

PRESENTATION 2019

PLAY GOLF
LE MAGAZINE DU GENTLEMAN GOLFEUR
GOLF, TOURISME & ÉVASION

TIGER WOODS
Retour... gagnant ?

JOHNSON, THOMAS, RAHM ET SPIETH
En lice pour le trône mondial

BELGIAN KNOCKOUT
En primeur à Rinkven

+
Spécial handicaps :
classements belges

N° 269 / Mars/Avril 2018 / 4,50 € - Bureau de dépôt BRUXELLES X - PA0102
www.playgolf.be

WWW.PLAYGOLF.BE

Play Golf, the magazine for the Gentleman Golfer

The **So Gentlemen** division of the Belgian media group Edition Ventures (www.editionventures.be) is the male counterpart of its division dedicated to Women. **A division devoted to the Man of Today and his Passions.**

In commercial terms, **So Gentlemen** targets a high-level sector. It does so thanks to its strong niche brands, namely: **Gentleman** of course, but also Play Golf, Play Tennis, Lobby, Grand Place, Zoute Paper and High Life.

Through its brands, titles, website, social networks, events and special campaigns, **So Gentlemen** allows advertisers to

reach specific male targets, in their natural environment, accurately and directly: Gentlemen in the broad sense of the term, **Gentlemen Golfers**, Gentlemen Tennis Players, Metropolitan Gentlemen, the Gentlemen of Brussels, the Gentlemen of Zoute and Aristocratic Gentlemen. In short, the men of today through their passions in fields as varied as fashion, travel, sport, power, architecture, culture, automotive, wine, business, etc.

So Gentlemen positions itself therefore as a direct marketing tool that reaches the core of its target audience by addressing them directly!

GENERAL COORDINATION & MATERIAL

Sabrina Roersch
sro@editionventures.be
0477/26.72.75

Elodie Andriveau
Thierry Milan
Philippine Dodemont

SALES TEAM

0475/29.57.96
0474/29.12.88
0471/78.48.17

ean@editionventures.be
thierry.milan@ventures.be
pdo@editionventures.be

WWW.SO-GENTLEMEN.BE

PLAY GOLF

PLAY LE MAGAZINE BELGE DU GENTLEMAN GOLFEUR GOLF

Distributed on the Belgian market since 1989, Play Golf has become the go-to magazine for high-end brands.







The high quality of its editorial content and superb layout make it a tactical tool of choice to reach a potential target with a high purchasing power. In addition, its 2 versions (Flemish and French) provide national coverage.

Its editorial line does not simply report the latest golfing news, the rankings and competition write-ups.

In addition, each issue features a special report, which offers a behind-the-scenes view of the golf world in Belgium and internationally.

- **Play Golf** comes out 4 times a year during the golf season. It is the only Belgian golf magazine to be published in two languages (French and Flemish).
- Its superb layout and articles by the country's top specialist copywriters make it a tactical tool of choice for communicating to a high-end target audience, with significant purchasing potential.
- **Play Golf** is more than a magazine. It is also the "**Play Golf Partners Trophy**", a competition played in twenty or so clubs scattered throughout the country. It is also a member tournament held in Knokke in June (the Play Golf Zoute Trophy) and in Brussels in September (the Play Golf Brussels Trophy).
- In addition to distribution via bookstores, individual subscriptions, "gift magazine" circulation and the provision of stocks to the clubs, Play Golf's distribution strength lies in its collective subscriptions (around 6,500 copies).
- Thanks to its partnership with golf.be, **Play Golf** also boasts a prominent presence on the country's most important golf website.

ADVERTISING RATES 2019

AERA	FORMATS + 5mm more on both sides for the cutting edge	TARIF (HTVA)
1/1 	230mm x 305mm	2500€
2/1 	460mm x 305mm	4250€
1/2 	H : 115mm x 305mm L : 230mm x 153mm	1875€
Cover 2 	230mm x 305mm	3250€
Cover 3 	230mm x 305mm	2750€
Cover 4 	230mm x 305mm	3750€

Prima Posta single and double page: +20% on the basic rate. And for any other format or preferential insert: upon request

IMPORTANT
www.so-gentlemen.be
For any request
for visibility through advertising
or content on the general website
(or as part of a package with the
magazines and/or events), please
contact our sales team.

GENERAL INFORMATION

EDITIONS

March/April (No. 274)

Special Handicap Ranking
+ golf breaks in Europe

May / June (No. 275)

Special Equipment + golf breaks in Belgium

August / September (No. 276)

Special Wellness + faraway destinations

November / December (No. 277)

Review of the year + real estate abroad

CIRCULATION

10,000 copies (5,000 fr/5,000 nl)

DISTRIBUTION

- **Sale in bookstores**
- **Group subscription**
representing ± 6,500 copies spread
over twenty partner golf courses
- Individual subscriptions
- **VIP mailings**
- **Targeted distribution** via a network of displays in Belgium
- **Consultation** of the current edition on the website
www.playgolf.be

