

# GOLF MAGAZIN

## MEDIA KIT

PRICE LIST »GOLF MAGAZIN« N° 68

PRICE LIST »GOLFMAGAZIN.DE« N° 15

VALID FROM NOVEMBER 1, 2023





## INHALT

- The world of **GOLF**MAGAZIN
- This is what we are
- Deadlines
- Advertising formats & prices
- Advertising formats & prices  
golfmagazin.de
- Inserts | Supplements |  
Bound inserts
- Technical data | conditions
- Publisher | Portfolio



**»When it blows in St. Andrews,  
even the seagulls walk«**

Sir Nick Faldo





# THE WORLD OF **GOLF** MAGAZIN



**40,500\***  
newsletter  
subscribers  
per week

\* publishers source, average July, 2023



**24,989\*\***  
Copies

**13,961\*\***  
Subscription Circulation

\*\* Source: IVW II/2023



**53,211\*\*\***  
Uniques

**87,315\*\*\***  
page impressions  
per month

\*\*\* Source: Google Analytics Juni/July 2023



# DER **GOLF** MAGAZIN – KOSMOS



**8,100\***  
followers

\*Source: Instagram, July 2023



**26,500\***  
fans

\*Source: Facebook, July 2023



**7,373\***  
digital readers

\* Source: Readly QII/2023



# THIS IS WHAT WE ARE



## **GOLF MAGAZIN** – 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





### **GOLF MAGAZIN.de\***

- 53,211 Uniques / 87,315 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 2023



### **GOLF MAGAZIN on Facebook\*\***

- 26,500 Followers
- interaction: 1,007
- a reach of 180,519 followers

\*\* Source: Facebook, July/August 2023



### **GOLF MAGAZIN on Instagram\*\*\***

- 8,100 subscribers
- interaction: 718
- a range of 70,422 users

\*\*\* Source: Instagramm, July/August 2023



### **GOLF MAGAZIN Newsletter\*\*\*\***

- 40,500 subscribers
- opening rate: 42,5 %
- best-case opening rate: 44,87 %
- best-case click rate: 6,40 %

\*\*\*\*publishers source, average July 2023



# 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 2021
- 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
- once a year: November
- This year: Golf & Travel



# THIS IS WHAT WE ARE – OUR SPECIAL TOPICS



## »Golf Property Special«

- on the back side of Golf Magazin featuring 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 topics
#12 – December 2023	15.11.	46	19.10.	24.10.	30.10.	Property Special
#01 – January 2024	13.12.	50	17.11.	22.11.	28.11.	Golf Medico
#02 – February 2024	16.01.	3	18.12.	21.12.	29.12.	
#03 – March 2024	13.02.	7	18.01.	23.01.	29.01.	Golf Magazin Guide
#04 – April 2024	12.03.	11	15.02.	20.02.	26.02.	
#05 – May 2024	16.04.	16	19.03.	22.03.	28.03.	
#06 – June 2024	14.05.	20	16.04.	19.04.	25.04.	Golf Medico
#07 – Juliy 2024	11.06.	24	15.05.	21.05.	27.05.	
#08 – August 2024	16.07.	29	20.06.	25.06.	01.07.	
#09 – September 2024	13.08.	33	18.07.	23.07.	29.07.	
#10 – October 2024	17.09.	37	22.08.	27.08.	02.09.	Golf Magazin Guide
#11 – November 2024	15.10.	40	18.09.	23.09.	27.09.	
Special 2024	29.10.	44	02.10.	08.10.	14.10.	Divers (Travel, Fitness, ...)
#12 – Dezember 2024	12.11	46	16.10.	21.10.	25.10.	Property Special
#01 – January 2025	10.12.	50	14.11.	19.11.	25.11.	Golf Medico



# ADVERTISING FORMATS AND PRICES

Size	Format (W x H in millimetres)	Price in Euro (3c and 4c)
2/1	430 x 280	22,000,-
1/1	215 x 280	11,900,-
1/2 height	107 x 280	6,000,-
1/2 across	215 x 142	6,000,-
1/3 height mid-column	56 x 280	4,750,-
1/3 height	70 x 280	4,500,-
1/3 across	215 x 100	4,500,-
Islet-Ad	80 x 80	3,250,-
1/4 height	55 x 280	3,400,-
1/4 across	215 x 70	3,400,-
1/4 corner section	107 x 140	3,400,-
2. Cover page	215 x 280	13,500,-
4. Cover page	215 x 280	14,250,-

**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.

## Commercial classified ads from the following sectors:

### 1) Commercial classified ads:

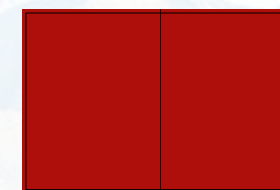
- > €3.30 or €4.40 in colour per mm x Row (minimum height: 20 mm)
- > Example: 1-row x 20 mm height s/w: 66 Euro (plus statutory VAT)
- > Golf accessories, travel, property, hotels, clubs, etc.

