL AUDIENCE OF AFFLUENT GOLFERS

Golf Digest Middle East is available to passengers on board Emirates Airlines flights globally. In addition to the 7 First & Business Class Lounges at DXB International

As of March 2023, Emirates operates to 133 destinations in 85 countries across six continents from its hub in Dubai. It has a particularly strong presence in the South and Southeast Asian region, which together connect Dubai with more international destinations in the region than any other Middle Eastern airline.



133 DESTINATIONS IN 85 COUNTRIES

EMIRATES OPERATES 269 AIRCRAFT AND IS THE WORLD'S LARGEST OPERATOR OF THE AIRBUS A380 AND BOEING 777 FAMILY OF AIRCRAFT

NUMBER OF PASSENGERS FLYING FIRST AND BUSINESS CLASS AVERAGE 800,000 PER MONTH*



الاتحاد العربي للغولف
Arab Golf Federation

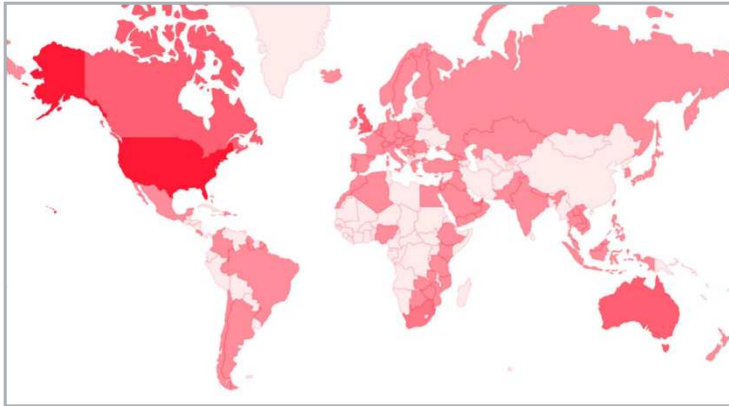
arabic issue

In January 2022, Golf Digest produced the world's first Arabic language golf publication. To date we have published four issues and in 2023 we will increase circulation to all 19 member nations of the Arab Golf Federation.

