



DIGITAL MARKETING IN GOLF – MEDIA DATA

Checkpoint-Golf and hole-in-one Golf Media - Your partners for optimised digital marketing in golf

A perfect match between target group and maximum outreach:

- With **Checkpoint-Golf**, the independent online comparison portal for golf equipment, you can reach golfers who are exclusively interested in golf equipment. We offer comparisons, tests and news from a wide range of manufacturers in 17 different equipment categories. We not only feature golf equipment, but also test it ourselves.

→ We are the first and only German comparison website in the DACH region
- Through the golf network of **hole-in-one Golf Media**, you will receive additional audience for your online campaigns. With over 35 golf websites and around 145.000 users, this is the perfect combination to achieve your marketing goals and increase your sales figures.

hole-in-one Golf Media Keyfacts

Germany's largest golf network

Germany's largest golf network offers advertisers the opportunity to reach the attractive target group of golfers on over 35 golf portals and golf club websites. The golf network also works with websites in Austria and Switzerland.

From display ads and advertorials to cross-media campaigns (digital/print), almost anything is possible.

Digital reach

- 145.000 Unique User / month

User structure

- 68% male
- 58% 30-59 years

High-Income target groups

hole-in-one Golf Media - Our Portfolio

Golf Sport Network 2023: Over 35 golf clubs & golf portals

Checkpoint-Golf www.checkpoint-golf.com

Golf Range www.golfrange.de

Golfsportmagazin www.golfsportmagazin.de

GOLF TIME www.golftime.de

Golfen Direct www.golfendirect.de

Golf Live www.golf-live.de

Golf Live www.golf-live.at

Further pages can be found at www.hioad.de/portfolio

Checkpoint-Golf – The comparison portal for golf equipment

Your advantage: We give you access to a target group that is **100% interested in golf equipment**:

- ✓ Compact presentation of your products with **news, tests, videos** and **recommendations PLUS comparison possibilities**
- ✓ „**Technical terms easily explained** “ – Explanation of manufacturer-specific technical terms and resulting advantages for the golfer
- ✓ Numerous **product filters** including handicap, fault tolerance, playing comfort help the user to find the product that suits him best
- ✓ „**Test Winners** “ – At the end of the year we select and publish the winners of the products/clubs we tested in various categories over the year:

For clubs for example:

- Single-HCP
- Allround
- Game Improvement

→ **Conclusion: We set the stage for your products so you can achieve your marketing goals better - from awareness to sales.**

Advantages of connecting Checkpoint-Golf with the golf network of hole-in-one Golf Media

- We can run targeted campaigns for you on **over 35 golf websites** in the hole-in-one Golf Media network. → This allows you to generate more attention for your products by reducing spreading loss.
- Checkpoint-Golf is listed as an expert in the **equipment section** of our partner golf websites. Our news and tests are also published there (see www.golf-live.at).

Facts & figures from Checkpoint Golf and the hole-in-one Golf Media golf network



1,7 Mio. Unique Visitors per year

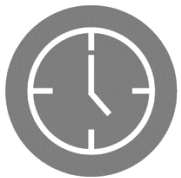
1,2 Mio. Unique Visitors

0,35 Mio. Unique Visitors Mobile



Desktop PIs 46 Mio.

Desktop Visits 10,2 Mio.



Duration: 02:43 Min. with up to 5 pages per visit



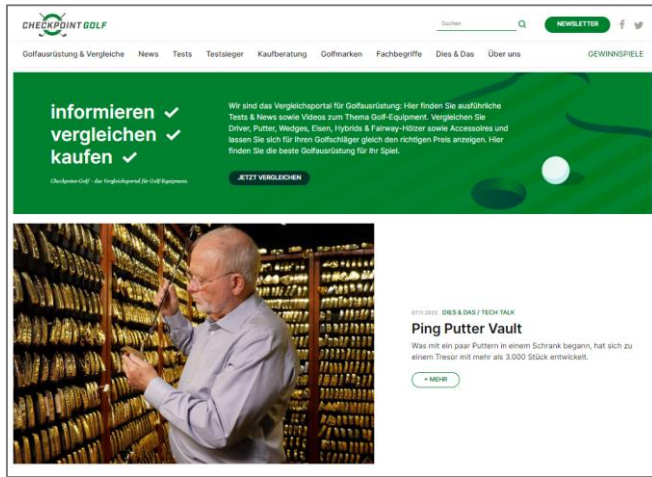
Mobile PIs 4,3 Mio.

