

Signature
GOLF

RATES
2017/2018



Signature

G O L F

Diners Club South Africa are proud to bring you the 3rd edition of **Signature Golf**, the annual golfing magazine aimed at the Diners Club cardholder who primarily uses their charge card for golf related purchases. In 2015 over 16.5 Million was spent on Diners Club cards for golf related purchases and these purchases include golf equipment, green fees, accommodation on golf estates, golf apparel. The editorial content focusses on the high-end lifestyle trends that one associates with golf such as the best local courses, the latest golf fashion, exclusive golfing destinations and the latest golfing technology and equipment.

Distributed annually in March 2017, copies will be distributed on a name and address database of those Diners club members primarily using their cards for golf related purchases only.

A foreword written by Ivano Ficalbi, CEO of the PGA of SA shall be included in Signature Golf. Signature Golf shall also be distributed by the PGA of SA to their members' organization of over 500 qualified Club Professionals.

Additional copies will be sold at leading retail outlets for a cover price of R34.95

2017/2018 RATE CARD (All rates quoted exclude VAT)

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30 526 copies (Oct - Dec 2016).



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Highbury Media (Pty) Ltd 2004/031056/07 - V.A.T.
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