



5,5 Mio. Pls / month

1,2 Mio. Visits / month

14 Mio. Als / month

225.000 Newsletter-Push

Power up with a dynamic golf network.  
Reach golfers europeanwide via 80 Premium Websites in GER, AUT, SUI, NED, ESP and 160 GBR based sites.

## Target Group

Our user are mostly male and have a large disposable income

**63%** male\*

**55%** are aged 50+

**63%** have a minimum net household income of 2.500 € and more\*\*

**42%** have a minimum net household income of 4.000 € and more\*\*

\* Source: German Golf Federation

\*\* Source: axel springer Verbraucheranalyse 2011



IVW proved  
Adition Advertising  
Google Analytics

Display	Format	Specification	CPI
Wallpaper / Hockeystick	728 x 90 Pixel + 160 x 600 Pixel	80 KB	30 €
Leaderboard	728 x 90 Pixel	50 KB	15 €
Skyscraper	160 x 600 Pixel	50 KB	15 €
MPU / Medium Rectangle	300 x 250 Pixel	50 KB	15 €
Halfpage Ad	300 x 600 Pixel	50 KB	20 €
Billboard	800 x 250 Pixel	50 KB	30 €
Tandem Ad	160 x 600 + 400 x 400 Pixel 728 x 90 + 400 x 400 Pixel	80 KB	30 €
Newsletter	Format	Specification	CPI
Banner	300 x 250 / 728 x 90 Pixel Standalone 800 Pixel html	50 KB 500 KB	25 € on request
Advertorial / Promotion	Format		
Editorial and advertisement	Picture + Article Picture Gallery + Link 10 Premium Publishers		2.500 €
Social-Media	Format		CPI
Extension with Social media networks	Picture + Teaser 42.000 interactive Facebook fans		60 €
PreRoll / PostRoll	Format		CPI
Integration of PreRoll / PostRoll or direct in the video player network content	max. 20 Sek. Clip for PreRoll tbd Clip for Content Clip		45 €

Prices excluding agency commission plus TAX

## your contact

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