Golf Journal
MEDIA KIT
PRICE LIST »GOLF JOURNAL« № 39
PRICE LIST »GOLFJOURNAL.DE« № 11
VALID FROM 1 JANUARY 2020
The world of Golf Journal
This is what we are
Deadlines
Advertising formats & prices
golfjournal.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 Journal**

29,000 newsletter subscribers per week

with an opening rate of almost 30 percent and an annual reach of 812,000 **

200,000 readers per month*

18,000 uniques per month on golfjournal.de

40,000 page impressions
THE WORLD OF Golf Journal

3,500 followers on Instagram with 570,000 impressions a year**

24,000 Facebook fans with 740,000 impressions a year**

4,000 digital downloads quarterly on Readly

11,500 app users on digital platforms as Google Play, Amazon and iTunes
THIS IS WHAT WE ARE

Golf Journal – the Magazine

- since 1982 as a premium title covering golf
- one of the biggest golf magazines in Europe
- with a circulation of around 21,000 copies and 200,000 readers a month
- shows the whole fascination of golf
- traveling around the world’s most famous golf courses or hidden places
- the latest equipment and tips & tricks of our experts
- one won’t reach so many golfers with any other brand – whether in print, online or social media
GolfJournal – Mobile Version

- 11,500 App user through Google Play, iTunes an Amazon
- addition and intelligent adaption of print into the digital world
- after first publishing on iTunes it was a run-through onto the first places of the iTunes charts
- intuitively and reader-friendly
- all issues can be filed and easily be reloaded
GolfJournal.de

- 18,000 Uniques with 40,000 PIs
- has been online since 2009 as one of the first websites featuring golf
- covers the whole world of golf and even more...
- over 1,100 rated golf courses through our experts
- with clips, videos and lots of fun

GolfJournal on Facebook*

- almost 24,000 follower
- 738,833 impressions
- 57,193 interactions
- 107,865 video calls

GolfJournal on Instagram*

- almost 3,000 subscribers – #1 among German golf magazines
- 573,125 impressions
- 27,485 interactions
- 53,633 video calls

GolfJournal Newsletter

- almost 29,000 subscribers
- opening rate of nearly 30 percent
- annual reach of 812,000 recipients

*survey period: 09/18 – 08/19
THIS IS WHAT WE ARE – OUR SPECIAL TOPICS

»GolfJournalGuide«
(Summer and Winter)

- on the back side of Golf Journal covering golf destinations around the world
- twice a year – 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 Journal featuring the topic »golf and health«
- twice a year – 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

»Golfing in Bavaria«
- booklet on the cover of Golf Journal
- once a year – May
- with the most beautiful golf courses and hotels around the Alps in the south of Germany
»Golf Property Special«

- on the back side of Golf Journal 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 a kind feature in a golf magazine in Germany
Our readers ...

... are usually male

... are amongst the »Best Agers« and have correspondingly high incomes, high education levels and social status

... are top decision makers in Germany

... see themselves as cosmopolitan – they like travelling frequently and know the world

... are opinion leaders and multipliers in our society: they tend to set trends rather than follow them

Our users ...

... are very much Internet-oriented – they can handle the Internet with confidence and carry out day-to-day activities online

... inform themselves about almost everything on the Internet and are comfortable on all digital platforms

