

The PGA Professional

THE OFFICIAL PGA MEMBERS' MAGAZINE

2018 MEDIA INFORMATION



Promote your business to PGA Professionals

With a new look and more pages for 2018, plus a guaranteed 100% reach to all PGA Members, **The PGA Professional** magazine is the only sensible way to ensure your marketing message reaches the most important people in golf.

The PGA Professional is widely regarded as the golf industry's most influential publication - and the **ONLY** monthly magazine distributed directly to almost 8,000 PGA Members, wherever they work in the world.

- These individuals perform more than 50 crucial golf-related roles, in excess of 70 countries, including coaching, retailing and golf club management.
- The magazine's unique distribution profile provides advertisers with a cost-effective platform to reach out to and engage with the men and women at the very heart of golf – the PGA Professionals.
- Each issue is available in both print and digital format and packed with features keeping members fully updated on PGA activities, trade and industry news and product launches.
- And, the classified section includes a comprehensive list of employment opportunities currently available in the golf marketplace.

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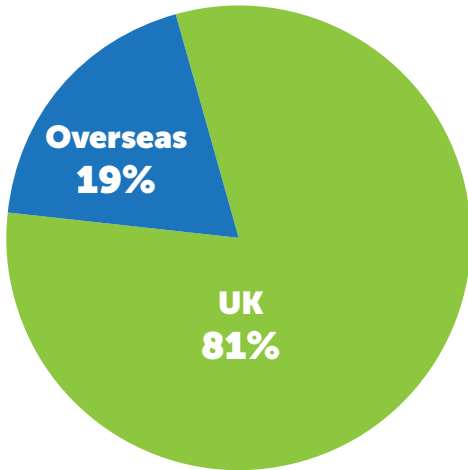
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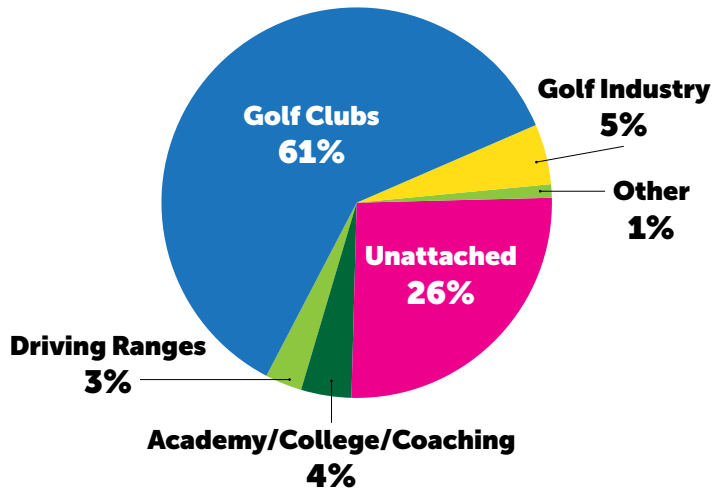
Magazine Distribution



■ All PGA Professionals currently receive the magazine each month

- 6,500 of these are UK Based
- 1,500 of these are based Overseas
- Additional copies are circulated to the golf industry and media

Membership Profile (PGA Members)



1) Golf Clubs	61%	approx. 4,800
2) Unattached	26%	approx. 1,950
3) Golf Industry (travel & retail)	5%	approx. 350
4) Academy / College or Coaching roles	4%	approx. 330
5) Driving Ranges	3%	approx. 250
6) Other	1%	approx. 100

■ 74% of the total 7,800 PGA members are currently attached (Dec 2017) to a golf facility, or work in the golf industry.

