

GolfMagazin

MEDIA KIT

PRICE LIST »GOLF MAGAZIN« N° 67

PRICE LIST »GOLFMAGAZIN.DE« N° 14

VALID FROM NOVEMBER 1, 2022



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- Advertising formats & prices
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**»When it blows in St. Andrews,
even the seagulls walk«**

Sir Nick Faldo



THE WORLD OF **Golf**Magazin



almost
33,000*
newsletter
subscribers
per week

* publishers source, average September 2022



30,693**
Sold Copies

18,475**
Subscription Circulation

** Source: IVW II/2022



52,765***
Uniques

91.592***
page impressions
per month

*** Source: Google Analytics July/August 2022

DER **Golf**Magazin – KOSMOS



7,774
followers

Source: Instagram, July/August 2022



27,291
fans

Source: Facebook, July/August 2022



7,949*
digital readers

* Source: Readly QII/2022

THIS IS WHAT WE ARE



GolfMagazin – The Periodical

- Big Player: Golf Magazin is published for over 70 years from now and is one of the most important player within the German golf scene
- Fascination Golf: we cover all stories regarding the little white ball – in Germany and around the world
- Travel: Golf Magazin knows all golf courses and sneaks into hidden places as well as into the most famous ones
- Sports: no matter, if professional or amateur sports, the team of Golf Magazin covers all important tournaments and competitions around the world
- Equipment: we are always looking into the hottest and best equipment to improve our reader's play
- Experts: tips and tricks of our professionals are worth for every part of the game: short-play, drive or putting
- With us, one reaches out to German golfers throughout all channels – whether in print, online or social media



GolfMagazin.de*

- 52,765 Uniques / 91,592 PIs
- the endless world of golf
- over 1,100 rated golf courses around the world
- with tips and tricks of our professionals
- with clips, videos and lots of fun

* Source: Google Analytics July 2022



GolfMagazin on Facebook**

- 27,291 followers
- interaction 149,922
- a reach of 454,546 followers

** Source: Facebook, July 2022



GolfMagazin on Instagram***

- 7,774 subscribers
- interaction 1,760
- a reach of 53,900 user

*** Source: Instagramm, August/September 2022



GolfMagazin Newsletter****

- almost 33,00 subscribers
- average opening rate: 37,5%
- best-case opening rate: 41,6%
- best-case click rate: 9,9%

****publishers source, average July/August 2022

THIS IS WHAT WE ARE – OUR SPECIAL TOPICS



»GolfMagazinGuide«
(Summer and Winter)

- covering golf destinations around the world
- March and November
- with amazing golf courses, the most beautiful hotels and resorts one can find around the globe

THIS IS WHAT WE ARE – OUR SPECIAL TOPICS



»Golf Medico«

- on the back side of Golf Magazin featuring the topic »golf and health«
- January and June
- the latest developments, trends and background with the necessary medical expertise
- covers the world of golf from a medical perspective

THIS IS WHAT WE ARE – OUR SPECIAL TOPICS



»Special«

- monothematic to different topics: Travel, Fitness...
- once a year: November
- this year: Fit for Golf

THIS IS WHAT WE ARE – OUR SPECIAL TOPICS



»Golf Property Special«

- own special about golf properties around the world
- once a year – December
- with the most amazing properties on the most beautiful fairways in Europe and the world
- one of the biggest reports of its kind in a golf magazine

SCHEDULE

issue	first day on sale	CW	canellation date	copy deadline	delivery of inserts	special topic
#12 – December 2022	16.11.	46	20.10.	26.10.	02.11.	Property-Special, Christmas-Promotion with online Advent Calendar
#01 – January 2023	14.12.	50	18.11.	23.11.	29.11.	Golf Medico
#02 – February 2023	18.01.	3	22.12.	28.12.	03.01.	
#03 – March 2023	15.02.	7	20.01.	25.01.	31.01.	Golf Magazin Guide, Easter-Promotion
#04 – April 2023	15.03.	11	17.02.	22.02.	28.02.	
#05 – May 2023	19.04.	16	22.03.	27.03.	31.03.	
#06 – June 2023	17.05.	20	20.04.	25.04.	02.05.	Golf Medico
#07 – July 2023	14.06.	24	17.05.	23.05.	30.05.	
#08 – August 2023	19.07.	29	23.06.	28.06.	04.07.	
#09 – September 2023	16.08	33	21.07.	26.07.	01.08.	
#10 – October 2023	13.09.	37	18.08.	23.08.	29.08	Golf Magazin Guide
#11 – November 2023	18.10.	40	21.09.	26.09.	02.10.	
Special 2023	02.11.	44	06.10.	11.10.	17.09.	Divers (Travel, Fitness, ...)
#12 – December 2023	15.11.	46	19.10.	24.10.	30.10.	Property-Special, Christmas-Promotion with online Advent Calendar
#01 – January 2024	13.12.	50	17.11.	22.11.	28.11.	Golf Medico

