

Golfsport-Vertical – Media-Rates 2021

The Golf-Network in Germany, Austria, Switzerland

The golf network offers advertisers the opportunity to reach the attractive target group of golfers on more than 60 golf sites and in golf clubs. From displays, newsletters and advertorials to corner splits in TV and cross-media campaigns (online / print) almost anything is possible. Your advertising in the Golf network reaches 250,000 golfers with 21 million ad impressions in the high season.

Since 2009, the golf network has been operated by Holt-in-one Golf Media, a special interest marketer with 15 years of know-how in golf, and is your contact person. The advertising network offers advertisers many interesting options with only one contact.


Traffic per month D,A,CH¹:
Visits: 1,1 Millionen
Page Impression: 5,5 Millionen

¹ IWV + ADTECH Adserver Juli 2019



Impressive Ad Impression in the Golf Network

An increase in ad impression also means a wider reach for your campaign

 2017	2018	2019	2020	
Page Impression	40.000.000	60.000.000	67.000.000	68.000.000
Visits	9.000.000	11.000.000	12.500.000	12.100.000
Ad Impression	28.000.000	70.000.000	114.000.000	119.000.000

Quelle: Google Adserver 2020

Key figures in the golf market

- 624,000 active members in German golf clubs*
- 792 golf clubs registered in the German Golf Association*
- over 80% are over 21 years of age**
- very open-minded towards high-quality products and services***
- are mostly academics, self-employed persons or managers in good circumstances***.
- Golfers have a high level of leisure and adventure orientation *****

Source: German Golf Association / ** Target group evaluation, AGOF internet facts - I/2019, time frame: average month/index vs. total age 14+ (pot. 64.82 million) / ***Allensbacher Markt- und Werbeträgeranalyse, AWA



Advertising possibilities - Display / Banner

Superbanner 728 x 90 px

The banner is positioned at the top of the page. It features a dark background with the 'RAZR FIT' logo in large, glowing green letters. Below the logo, there is a search bar with the text 'Golfclubsuche' and a 'Suchen' button. To the right of the search bar, there is a small '85 JAHRE' anniversary logo. The banner also includes a navigation menu with items like 'Golfclubs', 'Golf Hotels', 'Golfreisen', and 'Ferienwohnungen'.

Skyscraper 160 x 600 px

The skyscraper is located on the right side of the page. It features a dark background with the 'RAZR FIT' logo at the top. Below the logo, there is a search bar with the text 'Golfclubsuche' and a 'Suchen' button. The skyscraper also includes a navigation menu with items like 'Golfclubs', 'Golf Hotels', 'Golfreisen', and 'Ferienwohnungen'. The main content area of the skyscraper features a world map with various regions highlighted, and a section titled 'Golfclubs in Deutschland' with a list of clubs.

Medium Rectangle 300 x 250 px

The medium rectangle is located in the middle of the page. It features a dark background with the 'RAZR FIT' logo at the top. Below the logo, there is a search bar with the text 'Golfclubsuche' and a 'Suchen' button. The main content area of the medium rectangle features a photograph of a tennis match between Maria Scharapova and Rory McIlroy. Below the photograph, there is a headline 'Wozniacki bittet Freund McIlroy zum Match' and a short article snippet.

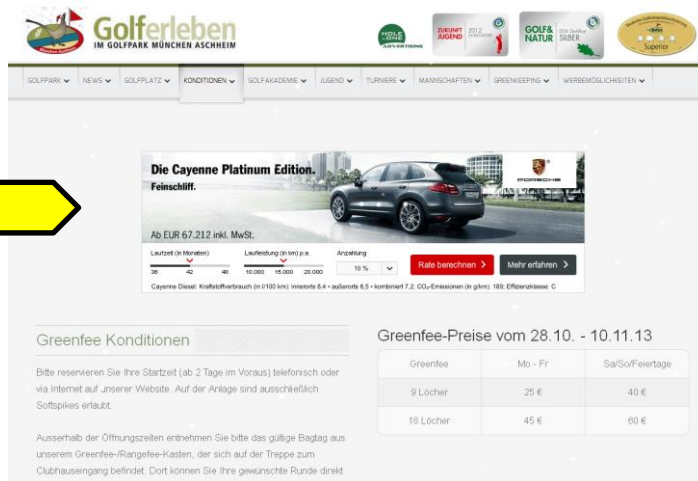
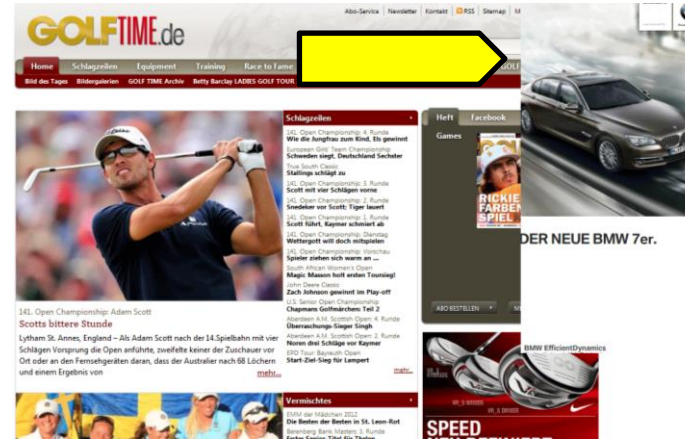
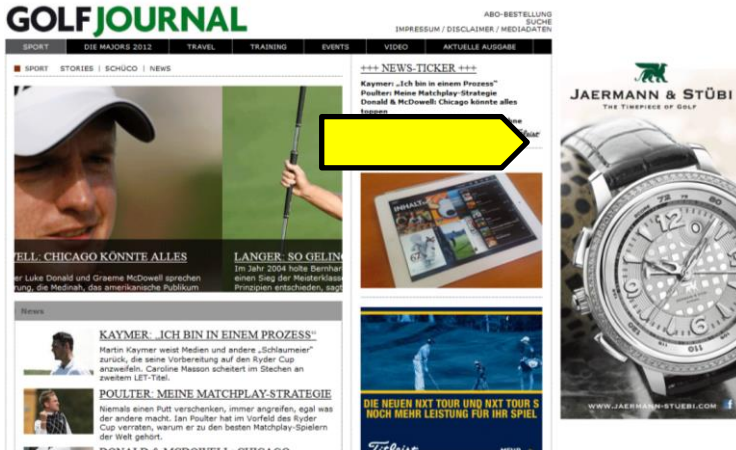
Hockey-Stick 728 x 90 px / 160x600