2018 Publishing Schedule

Issue	Editorial copy by	Advert artwork by	Inserts to printers by	Magazine publication
JANUARY	16 December	January 2	January 5	January 16
FEBRUARY	22 January	January 29	February 2	February 12
MARCH	19 February	February 26	March 2	March 12
APRIL	19 March	March 26	March 29	April 9
MAY	23 April	April 30	May 4	May 14
JUNE	21 May	May 29	June 1	June 11
JULY	18 June	June 25	June 29	July 9
AUGUST	23 July	July 30	August 3	August 13
SEPTEMBER	20 August	August 28	August 31	September 10
OCTOBER	24 September	October 1	October 5	October 15
NOVEMBER	22 October	October 29	November 2	November 12
DECEMBER	19 November	November 26	November 30	December 10

Contacts

Advertising:
Hill View Media
Keith Foster
keith@hillviewmedia.com
07970 883 870
01366 728 488

Ben Foster
ben@hillviewmedia.com
07976 256 205
01366 240 016

Hill View Media Ltd., Hill View,
Thetford Road, Northwold,
Thetford, Norfolk IP26 5LQ

Editorial: The PGA
Jane Carter (Editor)
jane.carter@pga.org.uk
07918 636 841
01675 470 333

PGA Headquarters,
Centenary House, The Belfry,
Sutton Coldfield,
West Midlands B76 9PT

2018 Advertising Rates

Standard advertising space offered, please contact us to discuss more creative solutions.

Display options

	Number of insertions (ex VAT)		
	1	3-5	6-12
Double-page spread	£1900	£1775	£1650
Outside back	£1775	£1650	£1455
Inside front	£1585	£1455	£1265
Inside back	£1395	£1265	£1080
Full page	£1080	£980	£890
Half page	£570	£510	£475
Third page	£510	£475	£445
Quarter page	£380	£345	£320
Promo strip	£130 p/s	£120	£110

Other options

Insert (loose)*	£760	£700	£635
Insert (stitched)*	£890	£825	£760

*Insert rates apply to double sided, single sheet (please see separate specification details) - larger inserts are accepted. Please contact Hill View Media on **01366 728488** for prices, or send a sample for a quote to:

Hill View Media, Hill View, Thetford Road, Northwold, Thetford, Norfolk, IP26 5LQ

Belly band (wraparound)	£805	£750	£690
Belly band (selected page)	Price on application		
	3	6	9
Printed polywrap	£2875	£5380	£8225
			12
			£9490

Classified display options

Full page	£725
Half page	£435
Quarter page	£275
Eighth page	£145

Advertising specifications

Size	Details	Height	Width
Double Page Spread	Supply as whole pages		
Whole Page	Trim	275mm	200mm
	Bleed	281mm	206mm
	Type Area	255mm	180mm
Half Page Horizontal	Trim	133mm	200mm
	Bleed	139mm	206mm
	Type Area	123mm	180mm
Half page Vertical	Trim	275mm	97mm
	Bleed	281mm	103mm
	Type Area	255mm	87mm
Quarter Page Horizontal	Trim	58mm	180mm
Quarter Page Vertical	Trim	123mm	87mm
Eighth Page Horizontal	Trim	58mm	87mm

Technical Specifications

Format

All artwork must be supplied as a CMYK, press-optimised PDF.

- Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed, for which The PGA / Hill View Media cannot be held responsible.
- All fonts must be embedded.
- Artwork originated in Microsoft Word, PowerPoint or Publisher or similar programmes cannot be accepted.

Quality

- Please ensure you include the relevant hi-res images and logos together with fonts, along with a colour proof of your advert.
- All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the final output size. Pictures placed in documents must be in CMYK format, saved as TIFF, JPEG or Photoshop EPS format.
- Images taken from the web are of an inferior quality and should be avoided.
- Any fonts supplied will only be used for output purposes.

Transmission

- Files under 10MB can be accepted via email. Anything over that limit can be sent via WeTransfer as this accepts files sizes up to 2GB and is free to use.

Naming

- All artwork must be given a file name indicating the magazine, issue date and client.

Classified

- As above, but copy in Word documents for the artwork to be created can be accepted by email to production@pgapublishing.co.uk

Inserts

- Inserts are to be sent directly to the printers (Warners) only. Please verify the exact delivery address by contacting production@pgapublishing.co.uk Please also ensure each parcel sent is clearly labelled with the magazine name, issue date and client name (example: The PGA Professional/Titleist/January 2018).