Mobile Visits 0,8 Mio.

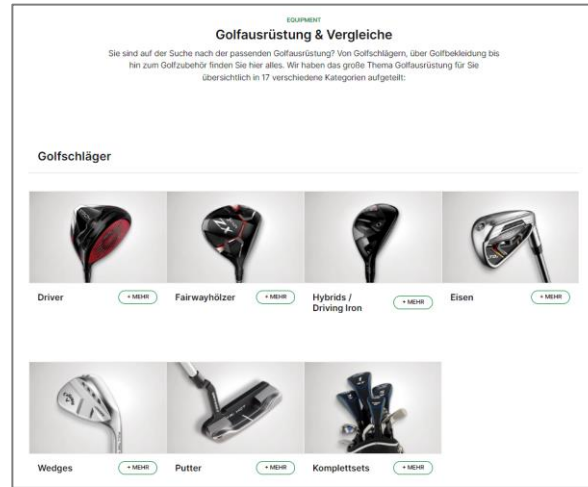
Quelle: Google Analytics 2022

Checkpoint-Golf - The comparison portal for golf equipment in German-speaking countries: With 4 clicks to the product/test

1.



2.



1. select "Test" or "News" after entering the home page

2. select category

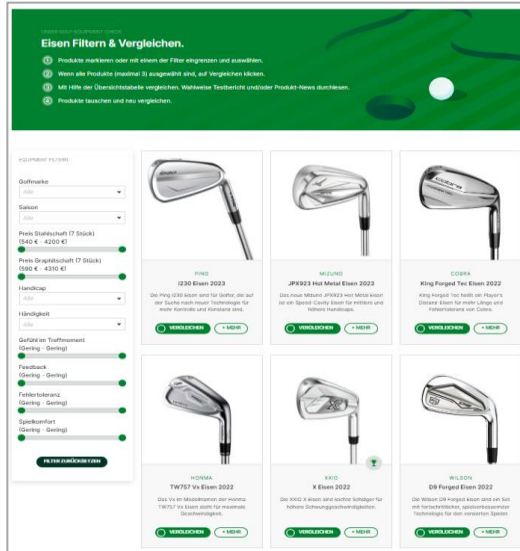
3. search product directly or via filter

4. view test/news about the product.

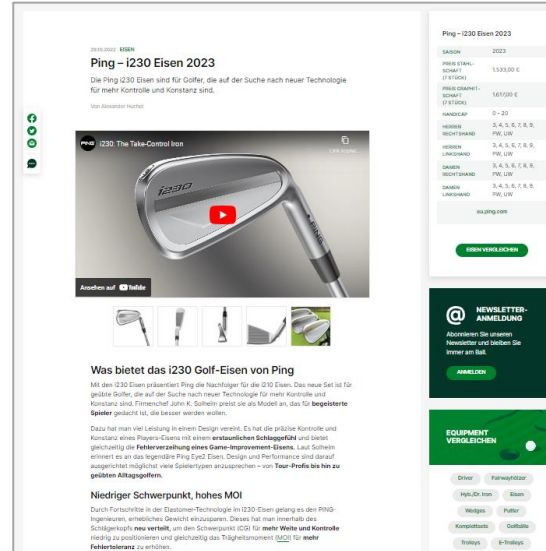
Comparison of up to three products

5. option: buy product via affiliate shop

3.



4.



Affiliate - "Buy now" button in the product news and tests

Aktuelle Angebote und Preisvergleiche
Hier zeigen wir Ihnen aus bis zu 13 Shops die tagesaktuell besten Preise an.