ADVERTISING FORMATS AND PRICES

Size	Format (W x H in millimetres)	Price in Euro (3c and 4c)
2/1	430 x 280	24,000,-
1/1	215 x 280	13,500,-
1/2 height	107 x 280	7,250,-
1/2 across	215 x 142	7,250,-
1/3 height mid-column	56 x 280	5,050,-
1/3 height	70 x 280	4,900,-
1/3 across	215 x 100	4,900,-
Islet-Ad	80 x 80	3,500,-
1/4 height	55 x 280	3,750,-
1/4 across	215 x 70	3,750,-
1/4 corner section	107 x 140	3,750,-
2. Cover page	215 x 280	15,000,-
4. Cover page	215 x 280	16,250,-

Bleed margin: 5 mm (circumferential)

Other cross-over sizes: Size and price on request.

Text or image elements running into the bleed should be placed at least 3 mm from the top or bottom due to the bleed tolerances, and be placed at least 10 mm inwards compared to the final format (215 x 280) due to the tapering of the pages towards the middle. Cross-over formats have a margin allowance of 3-5 mm. Overlapping must be set up in the motive.

Classified ads in Golf Magazin:

Millimetre price / Row (41.5 mm) minimum height 10 mm

Special formats on request **Advertisement series/block** on request

Agency commission 15%

All prices are plus statutory VAT.

Commercial classified ads from the following sectors:

→ Golf accessories, travel, property, hotels, clubs, etc.

→ €3.30 b/w / €4.40 in colour

Private classified ads

→ Row price €7.20 (inc. VAT)

→ Cipher fee €7.00 (incl. VAT)

→ Clearly recognisable commercial offers which are not in connection with the individual text will not be forwarded.

Discounts:

Series discount

3 displays 3%

6 displays 5%

9 displays 10%

12 displays 15%

24 displays 20%

Quantity discount

3 pages 8%

6 pages 10%

9 pages 15%

12 pages 20%

16 pages 22%

→ Extended series and quantity discounts on request.

→ No series and quantity discounts on special placements and ad specials.

→ Subsequent charges and credit notes are calculated after the actual quantities (at the end of the scheduling year) are determined.

→ Series discounts on request. Switch between mm adverts and part-page adverts on request.

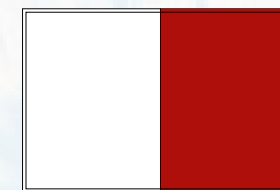
For **other specials** (gate folders, altar fold, title sleeve, bound inserts such as post-cards or booklets) or combinations (online and with other in-house titles) we would be glad to provide you a quote based on your special requirements:

carina.rey@golfmagazin.de



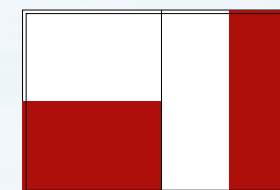
Size
2/1

Format
430 x 280



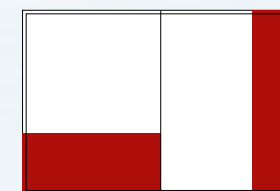
Size
1/1

Format
215 x 280



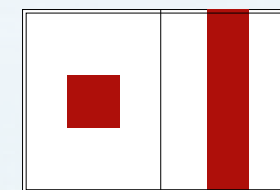
Size
1/2 height
1/2 across

Format
107 x 280
215 x 142



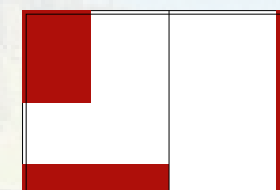
Size
1/3 height
1/3 across

Format
70 x 280
215 x 100



Size
Islet-Ad
mid-column

Format
80 x 80
56 x 280



Size
1/4 height
1/4 across
1/4 corner section

Format
56 x 280
215 x 70
107x 140

ADVERTISING FORMATS AND PRICES ON GOLFMAGAZIN.DE

Advertising form/format	Format in pixels	Prices in Euro* (TCP)
Billboard	970 x 250	30.–
Medium Rectangle	300 x 250	25.–
Halfpage Ad	300 x 600	30.–

* Prices per thousand contacts (TPC) measured in ad impressions
maximum size 100 kb

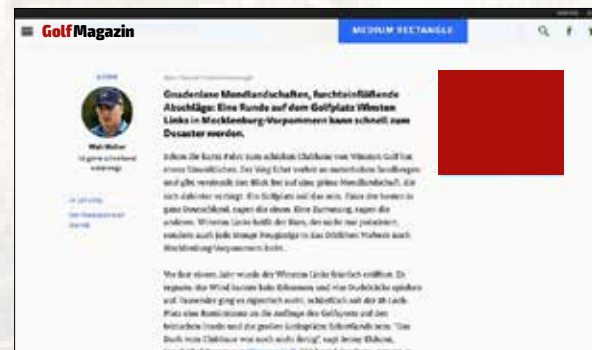
Ad impression = showing the advert

Minimum booking of 10,000 ad impressions per month

→ → Example: Booking 10,000 ad impressions in the Medium Rectangle format:
10 x 25 Euro = 250 Euro

For your individual online or integrated campaign, please contact us:
carina.rey@golfmagazin.de

golfmagazin.de



INSERTS

Inserts are loose printed sheets added to the magazine.