### 2) Private classified ads

- Row price €7.20 (inc. VAT)
- Cipher fee €7.00 (incl. VAT)

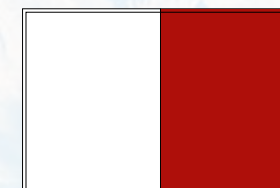
For **other specials** (gate folders, altar fold, title sleeve, bound inserts such as post-cards or booklets) or combinations (online and with other in-house titles) we would be glad to provide you a quote based on your special requirements:

[carina.rey@golfmagazin.de](mailto:carina.rey@golfmagazin.de)



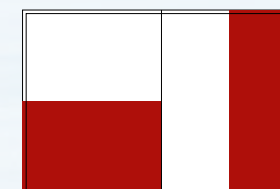
**Size**  
2/1

**Format**  
430 x 280



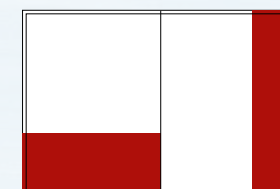
**Size**  
1/1

**Format**  
215 x 280



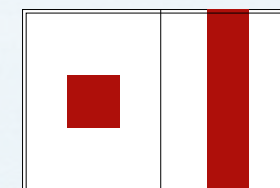
**Size**  
1/2 height  
1/2 across

**Format**  
107 x 280  
215 x 142



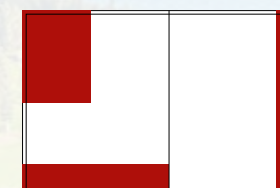
**Size**  
1/3 height  
1/3 across

**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





# ADVERTISING FORMATS & PRICES NEWSLETTER, SOCIAL MEDIA & MOBIL

## Newsletter:

Integration at the Newsletter how scribbled

→ GM-Newsletter (620 x 365 Pixel)

1,500.– €

## Social Media:

→ Facebook – sponsored post

890.– €

→ Instagram – tagged link

590.– €

## Mobil:

Format in pixels      prices in Euro\* (TcP)

300 x 250      30.–

320 x 100      22.–

320 x 50      20.–

\* Prices per thousands contacts (TPC), measured in ad impressions  
maximum size 100 kb

For your individual online or integrated campaign, please contact us:

**carina.rey@golfmagazin.de**

GM-Newsletter

**GOLF MAGAZIN**



Das machen die Tour-Profs...

Wenige wissen, dass der Golfplatz in der Regel gar nicht...  
...aber das ist ein Thema, das wir in der nächsten Ausgabe...  
...von der Tour-Profs...  
...das machen die Tour-Profs...

Weniger wissen, dass der Golfplatz in der Regel gar nicht...

Entdecken Sie die Welt der Golf-Profs und mehr...  
Tiger Woods



Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...

Entdecken Sie die Welt der Golf-Profs und mehr...



# INSERTS

**Inserts** are loose printed sheets added to the magazine.

**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

**Full allocation before partial allocation**

**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

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:

JAHR Artopé Media GmbH & Co KG  
Flößergasse 4  
81369 München  
Fon +49 89 55241-0,  
info@golfmagazin.de  
[www.golfmagazin.de](http://www.golfmagazin.de)



JAHR Artopé Media

**Executive Board:** Alexandra Jahr, Philip A. Artopé

**Publication dates:** 12 x jährlich (see schedule)

**First day of sale:** Wednesday

**Retail price:** 8,50 Euro

## EDITORS:

**Chief editor:** Philip-A. Artopé  
Fon +49 89 55241-0  
redaktion@golfmagazin.de

## MARKETING:

**Head of Advertising Equipment:**

Benedikt Aidelsburger  
Fon +49 89 55241-243  
benedikt.aidelsburger@golfmagazin.de

**Director Commercials & New Business**

Carina Rey  
Fon +49 89 55241240  
carina.rey@golfmagazin.de

**Scheduling:**

Marion Kraus  
Fon +49 89 55241-227  
dispo@golfmagazin.de

## 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](http://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](http://www.tauchen.de)