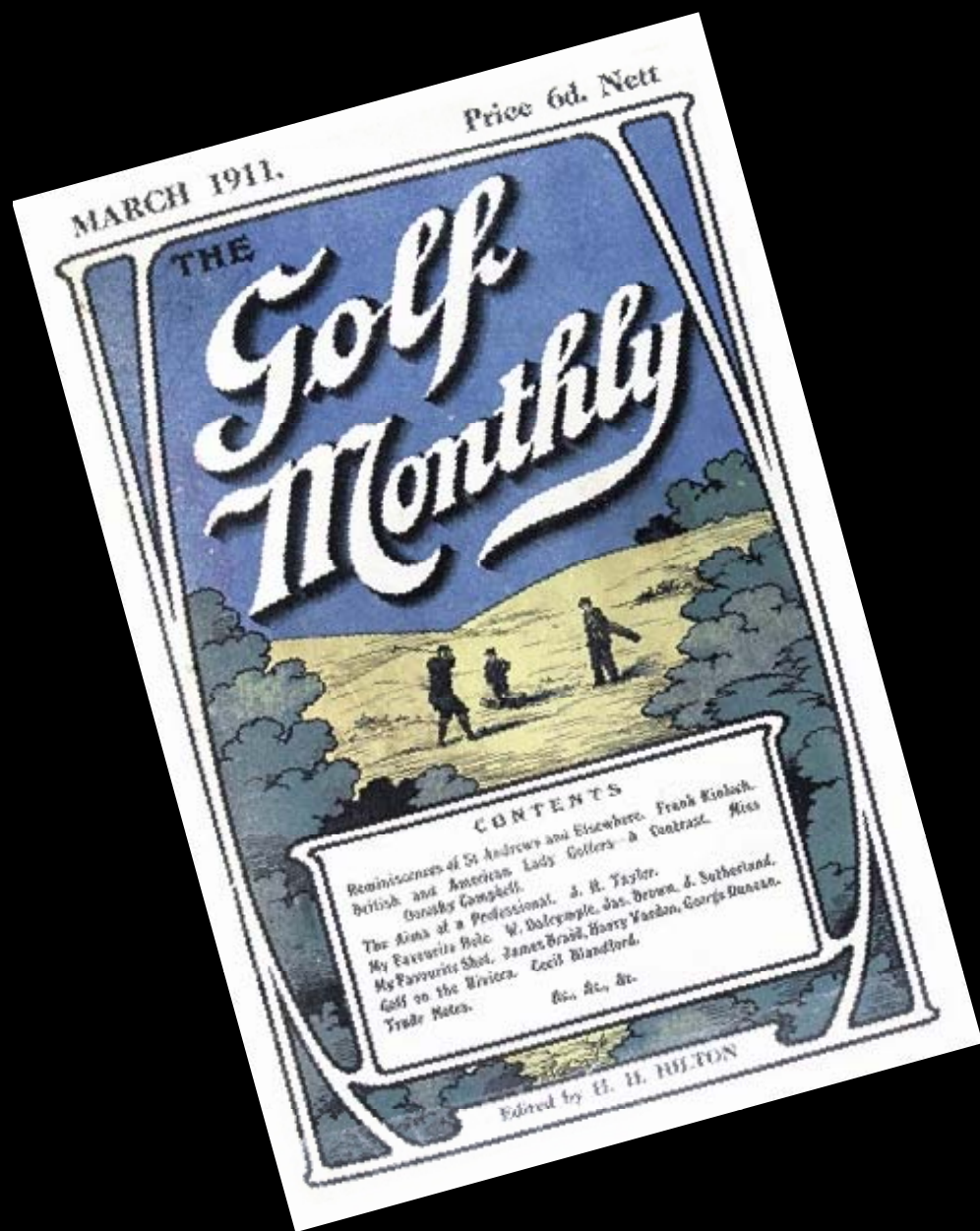


Golf - Monthly?

