



HK Golfer

HK GOLFER – THE LIFESTYLE MAGAZINE OF CHOICE
 Hong Kong golfers, by their very nature, enjoy the finer things in life, which is why *HK Golfer* is so much more than simply a golf magazine.

The ultimate lifestyle publication for Hong Kong's elite, *HK Golfer*, which is the official publication of the Hong Kong Golf Association, contains beautifully presented and wonderfully written features on entertaining and thought-provoking subjects.

As befits a magazine with an extremely high-end readership demographic, *HK Golfer* oozes luxury. **Clubhouse**, the lifestyle chapter, is devoted to reviews and profiles of the very best pleasures that money can buy. Articles on luxury watches, luxury autos, yachting and wine and spirits, all written by experts in their respective fields, appear each and every issue, while the quality of the golf coverage – from world-class destination reports and guides to interviews with the sport's biggest names – is unrivalled in Asia. *HK Golfer* – celebrating life as it should be lived.

TEE TIME

Featuring the latest news and reviews from the world's premier horological events – including SIHH, Baselworld – and brands, **Tee Time** is a must-read for *HK Golfer's* legions of watch-loving readers.

DRIVING RANGE

From the latest supercars to more refined luxury executive saloons, **Driving Range** is dedicated to bringing *HK Golfer* readers the very best from the automotive industry.

EVENTS

HK Golfer has its own events arm, *HK Golfer Events*. Experts in organizing bespoke golf days and first-class social occasions, media coverage can be assured when booking through the division.

GLOBAL GOLF

With regular travel features and updates from all four corners of the world, *HK Golfer's* Global Golf chapter takes readers on a tour of the most exclusive and divine destinations

IN PERSPECTIVE

Each issue, *HK Golfer* runs interviews and profile pieces with the world's best golfers. From Phil Mickelson and Tiger Woods to Ernie Els and Rory McIlroy, readers are given an inside look into the lives of the greats.



PUBLICATION DETAILS

Frequency: Monthly
 Language: English
 Readership: 200,000

MATERIAL SIZES (MM)

■ Trimmed Size ■ Bleed Size



Double Page Spread
 Trim: 275(H) x 420(W)
 Bleed: 281(H) x 426(W)
 Type area: 255(H) x 400(W)



Full Page
 Trim: 275(H) x 210(W)
 Bleed: 281(H) x 216(W)
 Type area: 255(H) x 190(W)

DISTRIBUTION

HK Golfer is available to affluent golfers and business and high-end leisure travellers at key distribution points throughout Hong Kong and overseas. Subscriber copies, which total over fifty per cent of the magazine's total circulation, are delivered directly to all registered golf club members and Hong Kong Golf Association society members, while selected airline partners carry the title in their First and Business Class cabins and global lounges. The magazine is also available at a number of premium private members' clubs within the city and can be purchased from all good bookstores.

MECHANICAL DATA

Our preferred format is high resolution PDF files which should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300dpi. Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for special advertising colours, insertions and special paper stocks are available on request.

CONTACT

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ADVERTISING RATES

	1x	3x	6x	12x
Double Page Spread	90	86	81	72
Full page ROP	50	48	45	40
Outside Back Cover	100	95	90	80
Inside Front DPS	140	133	126	112
Cover Gatefold	200	190	180	160
Reverse Gatefold	180	171	162	144
Inside Back Cover	80	76	72	64

All rates are in HK\$000s

Specified positions carry a 20% premium