

Advert Specifications and Rates

Front cover

Price per issue = £5,250
Please book in advance for this most prominent place in the magazine.

Inside front cover

Per issue = £2,000

Inside back cover

Per issue = £1,850

Back cover

Per issue = £2,000

Double page spread

Per issue = £3,500
303 x 426mm Bleed size 297 x 420mm Trim
273 x 396mm Type area

Full page

Per issue = £1,850
303 x 216mm Bleed size 297 x 210mm Trim
273 x 186mm Type area

Half page

Per issue = £950
128 x 178mm Horizontal 259 x 86.5mm Vertical
For bleed please ring for size depending on the position of advert on page

Quarter page

One issue = £650
128 x 86.5mm Portrait 259 x 40.75mm Vertical
For bleed please ring for size depending on the position of advert on page

Euroguide

This section is available to all European golf equipment suppliers at a cost of £25 per column centimetre. Logos are available at £50 for colour.

Product Showcase

Single Panel 48 x 92mm
One issue = £225 Two-three = £200
Four-six = £175 Seven-eleven = £150
Double Panel 100 x 92mm
One issue = £360 Two-three = £320
Four-six = £280 Seven-eleven = £260
Triple Panel 152 x 92mm
One issue = £500 Two-three = £450
Four-six = £400 Seven-eleven = £375

Recruitment

Single Panel Per issue = £300 48 x 92mm
Double Panel Per issue = £450 100 x 92mm
Triple Panel Per issue = £600 152 x 92mm
Half Page Per issue = £950 258 x 92mm

Inserts

Quotes are priced per 1,000 (minimum 3,000) depending on weight and area. Please call us for further details.

Payment terms

All prices stated are plus VAT. Invoice terms are based on 30 days after invoice date.

Copy

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. All fonts must be embedded or converted to outlines.

We can also accept documents in InDesign, Quark, Photoshop and Illustrator. Please ensure you include the relevant hi-res images and logos together with fonts, including a colour proof of your advert so we can accurately check it for any glitches.

All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the printed image size. Images taken from the web are of an inferior quality and should be avoided. Please ensure that you have the right to use any image you include in your advert.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs. If supplying us with hard copy photos or logos please do not fold, mark or fax them.



Media Information 

About Pro-Shop Europe

Pro-Shop Europe is the leading monthly golf trade magazine throughout the continent. Established in 1984, the publication continues to bring news, views and information first to the European golf industry.

Pro-Shop Europe has proved that innovation and creativity are the ingredients for success.

Through a programme of constant improvement and informative editorial, together with a comprehensive distribution strategy, Pro-Shop Europe continues to be the leader in its field.

Pro-Shop Europe is the only trade magazine to have a requested readership and be available free of charge to every professional golfer in Europe.

The magazine prides itself in offering advice and support, plus an entertaining and informative read, for golf club professionals and golf retailers. With up-to-the-minute news from the golf trade around Europe, detailed description and pictures of all the new golfing products, a wide range of in-depth features on the golf trade scene, and a comprehensive recruitment section, Pro-Shop Europe is unquestionably the number one trade publication.

Read and enjoyed by club pros all over Europe, Pro-Shop Europe offers the perfect direct contact between our advertisers and their customers. An advertisement in this publication is seen by all the key decision makers and buyers in the European golf trade.

THE GOLFERS' SOURCEBOOK

The Golfers' Sourcebook is the comprehensive contact listing of all the relevant companies in the golf trade, and is highly respected and well-read by the European golf industry.

This sister publication to Pro-Shop Europe offers a detailed guide to manufacturers, distributors, golf services, golf clubs and resorts, tour operators, finance, coaching services and much more.

All golfing products and services are listed in easy to follow individual sections by product category. The Sourcebook has a comprehensive editorial section featuring the best in golf business, products and brands.

Advertisers in the Sourcebook are finding it the perfect vehicle to promote products to the trade due to its year-long shelf-life and 'must-have' appeal as a reference tool for all things golf. For more information call +44 (0)1722 716996.

The Pro-Shop Europe Wall Planner

This excellent wall planner comes in large size (B1) format and goes out free to every reader of Pro-Shop Europe. Superbly put together, it enjoys pride of place on more than 4,000 pro shop walls around Europe. Advertising space is available on the wall planner for the year ahead – call our advertising team for details.



Features List

- January **Golf Shoes**
Preview of the Merchandise Show in Orlando
 - February **Balls** – The latest and greatest balls on the market
Review of the Merchandise Show in Orlando
 - March **Drivers**
 - April **Fairway metals, rescues and hybrids**
 - May **Irons** – technological trends from the top companies.
 - June **Trolleys and carts**
 - July **Putters**
 - August **Wedges**
 - September **Full preview of Golf Europe in Munich**
 - October **Full review of Golf Europe in Munich**
 - November **Winterwear**
 - December **Spring/Summer apparel**
Pro Shop Europe Wall planner, included free in this issue.
- Regular features: European news, Teaching, Marketing, Interviews, Opinions, letters page, Range round-up and retail advice.

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