Michael Harris

Editor

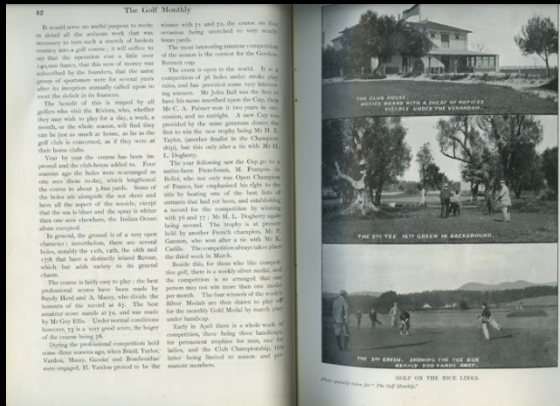
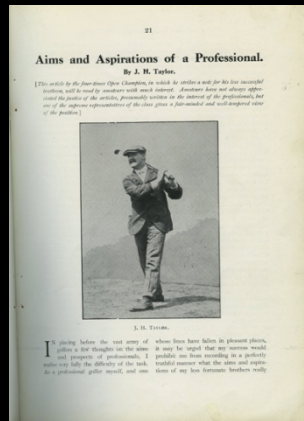
Golf Monthly



Established 1911
by Harold Hilton

**GOLF
MONTHLY**

- Articles by and about the top players of the day
- Tips from the top players of the day
- Articles on golf courses and travel
- Information on new golf equipment



GOLF MONTHLY

Golf Monthly in 2009



published by IPC Media 12 times a year...13 times a year from 2010

GOLF
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Golf Monthly – for golf instruction, golf clubs, golf equipment, golf course reviews, golf travel and pga tour news

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Latest News: Phil Mickelson Wins WGC – HSB

50 value golf courses in GB&I
We've reviewed some excellent value golf courses in an effort to prove that the recession needn't mean you have to cut down on your golf. From Canterbury in the south east to Kirkistown Castle in Northern Ireland, take a look at these 50 value tracks.

Tour News Instruction Equipment Reviews

UBS Hong Kong Open Preview
The European Tour remains in China this week for the UBS Hong Kong Open. Englishmen Lee Westwood and Paul Casey and Northern Ireland's Rory McIlroy head a strong field at Fanling Golf Club.
[more...](#)

Children's Miracle Network Classic Preview
It's the last event of the regular PGA Tour season this week. Davis Love III defends the title in the...

Phil Mickelson wins WGC – HSBG Champions
Paul Casey suffers rib injury recurrence
Greg Norman to miss Australian Open
The Ross Fisher interview

[More Tour News](#)

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GOLF MONTHLY

A time of change for golf



- Declining club memberships
- Rise of the nomads and 2-4-1
- Changing attitudes to the game
- Shrinking golf magazine market
- Growth of the internet



**GOLF
MONTHLY**

‘The Challenge’....(part 1)

- Be more relevant to the market
- Create our own niche in the market
 - To keep existing readers
 - To attract new readers

How we tackled 'The Challenge' ...part 1

Market Research...

Natural insight from staff who are dedicated golfers



Market Research...

Listened to the readers in focus group sessions



Market Research...

Tapped into unfiltered grass roots opinion on our forum

Golf Monthly: Viewing list of forums

http://forums.golf-monthly.co.uk/ubbthreads.php

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on the perfect Christmas gift for golfers

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Golf Monthly forums	Threads	Posts	Last post
The lounge (9 viewing) Come inside and discuss anything!	9550 (52)	137669 (542)	Re: How much would you pay... (daftscotsman) - 10/11/2009 15:23
Out Of Bounds (2 viewing) For off topic stuff	1262 (10)	19685 (181)	Re: Poor! (AuburnWarrior) - 10/11/2009 15:16
For Sale/Wanted Buy and sell used golf equipment - private advertisers only please.	554 (11)	3286 (41)	Re: Wanted - TM Burner 3 w... (intherough) - 09/11/2009 20:26
NEW Golf Monthly forums	Threads	Posts	Last post
Arrange a Game The place to fix up a game with fellow forumers	208	3897 (3)	Re: Ardglass 11th or 25th ... (brendy) - 07/11/2009 23:55
Ask The Experts Post your golf related questions here	555 (2)	5440 (25)	Re: My first Round (viscount17) - 08/11/2009 19:47
Post a Review			

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Market Research...