... generally use more than one Internet-ready device

... make an above-average quantity of online purchases

THIS IS WHAT WE ARE
<table>
<thead>
<tr>
<th>Issue</th>
<th>First day on sale</th>
<th>CW</th>
<th>Cancellation date</th>
<th>Copy deadline</th>
<th>Delivery of inserts</th>
<th>Special topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>#01 – January 2020</td>
<td>18.12.</td>
<td>51</td>
<td>18.11.</td>
<td>25.11.</td>
<td>02.12.</td>
<td>Golf Medico</td>
</tr>
<tr>
<td>#02 – February 2020</td>
<td>22.01.</td>
<td>4</td>
<td>09.12.</td>
<td>16.12.</td>
<td>03.01.</td>
<td></td>
</tr>
<tr>
<td>#03 – March 2020</td>
<td>19.02.</td>
<td>8</td>
<td>20.01.</td>
<td>27.01.</td>
<td>31.01.</td>
<td>GolfGuide Summer</td>
</tr>
<tr>
<td>#04 – April 2020</td>
<td>25.03.</td>
<td>13</td>
<td>24.02.</td>
<td>01.03.</td>
<td>06.03.</td>
<td>Golfing in Bavaria</td>
</tr>
<tr>
<td>#05 – May 2020</td>
<td>23.04.</td>
<td>17</td>
<td>23.03.</td>
<td>30.03.</td>
<td>03.04.</td>
<td></td>
</tr>
<tr>
<td>#06 – June 2020</td>
<td>28.05.</td>
<td>22</td>
<td>27.04.</td>
<td>04.05.</td>
<td>08.05.</td>
<td>Golf Medico</td>
</tr>
<tr>
<td>#07 – July 2020</td>
<td>24.06.</td>
<td>26</td>
<td>25.05.</td>
<td>01.06.</td>
<td>05.06.</td>
<td></td>
</tr>
<tr>
<td>#08 – August 2020</td>
<td>22.07.</td>
<td>30</td>
<td>22.06.</td>
<td>29.06.</td>
<td>03.07.</td>
<td></td>
</tr>
<tr>
<td>#09 – September 2020</td>
<td>19.08.</td>
<td>34</td>
<td>20.07.</td>
<td>27.07.</td>
<td>31.07.</td>
<td></td>
</tr>
<tr>
<td>#10 – October 2020</td>
<td>23.09.</td>
<td>39</td>
<td>24.08.</td>
<td>01.09.</td>
<td>04.09.</td>
<td></td>
</tr>
<tr>
<td>#11 – November 2020</td>
<td>21.10.</td>
<td>43</td>
<td>21.09.</td>
<td>28.09.</td>
<td>02.10.</td>
<td>GolfGuide Winter</td>
</tr>
<tr>
<td>#12 – December 2020</td>
<td>18.11.</td>
<td>47</td>
<td>19.10.</td>
<td>26.10.</td>
<td>30.10.</td>
<td>Property Special</td>
</tr>
<tr>
<td>#01 – January 2021</td>
<td>16.12.</td>
<td>51</td>
<td>16.11.</td>
<td>23.11.</td>
<td>27.11.</td>
<td>Golf Medico</td>
</tr>
</tbody>
</table>
### Advertising Formats and Prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Format (W x H in millimetres)</th>
<th>Price in Euro (3c and 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1</td>
<td>426 x 280</td>
<td>17,900</td>
</tr>
<tr>
<td>1/1</td>
<td>213 x 280</td>
<td>8,950</td>
</tr>
<tr>
<td>1/2 height</td>
<td>105 x 280</td>
<td>4,550</td>
</tr>
<tr>
<td>1/2 across</td>
<td>213 x 140</td>
<td>4,550</td>
</tr>
<tr>
<td>1/3 height Mid-Column</td>
<td>56 x 280</td>
<td>3,590</td>
</tr>
<tr>
<td>1/3 height</td>
<td>71 x 280</td>
<td>3,220</td>
</tr>
<tr>
<td>1/3 across</td>
<td>213 x 93</td>
<td>3,220</td>
</tr>
<tr>
<td>Islet-Ad</td>
<td>80 x 80</td>
<td>2,690</td>
</tr>
<tr>
<td>1/4 height</td>
<td>54 x 280</td>
<td>2,350</td>
</tr>
<tr>
<td>1/4 across</td>
<td>213 x 70</td>
<td>2,350</td>
</tr>
<tr>
<td>1/4 corner section</td>
<td>105 x 140</td>
<td>2,350</td>
</tr>
<tr>
<td>2. Cover page</td>
<td>213 x 280</td>
<td>10,550</td>
</tr>
<tr>
<td>4. Cover page</td>
<td>213 x 280</td>
<td>11,100</td>
</tr>
</tbody>
</table>

**Bleed margin:** 3 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 (213 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.

**Classified ads in GOLFJOURNAL:**
- Millimetre price / Row (41.5 mm) minimum height 10 mm
- Special formats on request
- Advertisement series/block on request
- Agency commission 15%
- All prices are plus statutory VAT.