The hockey-stick is located at the bottom of the page. It features a dark background with the 'Zurich Help Point' logo at the top. Below the logo, there is a search bar with the text 'Golfclubsuche' and a 'Suchen' button. The main content area of the hockey-stick features a grid of advertisements for 'IGOLF1', 'LeisureBREAKS', 'GREEN', and 'Training mit den Profis'. Each advertisement includes a small image and a short text snippet.

Advertising possibilities - Display / Banner

Halfpage Ad 300 x 600 px

Layer 400 x 300 px



Billboard Ad 800 x 250 px

“Belek Golf Trophy“



www.newsletter-golf.de



Der Golf-Newsletter



golfsportmagazin.de
Golfplatz.at
Golfen in Deutschland, Österreich & Italien

Willkommen im goldenen Golfherbst!
Lieber Golffreund, liebe Golffreundin,

strahlend blauer Himmel, dazu die herrlich bunte Herbstfärbung - könnte ein Herbst schöner sein? Und ganz besonders schön ist es bei diesem Wetter natürlich auf dem Golfplatz.
In unserem Newsletter stellen wir Ihnen wieder neues aus der Golfwelt vor - viel Spaß dabei!

Mit freundlichen Grüßen

Gregor Landwehr www.golfsportmagazin.de Dr. Jürgen Niebuhr www.golfplatz.at

Inhalt:
Flake Golf: Stylish Golfbälle salonfähig machen
4. Belek International Golf Trophy
Der Golfkalender 2013
Die unerfreulichsten Golf-Spielpartner
Chippen Sie noch oder Pendeln Sie schon?
Mit welchem Golfbag ist man am schnellsten?

Flake Golf: Stylish Golfbälle salonfähig machen

Was macht die Golfbälle von Flake Golf so besonders? Es ist nicht nur der Preis, sondern auch der Style. Mehr erfahren Sie im Interview mit den beiden Gründern der neuen Golfballmarke.

Mehr Infos: [Zum Interview](#)



Die Bälle von Flake Golf

4. Belek International Golf Trophy

10.02. - 17.02.2013

7 Nächte im Cornelia Diamond Resort in Belek, Türkei, All-Inclusive Verpflegung, inklusive Flug, VIP-Transfer, 3x Green-Fee, Inkl. Turnier, Werthelbe Siegerpremie, Startgeld, Rangebillie & Trolley, Players Party und Gala Dinner, Reisebetreuung, u.s.m.

1.495,-€ Preis p.p. im Doppelzimmer
www.golf-extra.com

4. Belek International GOLF trophy

Weitere Informationen zur 4. Belek Golf Trophy finden Sie hier.

Golf-Live NEWS! Jetzt an Freunde empfehlen! EMPFÄNGER eintragen: Vorname Zuname email@adresse Send

ÖSTERREICHISCHES GOLF-NEWSLETTER MIT 100 STUNDEN LIVE-PROGRAMM

9 JAHRE

Executive Newsletter 22 / 2012 9. September 2012

SPORT

== KLM OPEN ==

Form-Hoch hält an



Bernd Wiesberger bestätigt mit der abschließenden 69 (-1) und Platz 12 seine gute Form der letzten Wochen. Markus Brier bleibt im Formtief.
[>> MEHR](#)

== UNIQA LADIES OPEN ==

Doppelt siegt besser



Caroline Hedwall bleibt die Queen von Föhrenwald und verteidigt mühelos ihren Titel vor Laura Davies. Steffi Michl wird 33.
[>> MEHR](#)

Den Winter mit golf.extra hinter sich lassen ...



