

# GOLF MAGAZIN

## MEDIA KIT

PRICE LIST »GOLF MAGAZIN« N° 69

PRICE LIST »GOLFMAGAZIN.DE« N° 16

VALID FROM NOVEMBER 1, 2024



## INHALT

- The world of **GOLFMAGAZIN**
- 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



**41,400\***  
newsletter  
subscribers  
per week

\* publishers source, average October, 2024



**42,800\***  
Copies

**21,300\***  
Subscription Circulation

\* publishers source, average October, 2024



**207,000\***  
User

**360,000\***  
page impressions

\*Google Analytics Q1-III/2024  
due to changes in the measurement method, deviations from the  
previous year may occur

# THE **GOLF** MAGAZIN-COSMOS



**8,900\***  
followers

\*Source: Instagram, September 2024



**26,500\***  
followers

\*Source: Facebook, September 2024



**8,219**  
digital readers  
per month

\* Source: Readly o QI-III/2024

THE **GOLF** MAGAZIN - COSMOS

» **GOLF** MAGAZIN reaches **196,819** golfers  
with **528,512** contacts every month.«



# 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

THIS IS WHAT WE ARE



**GOLF MAGAZIN.de\***

- 207,000 User / 360,000 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 I-III/2024



**GOLF MAGAZIN on Facebook\***

- 26,500 Followers
- interaction: 1,000
- a reach of 259,118

\* Source: Facebook, Sept. 2024



**GOLF MAGAZIN on Instagram\***

- 8,900 followers
- interaction: 1,036
- a range of 65,194

\* Source: Instagram Insights Sept. 2024



**GOLF MAGAZIN Newsletter\***

- 41,400 subscribers
- opening rate: 42,5 %
- best-case opening rate: 44,87 %
- best-case click rate: 6,40 %

\*publishers source, average Oct, 2024



# 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
- once a year: November

# 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 2024	12.11.24	46	16.10.24	21.10.24	25.10.24	Property Special, Fight for the PGA membership
#01 – January 2025	10.12.24	50	14.11.24	19.11.24	25.11.24	Golf Medico + DP World Tour Championship
#02 – February 2025	14.01.25	3	11.12.24	16.12.24	19.12.24	Best of German Professionals, Equipment News, Milwaukee & Wisconsin
#03 – March 2025	11.02.25	7	15.01.25	20.01.25	23.01.25	Golf Magazin Guide, Tournaments Preview 2024, PGA Show Orlando
#04 – April 2025	11.03.25	11	12.02.25	17.02.25	20.02.25	Masters Preview, Golf Appare
#05 – May 2025	15.04.25	16	19.03.25	24.03.25	27.03.25	Masters Review, PGA Championship Preview, Driver Test
#06 – June 2025	13.05.25	20	11.04.25	16.04.25	23.04.25	Golf Medico, Preview European & US Open, Iron Test
#07 – Juliy 2025	10.06.25	24	12.05.25	15.05.25	20.05.25	Preview BMW International Open, Review PGA Championship & European Open, Ball Directory
#08 – August 2025	15.07.25	29	18.06.25	23.06.25	26.06.25	Preview The Open Review US & BMW International Open, Trolleys
#09 – September 2025	12.08.25	33	16.07.25	21.07.25	24.07.25	Review The Open, Shoes
#10 – October 2025	16.09.25	37	20.08.25	25.08.25	28.08.25	Golf Magazin Guide, Review FedEx Cup, Ryder Cup NYC
#11 – November 2025	14.10.25	40	16.09.25	19.09.25	24.09.25	Personality Story, Report Ryder Cup NYC
Special 2025	28.10.25	44	30.09.25	06.10.25	09.10.25	Divers (Travel, Fitness, ...)
#12 – December 2025	11.11.25	46	14.10.25	17.10.25	22.10.25	Property Special, Fight for the PGA membership
#01 – January 2026	09.12.25	50	12.11.25	17.11.25	20.11.25	Golf Medico + DP World Tour Championship

# 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.

## Commercial classified ads from the following sectors:

### 1) Commercial classified ads:

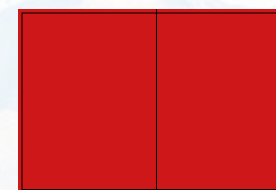
- > €3.30 or €4.40 in colour per mm x Row (minimum height: 20 mm)
- > Example: 1-row x 20 mm height s/w: 66 Euro (plus statutory VAT)
- > Golf accessories, travel, property, hotels, clubs, etc.

### 2) Private classified ads

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

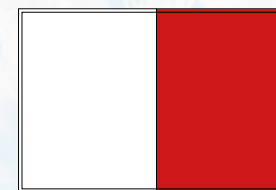
For **other specials** (gate folders, altar fold, title sleeve, bound inserts such as post-cards or booklets) or combinations (online and with other in-house titles) we would be glad to provide you a quote based on your special requirements:

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



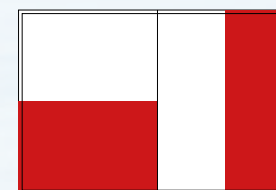
**Size**  
2/1

**Format**  
430 x 280



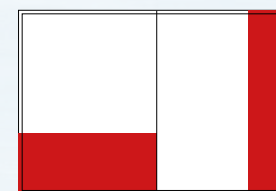
**Size**  
1/1

**Format**  
215 x 280



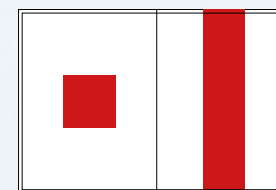
**Size**  
1/2 height  
1/2 across

**Format**  
107 x 280  
215 x 142



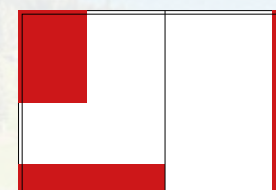
**Size**  
1/3 height  
1/3 across

**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  
107 x 140

# ADVERTISING FORMATS AND PRICES ON GOLFMAGAZIN.DE

Advertising form/format	Format in pixels	Prices in Euro* (TCP)
Interstitial	300 x 250	40,-
Sticky Footer	320 x 50	40,-
Billboard	970 x 250	30,-
Medium Rectangle	300 x 250	25,-
Halfpage Ad	300 x 600	30,-