	Preis: € 277,00 Versand DE: € 4,95 (ab € 200,- frei) Lieferzeit: 2-3 Tage	Jetzt kaufen
	Preis: € 289,00 Versand DE: € 4,95 (ab € 100,- frei) Lieferzeit: 2-3 Tage	Jetzt kaufen
	Preis: € 289,99 Versand DE: € 4,99 (ab € 175,- frei) Lieferzeit: 3-4 Tage	Jetzt kaufen
	Preis: € 291,00 Versandkosten DE: € 4,90 (ab € 49,- frei) Lieferzeit: 5-6 Tage	Jetzt kaufen

[Weitere Shops einblenden](#)

Zuletzt aktualisiert am 07.11.2022 um 5:20. Wir weisen darauf hin, dass sich hier angezeigte Preise inzwischen geändert haben können. Alle Angaben ohne Gewähr.

Through an affiliate cooperation with 12 online shops, the user also has the opportunity to immediately buy the desired product at the best price.

The access to this option in this breadth is unique on German-language golf websites and increases the chance of selling products to the end consumer via Checkpoint-Golf, thus helping retailers and manufacturers to achieve better sales.

Form of advertising - display at Checkpoint Golf and in the golf network

5. Wallpaper / Fireplace

1. Leaderboard or
2. Billboard

informieren ✓
vergleichen ✓
kaufen ✓

Wir sind das Vergleichsportaal für Golfausrüstung. Hier finden Sie ausführliche Tests & News sowie Videos zum Thema Golf-Equipment. Vergleichen Sie Driver, Putter, Wedges, Eisen, Hybrids & Fairway-Wedger sowie Accessoires und lassen Sie sich für Ihren Golfschläger gleich den richtigen Preis anzeigen. Hier finden Sie die beste Golfausrüstung für Ihr Spiel.

Checkpoint Golf - die traditionellste Golf-Online-Shop

JETZT VERGLEICHEN

4. Halfpage Ad

5. Wallpaper / Fireplace

3. Medium Rectangle

1. **Leaderboard** 728×90, placement on start and category pages
2. **Billboard** 970×250, placement on start and category pages
3. **Medium Rectangle** 300×250, placement on start and category pages
4. **Halfpage-Ad** 300×600, placement on start and category pages on the right side and Sticky (running)
5. **Wallpaper or Fireplace** 728x90 und 160x600 placement on start and category pages

Form of advertising - Checkpoint-Golf

**informieren ✓
vergleichen ✓
kaufen ✓**

Wir sind das Vergleichsportal für Golfausrüstung: Hier finden Sie ausführliche Tests & News sowie Videos zum Thema Golf-Equipment. Vergleichen Sie Driver, Putter, Wedges, Eisen, Hybrids & Fairway-Hölzer sowie Accessoires und lassen Sie sich für Ihren Golfschläger gleich den richtigen Preis anzeigen. Hier finden Sie die beste Golfausrüstung für Ihr Spiel.

JETZT VERGLEICHEN

07/11/2022 DIES & DAS / TECH TALK
Ping Putter Vault
Was mit ein paar Puttern in einem Schrank begann, hat sich zu einem Tresor mit mehr als 3.000 Stück entwickelt.

+ MEHR

07/11/2022 DIES & DAS / WHAT'S IN THE BAG
WITB - Herstellerranking 2022
Siege PGA & DP World Tour 2022

+ MEHR

05/11/2022 DIES & DAS / KURZMELDUNGEN
Justin Rose verrät Hersteller seiner neuen JR-Eisen
In einem Beitrag zum Halloween-Tag auf Instagram verrät der ehemalige FedExCup-Champion Justin Rose den Hersteller seiner...

+ MEHR

04/11/2022 DIES & DAS / KURZMELDUNGEN
Die Puma x PTC Kollektion bringt sommerliche Vibes in den Herbst
Die Herbstkollektion ist inspiriert von Rickie Fowler, DJ KYGO und der Palm Tree Crew (PTC).

+ MEHR

Our **home page** is a mixture of advertising and editorial content. The advantage for you is that you can present your products in the first-view area.

- Bookable from one week duration
- Internal link to your listed products in news and tests

Advertising form - exclusive brand page on Checkpoint-Golf

UNTER GOLF-EQUIPMENT CHECK

Fairwayhölzer Filtern & Vergleichen.