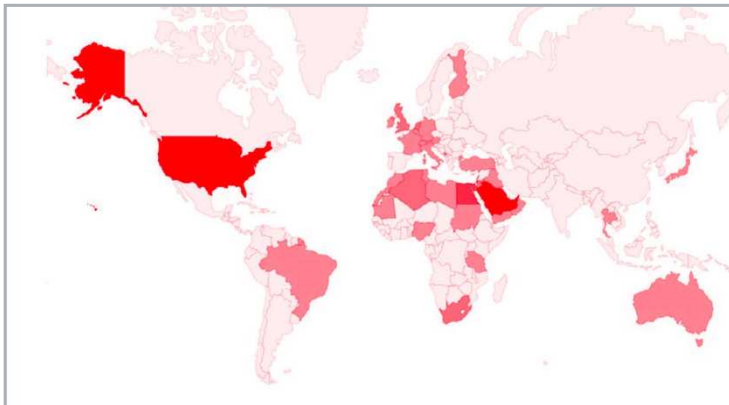


digital issue - global readers

ENGLISH ISSUE

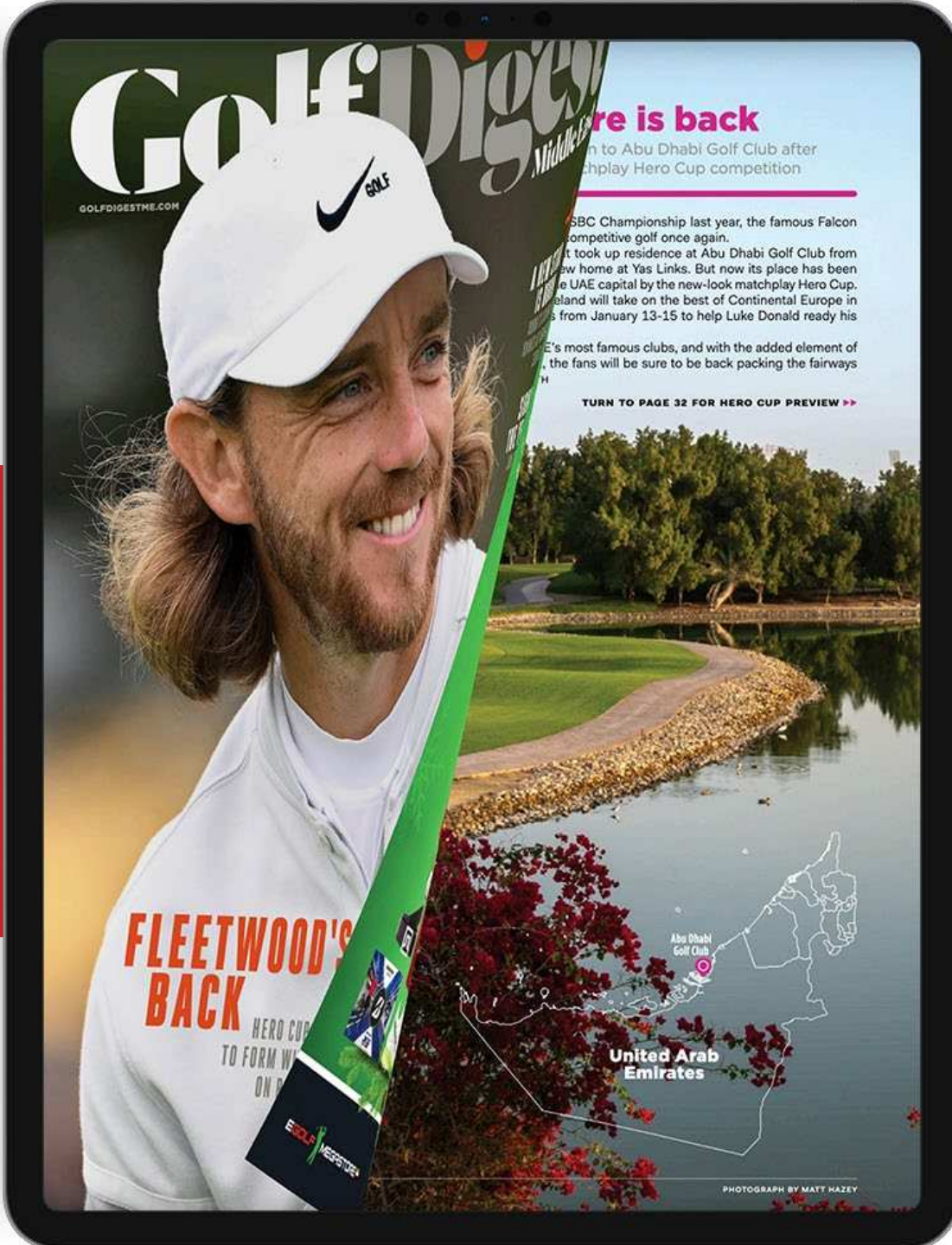


ARABIC ISSUE



MONTHLY REACH
150,000

MONTHLY READERSHIP
22,000

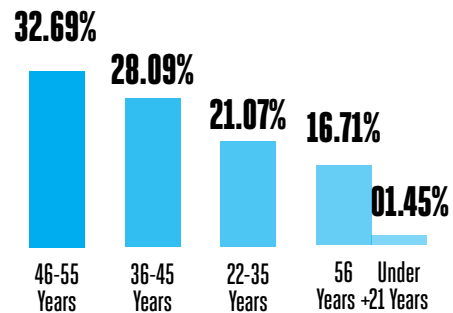




WHAT IS YOUR GENDER?



WHAT IS YOUR AGE?



KEY FACT: Not enough young people play golf in the Middle East

ARE YOU A MEMBER OF THE EMIRATES GOLF FEDERATION?

