



The Free Monthly Golf magazine

MARKET POSITION:

Le *Journal du Golf* is a free monthly golf magazine. It is aimed at golf amateurs and people having a keen interest for golf as a sport and a lifestyle.

The magazine is distributed in 567 golf establishments, 68 establishments of the “Hotel et Preferences” (4 and 5 stars) chain and 40 specialised shops.

| | | Journal du golf |
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| Print run | (OJD 2011) | 54,800 |
| Readership | AEPM 2011 | |
| | PREMIUM 2011 | 72,000 |
| | All | 57,000 |
| | Easy | 41,000 |
| | Activ | 25,000 |
| | Activ-Easy | |

EDITORIAL PROFILE:

Le *journal du golf* is an original magazine for a new generation of golfers and golf enthusiasts. It covers golf news and does not hesitate to adopt a trendy style. It offers readers a new and different vision of the golf champions and French golf celebrities. The magazine is issued 10 times a year with 2 additional special guides: A competitive sports guide with the complete golf tournaments calendar, and a travel guide covering golf destinations all over the world.

TECHNICAL SPECIFICATIONS:

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