Reisebetreuung durch golf.extra, u.v.m.

4. Belek International GOLF trophy

10.02. - 17.02.2013

Silvester in Antalya, Februar in Abu Dhabi oder Belek? golf.extra, einer der führenden Golfreiseveranstalter, setzt auch in diesem Winter wieder auf Turniere in der Sonne
[>> MEHR](#)

= TOP-NEWS =

[>> Challenge Tour: Prigant verliert Chance](#)

[>> LPGA Tourschool: Stütz eine Stufe höher](#)

= KLICK HITS =

["Brier: Gebts herauf!" im Golf-Live TALK](#)

[>> Schwungtop-Videos: mit Claude Grenier](#)

[>> 5* Golf & Spa in Velden](#)

UNIQA LADIES GOLF OPEN

UNION
LADIES GOLF OPEN
6. Föhrenwald - W. Neustift
07.-09. September '12

UNIQA LADIES GOLF OPEN

Das war die UNIQA LADIES GOLF OPEN 2012.

Alle Highlights, Berichte und Fotos rund um das Demontageländchen der heimischen Golf Saison, das vom 7. - 9.9. im GC Föhrenwald über die Bühne ging.

[>> OFFIZIELLE HOMEPAGE](#)

==== NÄCHSTE TURNIERE ====

TURNIERE:	Tour	TV	LIVE Scoring
Italian Open	European Tour	Do. 15:30	Do. 08:00
Kazachstan O.	Challenge Tour	nein	Do. 05:00
Tourschool St.1a	Challenge Tour	nein	Di. 08:00
Wom. British O.	Ladies E. Tour	nein	Do. 08:30
Normandie O.	Alps Tour	nein	Do. 08:00
Wroclaw O.	EPO Tour	nein	Fr. 08:00

VORSCHAU:

Italian Open



Live Scoring und Live-Updates ab Donnerstag aus Rom mit **Wiesberger und Brier** am Start.
[>> MEHR](#)

The screenshot shows the VcG website interface. At the top, there is a navigation bar with 'Einstaiger', 'Golfclubs', 'Community', and 'VcG'. A search bar and a 'SHOP' button are also visible. The main banner features the text 'einfach golfen.' and a call to action 'MITGLIED WERDEN'. Below the banner, there is a 'MEDIATHEK' section with a list of videos and a 'KALENDER' section with a list of events. A video player is shown in the center, with a yellow arrow pointing to the video content. The video player has a progress bar and a 'PAUSE' button. Below the video player, there are four small video thumbnails with titles like 'Teaching: Die ganze ...', 'Tiger Woods - Ryder ...', 'Training: Der Bunker...', and 'Golfplatz: Private G...'. At the bottom, there is a copyright notice: '© 2012 VEREINIGUNG CLUBFREIER GOLFSPIELER IM DGV E. V.'

A high quality golf content generates a strong user involvement and thus creates the optimal basis for an attention-grabbing placement of Pre-Rolls / Video Ads.

- Integration into the main content of the golf website
- Integration within a golf media library
- Combination with other banner formats
- high click-throughs
- Autostart or start button function
- Volume: 150,000 Pre-Roll Video Ads per month

Werbeform	Format	Dateigröße	Preis/TKP
Superbanner	728 x 90 Pixel	max. 40 KB	20,00 €
Wide-Skyscraper	160 x 600 Pixel	max. 40 KB	20,00 €
Medium Rectangle	300 x 250 Pixel	max. 40 KB	15,00 €
Halfpage Ad	300 x 600 Pixel	max. 80 KB	30,00 €
Billboard	800 x 250 Pixel	max. 80 KB	50,00 €
Wallpaper / Hockey Stick	728 x 90 + 160 x 600 Pixel	max. 80 KB	65,00 €
Ad Bundle	Skyscraper, Superbanner, Medium Rectangle	max. 40 KB	12,00 €
Tandem Ad	728 x 90 + 400 x 400 Pixel	max. 80 KB	30,00 €
Newsletter	300 x 200 px + 200 x 300 px, max. 150.000 contacts	max. 50 KB	on request
Advertorial	Picture- / text-combination, on 10 golf websites (4 weeks)		3.000 €
Targeting	Time, Region, Frequency Capping, etc.		no extra charge

Prices excluding agency commission plus tax.

hole-in-one Golf Media GmbH

Director:

Jan Suck

Volkartstr.20

80634 Munich / Germany

Tel. +49 89 82957752

Mobil. +49 177 2111035

Fax. +49 89 82957753

E-Mail jan.suck@hole-in-one-advertising.de

Web: www.hole-in-one-golf-media.de