

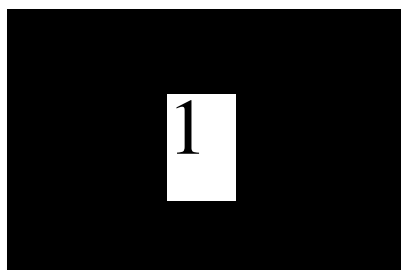
Health and Fitness

Like all other sports, golf requires a certain level of fitness to play it well. Find out what, how and when in our health and fitness features. From diet tips to pre-game stretches to post-game therapy, it's everything you want and need to know about keeping fit for the game.



Trends & Accessories

Never again walk into the club house wearing kit that made the other members grin. Golf fashion is now big business. Be at the front with Golf Digest's fashion tips and advice on what to wear from head to toe.



At The 19th

Even golfers need to eat some time and with all that time spent on the course, knowing a good place to chill out and appreciate life is always handy. Golf Digest goes to some of the most exclusive restaurants and cafes in Malaysia to let you into the club. Now there are no more excuses about not knowing where to go.

Dream Drive

It takes wheels to get to the golf course for most of us. But what exactly are the dream drives to get us there? Golf Digest gets the low down from the car makers. If you think you look good rolling in those putts then you've got to look good rolling into the club.



Travel & Adventure

Gone are the days when a golf weekend meant a few days alone. These days everybody comes along and golf clubs have become golf resorts. We review the best of the best on a regular basis so you get the real deal upon arrival. So while you do your thing on the greens, the family does their thing off the course.



Celebrity Golfers

Ever wonder who else plays golf aside from the rich and powerful? Try the rich and famous! Celebrities have been taking up golf to not only get away from the hustle and bustle of the entertainment world but to also make some new friends. Now we can tell you where you can make some new friends.



Talent Spot

Young golfers are the life blood of the sport but they don't get much of the limelight. We're trying to change that and so every month, an outstanding youth player will be given his or her due. Find out if we have the next Tiger Woods or Annika Sorenstam coming up the ranks.



On The Tee

How many times have you heard that the big boss is out for a spin on the local 18-hole course? We got curious and went looking for corporate titans who enjoy the sport and to find out if their golf game was as good as their boardroom strategies. And what are their "secret weapons."



>Advertising Rates

FOUR COLOUR	RM *
Full Page	6,300
Double Page	12,000
Inside Front Cover or Page One	8,200
Inside Front Cover Spread	13,500
Outside Back Cover	10,000
Inside Back Cover	8,000
Facing Content	7,200
Facing Masthead	6,800
Two Column (Vertical)	4,600
Half Page	4,200

MONOTONE	
Full Page	4,800

*Rates subject to 5% Government Tax

FREQUENCY DISCOUNT (Per Year)	
3 pages	5%
6 pages	10%
12 pages	15%

>Material Requirements

MEDIA Artwork should be in a press-ready PDF file generated through Illustrator/QuarkXpress/or InDesign. Files supported are PDF, Tiff or EPS.
RESOLUTION Hi-Res (300dpi) for all submitted images and files. Linework 2400 dpi.
COLOUR All files must be in CMYK format (ISO 27L) and all black text as over print.
FONTS All submitted fonts (for digital files) must be for MAC OS (No PC fonts). Illustrator and Freehand files should have all fonts converted to paths/outlines.
PROOFS A colour printout of the saved artwork should be sent for reference along with the CD. However please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per data/specific supplied on the CD. Please note: In case text runs across DPS, please ensure the text is 4mm away from the gutter on both sides.
SPREADS Advertisers using pages as a spread may extend matter of the centre fold line on each side. However, there is no guarantee of alignment or precision of folding in all copies.
MATERIAL DEADLINE the material deadline is 7 weeks before the publication date. If the material is not received by the deadline, the publisher reserves the right to repeat a previous advertisement of the same size or to fill the space at its discretion.
CANCELLATIONS There will be a 50% surcharge for cancellations of advertisements after the booking deadline. Cancellations after the material deadline will not be accepted. All creative buys are non-cancellable.

