

# RamsayMedia launches new title, NGO ads

[RamsayMedia](#) has launched *GCM* (*Golf Course Management*) as a stand-alone title under the B2B division, having formerly published it as a run-of-print and then as a stand-alone supplement bagged with the [Compleat Golfer](#). It will also run a print ad in three of its titles between July and December 2011, along with a supporting digital campaign, on behalf of *wines with heart*.

## Stands alone

Formerly produced by the *Compleat Golfer* team and edited by John Botha, who remains editor going forward, *GCM* will be a fully-fledged multiplatform business brand, with a website, events, monthly webletters and promotional mailers as part of its offering. The magazine targets golf club captains, managers and directors, course superintendents, estate developers, golf professionals and related suppliers.

Plans for the brand will see it extend its reach through an increased print order, digital editions, a dedicated website, a range of electronic communications and more, benefiting advertisers and golf clubs, as these platforms and their audiences increase.

"Our strategic intent is to grow its influence and make it the preferred source of all content business around running and managing a golfing establishment," commented the B2B division's publisher, [Bradley Kantor](#).

The magazine's September 2011 issue, the first from the B2B team, will reflect an expanded editorial package, featuring golf club, course and retail management; people and a new section focusing on food and beverage management. The publication will also have a fresh design.

Electronic newsletters and mailers will follow in October, with a website and several events launched from January 2012.

## wines with heart



The image is jarring – a wine bottle sealed with a baby's teat – but the message is unmistakable: Foetal Alcohol Syndrome damages babies.

[click to enlarge](#)

Two hard-hitting ads were created pro bono by ninety9cents for *wines with heart*, an NGO that invests some of the profit from its wine sales to combat Foetal Alcohol Syndrome, and which was one of the beneficiaries of the 2010 Ramsay Racer agency competition. Regional winners were asked to nominate a charity to benefit from ad space worth R750 000 across the publisher's brands and platforms.

The print ad will appear in three issues of *Wine* and *Compleat Golfer* and *Hotel & Restaurant*. The print ad will appear in three issues each of *Wine* (July, August and September) and *Hotel & Restaurant* (August, October and December), and one issue of *Compleat Golfer*. (*Wine's* [last issue](#) will be September 2011).

"When we were invited to assist, we jumped at the chance," said [Andrew Brand](#), the agency's MD.

"Their unique approach to raising much-needed revenue to aid and educate underprivileged winelands communities really resonated with us and the team involved enjoyed working on the print

and digital campaign."

Johan van Dyk, executive manager of the NGO, is thrilled. "It has been a pleasure working with RamsayMedia. When we needed help with our creative, they jumped and helped us to facilitate the services of Andrew and his team at ninety9cents and we were amazed at the end product."

*Updated at 1.10pm on 21 July 2011.*

*Corrected at 1.50pm on 21 July 2011, after checking with publisher.*

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