Incentivised our readers to share their opinions

GOLF MONTHLY

READER SURVEY

In association with



WIN



READER SURVEY 09

Share your views on *Golf Monthly* in our reader survey and you could win TaylorMade and adidas golf gear worth over £1,500 including drivers, wedges, shoes and balls

HOW YOU CAN PARTICIPATE IN THE SURVEY...

Golf Monthly is launching its reader survey, giving you the chance to get your opinions heard on everything from what appears in the magazine to your own golf game. The survey will only take a few minutes of your time and as an incentive we have got over £1,500 worth of TaylorMade and adidas golf gear up for grabs. To take part log on to www.thissurvey.co.uk/golfmonthly

1ST PRIZE: Two readers will each win a TaylorMade R9 460 driver

2ND PRIZE: Two readers will each win a pair of adidas Tour 3603.0 golf shoes

3RD PRIZE: Two readers will each win a TaylorMade XST wedge

4TH PRIZE: 12 readers will win a dozen TaylorMade TP black golf balls

 www.thissurvey.co.uk/golfmonthly



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Market Research...

Went out and met our customers in their world



THE KEY: Interact with your market

It is the **ONLY** way to find out...

- **WHO** your customers really are
 - **WHAT** they really want

...Anything else is just guesswork

So, who is the
Golf Monthly
reader?

Club member

(82% club members)

47 years old

14.8 handicap

Plays 92 rounds of golf a year

(20% play more than 200 rounds a year)

What do they
want from a golf
magazine?

- How to play better
- What to use to help them play better
- Where to play (home and abroad)
 - Big name interviews
 - What's happening on Tour
 - A handle on grassroots golf
- Opinion and comment on issues
 - Feel part of a community

The Challenge... (part 2)

- To deliver this content in an engaging way that was relevant to the current market
- Retain the authority of a brand that is nearly 100 years old
- Be accessible and welcoming to new readers

How we tackled 'The Challenge' ...Part 2

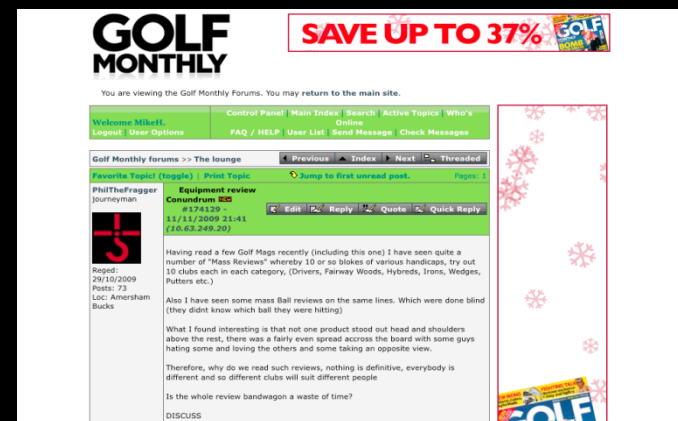
Gave readers what they wanted



...in a style that is authoritative but accessible

**GOLF
MONTHLY**

Kept our finger on the pulse



...by constantly listening to the market

**GOLF
MONTHLY**

Embraced new ideas



...viewed change as an opportunity, not a threat

**GOLF
MONTHLY**

The Results...

- 10-year high for circulation
 - Record profits
- Increased respect from the industry
- Motivated staff with broader skill sets
- High levels of customer satisfaction
 - New revenue streams

Summary

- Understand your market
- Find out where you currently fit in
 - Decide where you want to fit in
- Identify what you need to do to achieve that
 - Deliver what the market wants
 - Retain your brand identity
 - See challenges as opportunities
 - Embrace change and new ideas
- Keep reassessing your position in the market

and above all, always remember...

...there are worse places to work