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

Ad impression = showing the advert

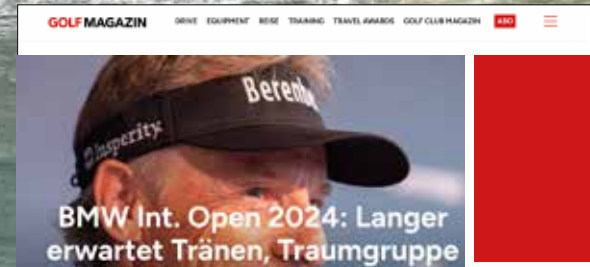
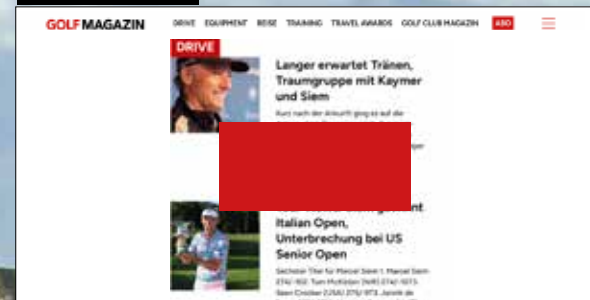
Minimum booking of 10,000 ad impressions per month

→ 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](mailto:carina.rey@golfmagazin.de)

golfmagazin.de



# ANZEIGENFORMATE & -PREISE NEWSLETTER, SOCIAL MEDIA & MOBIL

## Newsletter:

Integration in den Newsletter

→ GM-Newsletter (620 x 365 Pixel) 1.500,- €

## Stand-Alone Newsletter:

→ Exklusiver, monothematischer Newsletter 4.500,- €

## Social Media:

→ Facebook – Sponsored Post 890,- €

→ Instagram – Tagged Link 590,- €

## Mobil:

Format in Pixel	Preise in Euro* (TKP)
300 x 250	30,-
320x 180	25,-
320 x 100	22,-
320 x 50	20,-

\* Preise pro tausend Kontakte (TKP) gemessen Ad Impressions pro Monat

Mindestbuchung: 10.000 Ad Impression pro Monat

Maximale Dateigröße 100 kb

Ihr individuelles Angebot zu Online- oder integrierten Kampagnen:  
carina.rey@golfmagazin.de

## GM Newsletter

## GM Stand-Alone Newsletter

Verlags Sonderveröffentlichung  
Die inhaltliche Verantwortung für die Promotiontexte /  
Firmenpräsentationen liegt bei den jeweiligen Firmen.

### GOLF MAGAZIN

**Ein Golfurlaub in Südtirol ist ein ganz besonderes Erlebnis**

Alle Infos

**Auf der Sonnenseite der Alpen, inmitten von sattem Grün und der beeindruckenden Bergkulisse des Meraner Lands genießen Sie traumhafte Ausblicke und viel frische Luft beim Golfen. Besonders das Hotel Marlena ist Synonym für Golfurlaub in Südtirol! Denn Gastgeber Hans Inderst ist Golfpionier und Visionär. Er war es, der die Initiative ergriß und den Bau des Golfclubs Lana in die Hand nahm. Dem entsprechend nah ist der Golfclub Lana - vom Hotel sind es nur 10 Minuten bis zum Golfplatz.**

**Marlena-Gäste profitieren von einer Reihe exklusiver Dienstleistungen und Ermäßigungen - nicht nur im Golf Club Lana, sondern auf allen „Golf in Südtirol“-Plätzen!**

**Die Marlena Highlights:**

- Gründer und Betreiber der Golfanlage „Gulshof Brandis“ in Lana
- In unmittelbarer Nähe zum Golfplatz Lana (10 Fahrminuten) und nur ein kurzer Weg zum Golfplatz Passeier Meran (25 min.)
- Golfschule
- Traumhafte Panoramalage über der Kurstadt Meran
- Hauseigene Vinothek mit wöchentlichen Weinverkostungen
- Spa, Sauna & Wellness mit über 1.000 m² - Beauty „Marlen“
- eigene Tennisplätze
- Caddy Raum für Ihr Golf Equipment
- beheizter Indoor und Outdoor Pool

MEHR ERFAHREN



# 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:**

<b>Trade circulation</b>	<b>Subscription circulation*</b>
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

**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: Fogra 39L, ISO COATED V2 (ECI),  
Inside: Fogra 45L / PSO LWC Improved (ECI)

**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  
Bajuwarenring 19  
82041 Oberhaching, Germany  
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info@golfmagazin.de  
[www.golfmagazin.de](http://www.golfmagazin.de)



JAHR Artopé Media

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

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

**First day of sale:** Wednesday

**Retail price:** 9.90 Euro

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## KANU MAGAZIN – Canoeing can be wonderful



20 + years of KANU MAGAZIN

The biggest German language paddle magazine, it the defining medium for the sector and remains a must-read for all paddlers.

[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)