

# GOLF & TRAVEL

---

THE INSIDER'S GUIDE TO THE WORLD OF GOLF

PRESS RELEASE:

***Golf & Travel Magazine* expands into USA and hires notable Golf Magazine Publisher and marketing expert to head up their U.S. division.**

*Golf & Travel*, the leading and award-winning international golf magazine, is pleased to announce the hiring of Doug Hollandsworth, President of GolfLife Marketing, as their new Associate Publisher for the United States. *Golf & Travel* has also expanded its digital distribution to include the United States, going out to more than 300,000 travelling golfers in America.

Doug has over 25 years experience in the golf and travel industry and is owner of GolfLife Marketing, a international golf and travel marketing company based out of Atlanta Georgia. Doug has published his own golf and travel magazine and has worked with other top magazines during his years. GolfLife Marketing works with many companies like Delta Air Lines, Volvo, Bridgestone Golf, PGA TOUR and many resorts. They are the number #1 company in branding products and services to the golfer.

*Golf & Travel Magazine*, which was launched in 2003, has an international reputation as an insider's guide to the world of golf and travel, reviewing golfing destinations and resorts with unbiased reporting.

Originally a UK based magazine, *Golf & Travel* has a high end readership with the magazine having been available at top hotels such as The Savoy, Gleneagles and Turnberry and in first and business class on selected flights including British Airways.

The development of *Golf & Travel* as a digital publication to meet the needs of readers who wanted to read the magazine on the move on laptops, iPhones and iPads has given the magazine much more of an international flavor and it now has subscribers from 22 countries. The magazine is complemented by its website [www.GolfandTravelmagazine.com](http://www.GolfandTravelmagazine.com)

Many major companies have found *Golf & Travel* to be the perfect medium to get their message across. Advertisers have included Polo Ralph Lauren, The Breakers, Ritz Carlton, Four Seasons, Gleneagles, Reunion Resort, Sandals, Tryall Club, Tucker's Point, British Airways, Czech Airlines, the PGA, Vauxhall (Chrysler), California Tourist Board, South Carolina Tourist Board, South Africa Tourism, Drambuie, VisitWales, VisitScotland, Mauritius Tourist Board, Iceland

Tourist Board, French Tourist Board, Nevis Tourist Board, Jamaica Tourist Board, Austrian Tourist Board, Bahamas Tourist Board, Turkish Tourist Board, Cayman Islands Tourist Board, Dubai Tourism, and numerous CVBs in the USA.

*Golf & Travel* is published by VRAMedia, which has published the *PGA Official Yearbook* since 2003 and will do so for at least another four years. VRAMedia's portfolio also includes [www.Scotlands-Golf-Courses.com](http://www.Scotlands-Golf-Courses.com), which is rated No.1 by Google in its category, and individual golf club magazines.

VRAMedia is headed by Editor and Publisher Vic Robbie, an author of four golf books and a former Sports Editor of the *Daily Mail* in London, *The Independent*, and *Scotland on Sunday*. He was also a sports columnist for the *Daily Mirror* and the *Daily Telegraph* covering major sporting events around the world including golf majors, Olympic Games, World Cup soccer, Super Bowls and world heavyweight title fights.

'We are very excited with our involvement with American golfers,' Vic Robbie said. 'Our mission has always been to inform our readers about great golfing experiences around the world and help them to get the best value out of their sport.'

**For more information, please contact**

**Doug Hollandsworth, Associate Publisher US** [doug@golflifemarketing.com](mailto:doug@golflifemarketing.com)  
**770-266-0331**

**Ed Bowen, National Sales Director US** [ed@bowengroup.biz](mailto:ed@bowengroup.biz)  
**678-795-9411**

**Vic Robbie, Publisher +44 (0)1252 621513**

