

Re-engaging lapsed and infrequent golfers and increasing the total number of golf participants

National Media Investment: \$200,000

Timings: Activity starts Monday 19th September to Saturday 29th October

National Buy – Digital

<p>Snack- Location targeting Mobile targeting Reach: Approx 536,000 people who have been to a golf course recently (within the last 18 months)</p>	<p>Facebook- Interests targeting 1.4 million people aged 18+ are interested in golf on Facebook</p>
<p>Yahoo Native- Contextual & behavioural targeting Native advertising 4.1 million local logged in users Guaranteed minimum 20,000 clicks</p>	<p>Search- Maximising conversions & awareness Targeting all people searching golf specific key words 60,000 relevant searches in one month on this category</p>

Metro Buy – Australian Traffic Network Radio

ATN covers a total of 102 stations around the country. The 10 second message is **live** and read by the news reader in premium placements anchored to traffic and news report.

Market	Total stations covered	Total impacts	Reach
SYDNEY	14 Stations	86	943,000
MELBOURNE	11 Stations	80	987,000
BRISBANE	8 Stations	40	354,000
PERTH	6 Stations	32	325,000
ADELAIDE	6 Stations	32	186,000

On air:
Total 2 weeks of activity.
Commencing 2nd October & 9th October

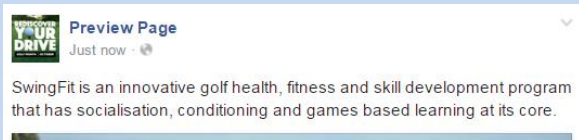
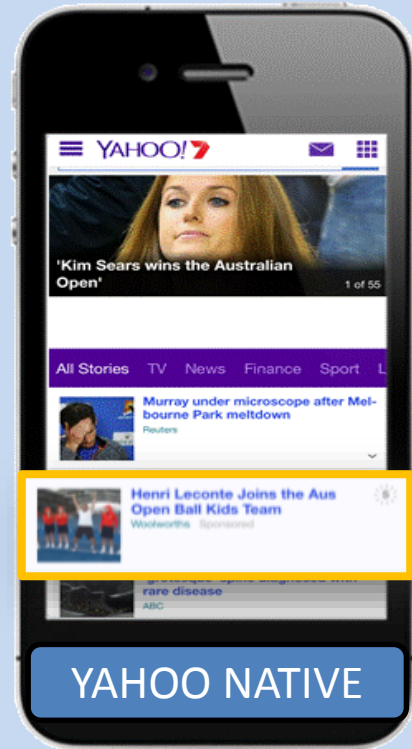
Regional Buy – TV

Networks	Planned programming	Regional markets	Estimated reach
Regional Seven & Regional Nine	<p>Seven: Prime News, The Chase, Sunrise, Saturday Night Movies Nine: Win News, The Today Show, A Current Affair, Motor GP</p>	NSW	270,000
		VIC	473,920
		QLD	141,640
		TAS	31,720
		WA	211,560
		SA	Not available

Planned on air:
Total 3 weeks of activity .
Commencing 2nd October until 22nd October



Examples of Display



Golf Month Ladies Programs

Throughout the month of October, golf facilities through range of activities to help ignite the Australian commu
GOLFMONTH.COM.AU/WHATSON/LADIES-PROGRAMS



Fit More Golf Into Your Busy Schedule

Here's how you can pack more golf into your week. We'd love to hear your ideas too!

WWW.GOLFMONTH.COM.AU/FITTING-GOLF-INTO-YOUR-BUSY-...

Learn More

Facebook Content