>Material Specifications

PRINT RUN 20,000 copies
LANGUAGE English
PUBLICATION DATE 1st of each month
BOOKING DEADLINE 7 weeks before publication date
COPY DEADLINE 5 weeks before publication date

TECHNICAL DATA MALAYSIA EDITION

Full Page Trimmed	270mm X 200mm
Full Page Type Area	260mm X 190mm
Full Page Bleed	276mm X 206mm
Double Page Spread Trimmed	270mm X 400mm
Double Page Spread Type Area	260mm X 390mm
Double Page Spread Bleed	276mm X 406mm
2/3 Page Trimmed (V)	270mm X 130mm
2/3 Page Type Area (V)	260mm X 120mm
2/3 Page Bleed (V)	276mm X 136mm
1/2 Page Trimmed (H)	135mm X 200mm
1/2 Page Type Area (H)	125mm X 190mm
1/2 Page Bleed (H)	141mm X 206mm

Digital Delivery via Quickcut, with recommended colour proof

SPREAD Advertisers using facing pages as a spread may extend matter to the centre fold line on each side. However, there is no guarantee of alignment of type of design or precision of folding in all copies.

SECOND COLOUR ADVERTISEMENT All second colour advertisements will be charged at full colours rates. There'll be an additional cost for fifth colour printing.

SPECIFIED POSITION
 Specified Position (subject To Availability) 15% loading
 Guaranteed facing editorial 10% loading

Magazine World Sdn Bhd
 Magazine World Sdn. Bhd.
 Lot 7, Jalan Bersatu 13/4, Section 13,
 46200 Petaling Jaya, Selangor DE, West Malaysia.

ADVERTISING DEPARTMENT
 Tel: +603 79572097 Fax: +603 79571895

Golf Digest Malaysian

RATE CARD

Q What will make Malaysian Golf Digest different from the other golf magazines?

A AS the No. 1 golf publication in the world, Golf Digest is targeted at a select group of people who are affluent, successful, well-educated, and avid golfers. It offers readers unparalleled access to the world they love. Among others, Golf Digest showcases top tips and techniques by the world's greatest players, course reviews, insight on golf equipment, and interviews with successful corporate individuals. At the same time, it focuses on the young and up-and-coming golfers and presents a wide selection of articles on golf business, fashion and accessories for men and



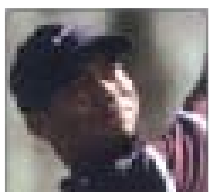







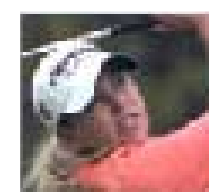



women, motoring which focuses on the dream cars, and golf vacations at some of the most popular spots both locally and internationally. We are committed to publishing the best and the brightest when it comes to ideas and images of golf's greatest teachers, players and writers. In return, our readers bring that same passion and loyalty to our magazine. They open it up and put the rest of the world on hold. And for marketers, that's one reason why Golf Digest is the most powerful publication in the industry.




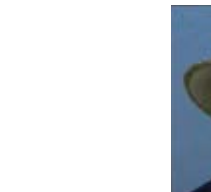



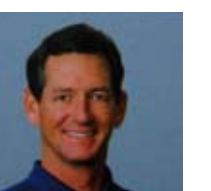

Golf's Greatest Players, Instructors and writers write exclusively for Golf Digest.

Q Who are your playing editors and teachers? A

The World's Greatest Players
The inspiration that Golf Digest offers avid amateur golfers begins with its great Playing and Teaching Editors—the strongest line-up in golf publishing.

 Tiger Woods The No. 1 player in the world—maybe ever. Each issue, Tiger writes instruction articles exclusively for Golf Digest.	 Phil Mickelson The No. 3 player in the world—one of the game's most magical shotmakers has won more than 31 PGA Tour events.	 David Toms Top world-ranked player and winner of the 2001 PGA Championship.	 Ernie Els The No. 7 player in the world and winner of two U.S. Opens ('95 & '97) and the 2002 British Open.	 Justin Leonard Winner of the 1997 British Open, perennial major contender and one of the game's most determined players.	 Nick Price Three-time major-championship winner along with 18 PGA TOUR victories.
 Jack Nicklaus "The Golden Bear" holds the honour of being the only 6-times winner of the Master Championship.	 Amy Alcott Five-time major winner, including the U.S. Women's Open and LPGA Hall of Famer.	 Beth Bauer Winner of the LPGA Rookie of the Year for 2002.	 Annika Sorenstam The No. 1-ranked woman in the world and a member of the LPGA Hall of Fame at age 33. The newest editor to our team of playing Editors.	 Wendy Ward An active player with career earnings of more than \$3.5 million on the LPGA circuit and former college champion.	 Tom Watson Winner of eight major championships and regarded as one of the game's greatest students of the swing.