The PGA Professional

Advertising Terms & Conditions of Sale

1. Definitions

1.1 The following words and expressions shall have the following meanings unless the context otherwise requires:

- "Advertisement"** means any page or part thereof containing graphics or text put forward by the Advertiser to be printed or substituted on a page or separately inserted into the Magazine;
- "Advertiser"** means an advertising agency where an advertising agency is used or any person, partnership or company and/or its agent placing bookings for insertion in the magazine;
- "Advertising Booking Form"** means confirmation by the Company in writing (by post, or by email) that a booking has been accepted;
- "Advertising Copy"** means advertising text, content or graphics intended for reproduction by the Advertiser as an Advertisement;
- "Advertising Rate"** means the rates set out from time to time in the Media Information Pack;
- "Advertising Space"** means advertising space available in the Magazine booked by the Advertiser pursuant to these Terms;
- "Advertisement Specifications"** means the specification for Advertisements as set out in the Media Information Pack;
- "Agency Commission"** means commission payable at 10% of the Advertising Rate;
- "Company"** means The Professional Golfers' Association Limited a company registered in England and Wales with registration number 1861161 whose registered office is Centenary House, The Belfry, Sutton Coldfield, West Midlands B76 9PT
- "Contract"** means any agreement for the sale and purchase of Advertising Space which is entered into between the Company and the Advertiser;
- "Frequency Discount"** means the discount set out in the Media Information Pack;
- "Magazine"** means The PGA Professional magazine, in print and digital format, and/or annual title;
- "Media Information Pack"** means the information contained in the Media Information Pack;
- "Notice of Cancellation"** means the notice from the Advertiser either in writing to keith@hillviewmedia.com or cancellation via telephone on +44 (0)1366 728488 informing Hill View Media that the Advertiser wishes to cancel the Contract;
- "PGA"** means The Professional Golfers' Association Limited a company registered in England and Wales with registration number 1861161 whose registered office is Centenary House, The Belfry, Sutton Coldfield, West Midlands B76 9PT.
- "Production Deadline"** means the dates specified in the Media Information Pack for advert booking and advert artwork;
- "Short Rate"** means the discount set out in the Media Pack;
- "Site"** means www.pga.info;
- "Terms"** means these terms and conditions and the terms of the Privacy Policy and the Site Terms and Conditions of Use;
- "Working Day"** means each day excluding Saturdays, Sundays and English bank and other public holidays.

1.2 In these Terms

- 1.2.1 words in the singular include the plural meaning and words in the plural include the singular meaning; use of any gender includes the other genders;
- 1.2.2 headings are for reference only and do not affect the meaning or interpretation of these Terms;
- 1.2.3 references to any act, regulation, code of practice or statutory order shall be interpreted so as to include any change, re-enactment or extension of the act, regulation, code of practice or statutory order; and
- 1.2.4 any reference to "persons" includes natural persons, firms, partnerships, companies, corporations, associations, organisations, governments, states, foundations and trusts (in each case whether or not having separate legal personality).

2. Basis of Contract

- 2.1 these Terms shall apply to the sale by the Company of all Advertising Space purchased by the Advertiser via the telephone, post, email or fax and these Terms shall govern each Contract to the exclusion of any other terms and conditions introduced or submitted by the Advertiser.
- 2.2 when an Advertiser places a booking for Advertising Space in the Company's Magazine(s) over the telephone or sending a booking form by post or by fax this will constitute an offer.
- 2.3 acceptance of a booking and the completion of the Contract shall take place on the date of the Company's Advertising Booking Form.