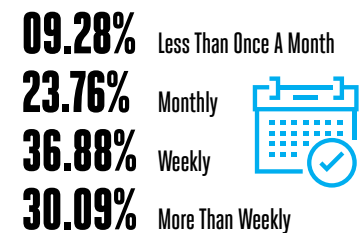


KEY FACT: Nearly one half of the golfers don't have an official handicap

HAVE YOU LIVED IN THE MIDDLE EAST FOR OVER 5 YEARS

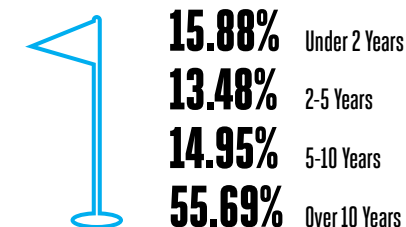


HOW OFTEN DO YOU PLAY GOLF?



KEY FACT: You play a lot of golf. Almost 40% play more than weekly, and 67% play at least weekly

HOW LONG HAVE YOU BEEN PLAYING GOLF?



KEY FACT: Increase in golfers reflects global uptake in the game

ARE YOU A MEMBER OF A GOLF CLUB?



KEY FACT: Membership numbers are down 12% from our inaugural reader survey in 2019

WHAT CAR DO YOU DRIVE?



10%	BMW	8.5%	Toyota	7.0%	Audi	4.8%	Volkswagen
8.6%	Ford	8.2%	Porsche	5.8%	Nissan	4.5%	Mercedes-Benz

HOW OFTEN DO YOU ADD OR CHANGE CLUBS IN YOUR BAG?

13.79%	Almost Never
56.32%	Once Every Few Years
20.00%	Once A Year
9.89%	On a regular basis



KEY FACT: You like to keep up with improvements in club technology

WHAT IS YOUR SALARY BRACKET (AED) PER MONTH?

13.73%	AED 10K-20K
13.97%	AED 21K-30K
31.13%	AED 31K-50K
26.72%	More than AED60K



KEY FACT: 60% of our readers earn over AED31K per month

HOW OFTEN DO YOU PLAY GOLF WHILE TRAVELLING OUTSIDE THE MIDDLE EAST?

12.47%	Never / Seldom
32.88%	Once A Year
45.35%	Once Every Few Months
09.30%	Every Month Or More



KEY FACT: When you head to the airport, you're usually accompanied by your clubs

HOW IMPORTANT DO YOU CONSIDER CLUB FITTING TO BE?

50.34%	If There Is An Option I Will Get Fitted
39.23%	I Won't Buy Clubs Without Being Fitted
10.43%	Not Important



KEY FACT: You understand the benefits custom fitting can bring to your game





WHAT IS YOUR FAVOURITE WATCH BRAND?

21.3%	Rolex	11.1%	Tag Heuer	3.6%	Tissot	1.8%	Hublot
19.0%	Omega	5.7%	Breitling	1.8%	Audemars Piguet		

KEY FACT: The 2 most popular watch brands are those that invest most heavily in golf



WHAT IS YOUR CURRENT JOB FUNCTION?

6.21%	CEO / CFO / COO	3.10%	Partner	26.49%	Senior Manager	2.86%	Junior Exec
18.62%	Managing Director/General Manager	14.08%	Director	10.02%	Mid Level Exec	5.01%	Other

KEY FACT: Over 40 percent of our readers are at the very top of the professional hierarchy



WHAT EMPLOYMENT SECTOR DO YOU WORK IN?

11%	Information Technology	17%	Energy / Utilities	6%	Healthcare	1%	Government & Agencies
10%	Aviation Transportation & Logistics	15%	Banking & Financial Services	3%	Retail	5%	Education
8%	Telecoms	13%	Construction & Engineering	3%	Media & Entertainment	8%	Other

KEY FACT: The majority of our readers are employed in the most well remunerated industries