Minimum circulation: 20.000 editions

Minimum size: 100 x 120 mm

Maximum size: 203 x 270 mm

Price per thousand or part thereof:

Trade circulation	Subscription circulation* / ** / ***
up to 20 g EUR 165	up to 20 g EUR 190
up to 30 g EUR 170	up to 30 g EUR 200
up to 40 g EUR 175	up to 40 g EUR 220
up to 50 g EUR 180	up to 50 g EUR 225
over 50 g on request	over 50 g on request***

*Including postage, ** requested subscription can differ from the current IVW report, *** AE is only granted on pro-rata basis

Full allocation before partial allocation

Supplements are printed materials/brochures from an advertiser which are bound into the magazine.

Supplement prices:

2-4 pages EUR 8,140	12 pages EUR 13,350
8 pages EUR 11,450	16 pages EUR 16,380

Head trim 10 mm, cross-over routing margin 3mm, side and base trim at least 3 mm. Delivery is fully folded.

Minimum size: 100 x 120 mm min. paper weight: 115 g (with one sheet)

Maximum size: 213 x 280 mm max. paper weight: 300 g

Inserts, which are used by several advertisers simultaneously: Surcharge 50 %.

Please note with regard to inserts: 5 samples are required upon placing the order, and they must be suitable for machine processing. In the case of inserts, an additional 5 samples are required for submission by post. Any trimming and folding work is calculated separately. In case of inserts with products from two economically independent companies: Surcharge on request. Order deadline for the advertising deadline. **Inserts in Leporello or zig-zag format must be closed on at least one side (longest side) for machine processing.**

Please deliver the inserts free of charge 2 weeks before the first day of sale at the latest, in manageable parcels and on Euro pallets noting the issue booked. All inserts must be delivered and not jumbled. **The delivery address will be made known when the order is issued.**

Prices are plus statutory VAT.

TECHNICAL DATA | CONDITIONS

Book format: 215 mm x 280 mm (width x height)

Offcut: all pages 5 mm

Printing process: web offset; Cover: ISO COATED V2 (ECI), Inside: Fogra 39L

Processing: Adhesive binding

Digital print templates: Print-ready PDF files. If you have any questions regarding production or forwarding of digital print templates, please contact our production service team: Marion Kraus, Tel. +49 89 55241-227

Please send a corresponding proof for every single file.

Elements of the advert which cannot be trimmed must have clearance of at least 3 mm from the edge of the format.

Complaints resulting from incorrect templates cannot be accepted.

Technical conditions: Elements of the advert which cannot be trimmed must have clearance of at least 3 mm from the edge of the format.

Cross-over adverts: In the case of cross-over adverts, both pages must be set up with 4-6 mm of overlap. This is particularly relevant with continuous texts.

Colour adverts: Colour tones which cannot be created with the colours of the Euro-scale used are calculated separately.

Foregoing the use of the base colour black in displaying colour adverts does not have an effect on calculations.

If formats with additional colours are used differently on double-page spreads then calculation is done for every page of the booklet as per the tariffs that apply to partial formats. Minor deviations in tone are possible as part of the technical realities of the offset process.

Terms of payment: Immediately after invoicing, without deductions. Unless there are outstanding invoices, 2% discount is given on prepayments which are completed before the publication date. Direct debits are possible.

General Terms & Conditions: The publisher's terms and conditions apply for handling orders. The current T&Cs can be found online at: <https://jahr-artope.media/agb/>
Due to tax legislation, we request that the tax reference number or VAT number is provided when the order is issued.



IMPRINT | PORTFOLIO

PUBLISHER:

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www.golfmagazin.de



Executive Board: Alexandra Jahr, Philip A. Artopé

Publication dates: 12 x annually (see schedule)

First day of sale: Wednesday

Retail price: 8.50 Euro

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KANU MAGAZIN – Canoeing can be wonderful



After KANU MAGAZIN celebrated its 100th edition five years ago, the editors are focusing on 150. Even in 2020 and having been in business for over 20 years, the most widely-read canoe magazine in German-speaking countries remains required reading for all canoe enthusiasts and a defining medium within the sector.

www.kanumagazin.de



TAUCHEN – the diving magazine

An in-depth view of the underwater world! Diving is one of the most varied sports of all. Diving trips and practice, equipment and underwater photography, medicine, marine biology, and exciting expeditions into the last unknown areas of our planet - millions in Germany, Austria, and Switzerland are fascinated by this sport. www.tauchen.de