3. Acceptance of Advertisement

- 3.1 advertisements are accepted subject to the following conditions:
- 3.1.1 the Advertising Copy must be received by the Company no later than 1 week prior to the relevant Production Deadline and the Advertiser shall supply the Advertising Copy in such forms as the Company shall specify in the Advertisement Specifications.
- 3.1.2 approval of Advertising Copy shall not in any way prejudice the Company's right to reject the Advertising Copy; and
- 3.1.3 Advertising Space being available.
- 3.2 the Company and/or the PGA has at its absolute discretion the right to omit, suspend or change the position of any Advertisement accepted including but not limited to the following reasons:
- 3.2.1 to comply with legal or moral obligations placed on the Company or any Advertiser; and
- 3.2.2 to avoid infringing third party's rights, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority.
- 3.3 if the Company decides that the Advertisement Copy is unsuitable in accordance with clause 3.2, the Company will notify the Advertiser in writing who must supply an alternative copy within 2 Working Days of receiving the notification unless otherwise agreed by the Company in writing. If the alternative copy is not accepted, the Company shall be entitled at its discretion to repeat a previous accepted Advertisement Copy or to publish other suitable material and shall be paid by the Advertiser in full for the Advertising Space booked.
- 3.4 The Company may make any additions to, changes in or deletions from any Advertisement Copy required by any competent authority, provided that the Company shall inform the Advertiser prior to making any addition, change or deletion, where reasonably practicable.
- 3.5 In the event that the Advertising Copy does not comply with the Advertisement Specification the Company shall be permitted to either reject or change the Advertising Copy to comply with the Advertising Specification. Such changes may include (but are not limited to) reformatting, cropping, resizing and editing.
- 3.6 In the event that the Company fails to publish any Advertisement in accordance with clause 3.2, 3.3, 3.4, 3.4 and 3.5, the Company shall not incur any liability to the Advertiser for any damage or loss in respect of non-publication.
- 3.7 It is the responsibility of the Advertiser to check that the Advertisement Copy is correct. Without prejudice to clause 3.2, the Company accepts no liability for any error in the Advertisement, or in the case of multiple Advertisements the repetition of an error unless notified to the Company immediately at the point at which the error occurs.

4. Advertisement Content and Advertisement Warranties

- 4.1 The Advertiser warrants that:
- 4.1.1 it has the full power and authority to enter into and perform these terms;
- 4.1.2 it complies with all applicable laws, rules and regulations and any industry codes or rules (by which the Advertiser or the Company may be bound) that are in force at the time the Advertisement is to be inserted;
- 4.1.3 the Advertisement does not contain any material that shall breach any contract or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or render the Company liable to any claims or proceedings whatsoever;
- 4.1.4 in respect of any Advertisement submitted which contains the name or pictorial representation (photographic or otherwise) of any living person and / or any part

of any living person and / or copy by which any living person is or can be identified, the Advertiser has obtained any authority of such living person to make use of such name, representation and / or copy;

4.1.5 the Advertisement submitted is not obscene or libellous;

4.1.6 the Advertisement and any information submitted must be legal, decent, honest and truthful and comply with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority;

4.2 The Advertiser agrees to indemnify the Company and the PGA and keep them indemnified against all claims, costs, proceedings, demands, losses, damages or expenses whatsoever arising directly or indirectly as a result of any breach or non-performance of any of the representations, warranties or other terms herein contained or implied by law.

5. Payment

5.1 The Company will invoice the Advertiser for the agreed Advertising Rate following the Company's Advertising Booking Form. Invoices will be due and payable within 30 days of the date of the invoice.

5.2 Subject to clause 5.3 below, the Advertising Rate to be paid by the Advertiser is the rate displayed in the Company's Media Pack at the time when the booking is received by the Company subject to any discounts agreed in writing by the Company. The Company reserves the right to change the Advertising Rate at any time without notice.

5.3 In the event that the Company discovers an error in the price of the Advertising Space booked by the Advertiser, the Company shall notify the Advertiser as soon as possible providing the Advertiser the option of either reconfirming the booking at the correct price or cancelling the booking. If the Company is unable to contact the Advertiser for the purposes of this clause 5.3, the booking shall be deemed cancelled and where the Advertiser has already made payment for the Advertising Space this shall be refunded in full.