"Magnificent 7" The Top Seven Instructors As Voted By Their Peers

 Butch Harmon The No. 1 teacher in the world, Harmon has worked with golf greats Stewart Cink, Justin Leonard, Ben Crane and Adam Scott.	 David Leadbetter Well-known teacher to tour pros and a leading theorizer on the golf swing.	 Jim McLean One of the game's most creative teachers, author of "The X Factor and The Y Factor".	 Rick Smith Teaches Phil Mickelson and is a leading golf course architect.
 Hank Haney This "professor" of the swing plane has taught a number of major winners including Tiger Woods.	 Jim Flick World-renowned for excellence in golf instruction, and teacher of Jack Nicklaus.	 Chuck Cook Instructor to three U.S. Open champions, a U.S. Amateur champion and five NCAA champions.	



Q How does Golf Digest measure up when it comes to equipment in the game? A



Being the premier golf title in the world, top brands often come to Golf Digest first to put the word out on their newest and best products. And with the resources available to Golf Digest which includes courses, professional players, teachers and manufacturers, the verdict on equipment is usually the final word.

Brands that have had trials with Golf Digest last year were:

1. Adams	13. MacGregor
2. adidas	14. Maltby
3. Ashworth	15. Mizuno
4. Ben Hogan	16. Nike Golf
5. Callaway Golf	17. Odyssey
6. Cleveland Golf	18. Par Aide
7. Cobra	19. Ping
8. cco	20. Taylor Made
9. FootJoy	21. Titleist
10. The GolfWorks	22. Tommy Armour
11. Katherine Roberts	23. Top Flite
12. Greg Norman	24. Wilson Staff



'I maintain the space between my hands and my head.'

'I feel as if I'm chasing the ball with my right hand.'

STARTING DOWN

The key to hitting fairway woods is making a shallow angle of attack. It helps to stay wide going back so you can keep that width coming down (left) for a shallow approach. A good thought for me is to maintain the space between my hands and my head, especially as I start down. That's a sign that I haven't made a violent move from the top and that I'm positioned to swing from the inside with a sweeping motion. Also, my head stays pretty still as I go—I've worked on that. I used to make a big lateral move.

FOLLOW-THROUGH

My move through the ball reveals what kind of shot I've attempted. If I cut off my follow-through, as I'm doing here, I've hit a low shot. On a higher shot I swing into a full, balanced finish. In both cases, my belt buckle faces the target, and I finish on my right toe—evidence that I've made a good weight transfer from my right side to my left. The fact that my right forearm has rotated over my left indicates that I've released the club naturally through impact and played a right-to-left shot. When I want to hit a fade, I delay the release a fraction of a second to keep the face slightly open through the hitting area.

IMPACT

One change in my approach to hitting fairway woods is how I control trajectory and ball flight. For example, instead of positioning the ball back in my stance and beating down on it to hit it low, now I keep a flatter angle into the ball and have the club bottom out at impact. I feel as if I'm chasing the ball with my right hand straight down the target line. Notice how the back of my left hand faces the target after impact (left)—that means I won't see a lot of curve on this ball. And my right heel is still close to the ground, proof that I've stayed with the shot.

Tiger Woods writes instruction articles only for Golf Digest. Reporting by Pete McDaniel

How To Play

Golf Digest is the #1 golf magazine in the world simply because the best players and coaches are part of the team. Offering advice and tips on every aspect of the game, these professionals can change your game with one article. Tiger Woods, Ernie Els, Phil Mickelson and Annika Sorenstam are Playing Editors while David Leadbetter, Butch Harmon and Hank Haney have their instructional pages. With excellent picture support, readers get the idea on the spot. No other publication has anything close to this.



What To Play

So many brands, so little choices. Ever hoped for professional advice when it comes to clubs, balls, bags, shades, apparel etc? With Golf Digest, not only do you get second to none advice but you also hear about products before they hit the shelves. The biggest manufacturers regularly use Golf Digest to introduce and then review a product. And all these are not just for the pros, but also for the everyday golfer. The annual Hot List of Golf Digest is taken by most golfers as a law unto itself. So while others wait for products to come to Malaysia, we can tell when they will be here, how good they are and who they are made for.



Where To Play

You never know what's out there when it comes to golf courses. Friends tell you all sorts of things but they never seem to live up to the real thing, for better or worse. This is where Golf Digest comes in. Non-partial, unbiased and writing with the golfer and family in mind. All the great courses from all over Malaysia and the region, all in several pages with accurate sweeping pictures. No detail is too small for the Golf Digest team.



Golf whirl
Golf has become a corporate medium in this millennia and Golf Digest will be there when it happens. Launches, company events, clinics and workshops are all featured in the magazine. If it's golf related, we'll be there.