- 1 Produkte markieren oder mit einem der Filter eingrenzen und auswählen.
- 2 Wenn alle Produkte (maximal 3) ausgewählt sind, auf Vergleichen klicken.
- 3 Mit Hilfe der Übersichtstabelle vergleichen. Wahlweise Testbericht und/oder Produkt-News durchlesen.
- 4 Produkte tauschen und neu vergleichen.

We present your products in a separate area

EQUIPMENT FILTERN

Golfmarke
Callaway
Alle abwählen
 Bridgestone
 Callaway
 Cleveland
 Cobra
 Honma
 Majesty Maruman
 Mizuno

Loft Herren Rechtshand
Alle

Loft Herren Linkshand
Alle

Loft Damen Rechtshand
Alle

Loft Damen Linkshand
Alle

Gefühl im Treffmoment (Gering - Gering)

Feedback (Gering - Gering)

Fehlertoleranz (Gering - Gering)

Spielkomfort (Gering - Gering)

FILTER ZURÜCKSETZEN

CALLAWAY
Rogue ST LS Fairwayholz 2022
Eine kompakte Kopfform charakterisiert das Callaway Rogue ST LS Fairway-Holz.

CALLAWAY
Rogue ST Max Fairwayholz 2022
Das Callaway Rogue ST Max Fairway-Holz bringt Fairway-Holz-Performance auf ein neues Niveau.

CALLAWAY
Epic Max Star Fairwayholz 2022
Geringes Gewicht gepaart mit hoher Fehlertoleranz zeichnet das Callaway Epic Max Star Fairway-Holz aus.

CALLAWAY
Epic Speed Fairwayholz 2021
Der Name ist Programm beim Callaway Epic Speed Fairway-Holz.

CALLAWAY
Epic Max Fairwayholz 2021
Jailbreak Velocity Blades sind der Schlüssel zu einer optimierten Performance beim Callaway Epic Max Fairway-Holz.

CALLAWAY
Big Bertha REVA Fairwayholz 2020
Nie war ein Schlag mit dem Callaway Big Bertha REVA Fairway-Holz für Damen leichter.

- Presentation of different products with your news and our tests
- Filter and comparison options
- Display in your Look & Feel incl. various advertising options
- Motto: The Ping world at Checkpoint-Golf

Form of advertising - "The curtain rises" Checkpoint Golf

We publish your products exactly on your embargo date:

- The prominent countdown on the home page creates excitement and arouses curiosity - even before the product launch
- At the same time, we run a display campaign for you in the hole-in-one golf network on over 60 golf websites

Rates 2024

Advertising form	Formats	File size	Price/CPM
Superbanner	728 x 90 Pixel	max. 40 KB	12,00 €
Wide-Skyscraper	160 x 600 Pixel	max. 40 KB	12,00 €
Medium Rectangle	300 x 250 Pixel	max. 40 KB	9,00 €
Halfpage Ad	300 x 600 Pixel	max. 80 KB	14,00 €
Billboard	800 x 250 Pixel / 970x250	max. 80 KB	20,00 €
Wallpaper / Hockey Stick	728 x 90 + 160 x 600 Pixel	max. 80 KB	30,00 €
Ad Bundle	Skyscraper, Superbanner, Medium Rectangle	max. 40 KB	10,00 €
Tandem Ad	728 x 90 + 400 x 400 Pixel	max. 80 KB	30,00 €
Newsletter	300 x 200 px + 200 x 300 px, max. available 183.000 contacts	max. 50 KB	on demand
Advertorial	Image / text combination, image gallery on 10 carrier media		2.500 €
Targeting	Time, region, frequency capping, etc.		no extra charge

All prices are understood as CPM, minus AE, plus VAT.

Contact

Checkpoint-Golf

Volkartstr. 20

80634 Munich / Germany

Editor-in-Chief

Alexander Huchel

Mobil: +49 / 172 / 832 71 76

E-Mail: alexander.huchel@checkpoint-golf.com

Marketing

Jan Suck

Mobil: +49 / 177 / 211 10 35

E-Mail: jan.suck@checkpoint-golf.com