5.4 In the event that payment is not made by the due date in accordance with clause 5.1 above (in respect of which time shall be of the essence) the Company reserves the right to charge interest on the amount outstanding at a rate of 2% above the base rate of Lloyds Bank plc accruing daily.

6. Contract Cancellation

6.1 The Advertiser shall have a period of 20 Working Days from the date of the Company's acceptance of a booking in which it may issue a Notice of Cancellation. Cancellations are subject to a 50% cancellation fee.

6.2 No cancellation will be accepted following the period of 10 Working Days from the date of the Company's acceptance of a booking in accordance with clause 2.3. The Company reserves the right to repeat previous accepted Advertising Copy if an Advertising Copy is not received by the advert artwork Production Deadline and shall be paid by the Advertiser in full for the Advertising Space booked.

6.3 Any Frequency Discount granted by the Company to the Advertiser for multiple Advertisement insertions will apply only in the event that all the Advertisements contemplated are placed. In the event that the Advertiser cancels or does not include any multiple Advertisements, the Advertiser will lose the right to the Frequency Discount and will be charged at the Short Rate.

7. Indemnity and Liability

7.1 Nothing in these Terms excludes or limits the liability of the Company for death or personal injury caused by the negligence of the Company or any other liability which may not otherwise be limited or excluded under applicable law.

7.2 Subject to clauses 7.1 and notwithstanding this clause 7, the Company's aggregate liability (whether in contract, tort or otherwise) for loss or damage shall in any event be limited to a sum equal to the amount paid or payable by the Advertiser for the Advertising Space in respect of one incident or series of incidents attributable to the same clause.

7.3 Subject to clause 7.2 above, the Company shall not be liable in contract, tort (including limitation negligence), pre-contract or other representations (other than fraudulent or negligent misrepresentations) or otherwise out of or in connection with the Terms for any:

7.3.1 economic losses (including without limitation loss of revenues, data, profits, contracts, business or anticipated savings); or

7.3.2 loss of goodwill or reputation; or

7.3.3 special or indirect losses suffered or incurred by that party arising out of or in connection with the provision of any matter under these Terms.

7.4 The Advertiser shall indemnify the Company against any claim, cost, loss, damage and/or expense that the Company may incur as a direct or indirect consequence of the Company publishing the Advertisement in accordance with the instructions of the Advertiser.

8. Copyright

8.1 The Advertiser hereby grants to the Company a worldwide licence to reproduce, display and copy the Advertisement in the Magazine.

9. Agency Commission

9.1 Agency Commission shall be payable to those Advertisers with whom the Company has entered into an arrangement for the referral of advertising business provided that the Advertiser can demonstrate that clause 9.2 has been satisfied.

9.2 In order to claim Agency Commission the Advertisements must comply with clauses 3 and 4 and the Advertising Rates paid in accordance with clause 5.1.

10. Miscellaneous Provisions

10.1 This Contract shall be governed by the laws of England and any dispute will be resolved exclusively in the courts of England.

10.2 The Company shall be under no liability for any delay or failure to deliver Advertising Space or otherwise perform any obligation as specified in these Terms if the same is wholly or partly caused whether directly or indirectly by circumstances beyond its reasonable control.

10.3 If any portion of these Terms is held by any competent authority to be invalid or unenforceable in whole or in part, the validity or enforceability of the other sections of these Terms shall not be affected.

10.4 These Terms do not create or confer any rights or benefits enforceable by any person that is not a party (within the meaning of the UK Contracts (Rights of Third Parties) Act 1999).

10.5 No delay or failure by the Company to exercise any powers, rights or remedies under these Terms will operate as a waiver of them nor will any single or partial exercise of any such powers, rights or remedies preclude any other or further exercise of them. Any waiver to be effective must be in writing and signed by an authorised representative of the Company.

10.6 These Terms including the documents or other sources referred to in these terms and conditions supersede all prior representations undertakings and agreements between the Advertiser and the Company relating to the use of this Site (including the booking of Advertising Space) and sets forth the entire agreement and understanding between the Advertiser and the Company.