**Commercial classified ads from the following sectors:**
- Golf accessories, travel, property, hotels, clubs, etc.
- €3.30 b/w / €4.40 in colour

**Private classified ads**
- Row price €7.20 (inc. VAT)
- Cipher fee €7.00 (incl. VAT)
- Clearly recognisable commercial offers which are not in connection with the individual text will not be forwarded.

**Discounts:**
- **Series discount**
  - 3 displays 3%
  - 6 displays 5%
  - 9 displays 10%
  - 12 displays 15%
  - 24 displays 20%
- **Quantity discount**
  - 3 pages 8%
  - 6 pages 10%
  - 9 pages 15%
  - 12 pages 20%
  - 16 pages 22%
- **Extended series and quantity discounts on request.**
- **No series and quantity discounts on special placements and ad specials.**
- **Subsequent charges and credit notes are calculated after the actual quantities (at the end of the scheduling year) are determined.**
- **Series discounts on request. Switch between mm adverts and part-page adverts on request.**

For other specials (gate folders, altar fold, title sleeve, bound inserts such as postcards 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@golfjournal.de

**Agency commission:** 15%

**Commercial classified ads from the following sectors:**
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<table>
<thead>
<tr>
<th>Advertising form/format</th>
<th>Format in pixels</th>
<th>Prices in Euro* (TCP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard XXL</td>
<td>1220 x 300</td>
<td>30,–</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>25,–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>30,–</td>
</tr>
</tbody>
</table>

* Prices per thousand contacts (TCP) measured in ad impressions

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

More digital advertising media or integration into our newsletter as shown on request. For your individual online campaign please send an email carina.rey@golfjournal.de. More digital advertising formats on request or on marketing.golfjournal.de

Integration Newsletter (620 x 365 Pixel) 1.250,–
Facebook – Sponsored Post 750,–
Instagram – Tagged Link 450,–
INSERTS | SUPPLEMENTS | BOUND INSERTS

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

- **Minimum circulation:** 20,000 editions
- **Minimum size:** 100 x 120 mm
- **Maximum size:** 203 x 270 mm

**Price per thousand or part thereof:**

<table>
<thead>
<tr>
<th>Trade circulation</th>
<th>Subscription circulation**/*<strong>/</strong>**</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 20 g EUR 155</td>
<td>up to 20 g EUR 180</td>
</tr>
<tr>
<td>up to 30 g EUR 160</td>
<td>up to 30 g EUR 190</td>
</tr>
<tr>
<td>up to 40 g EUR 165</td>
<td>up to 40 g EUR 210</td>
</tr>
<tr>
<td>up to 50 g EUR 170</td>
<td>up to 50 g EUR 225</td>
</tr>
<tr>
<td>over 50 g on request</td>
<td>over 50 g on request***</td>
</tr>
</tbody>
</table>

*Including postage, ** requested subscription can differ from the current IVW report, *** AE is only granted on pro-rata basis

Full allocation before partial allocation

**Supplements** are printed materials/brochures from an advertiser which are bound into the magazine.

**Supplement prices:**

- 2–4 pages EUR 8,140
- 8 pages EUR 11,450
- 12 pages EUR 13,350
- 16 pages EUR 16,380

Head trim 10 mm, cross-over routing margin 3mm, side and base trim at least 3 mm. Delivery is fully folded.

- **Minimum size:** 100 x 120 mm min. paper weight: 115 g (with one sheet)
- **Maximum size:** 213 x 280 mm max. paper weight: 300 g

**Inserts, supplements, and bound inserts**, which are used by several advertisers simultaneously: Surcharge 50 %.

Please note with regard to inserts, supplements, and stickers: 5 samples are required upon placing the order, and they must be suitable for machine processing. In the case of inserts and stickers, an additional 5 samples are required for submission by post. Any trimming and folding work is calculated separately. In case of supplements and 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 and supplements 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: 213 mm x 280 mm (width x height)

Offcut: all pages 3 mm

Printing process: Web offset, grid 4c 60er, sw 54er

Processing: Adhesive binding

Paper:
- Cover: wood-free gloss image print 170 g
- Inner: practically wood-free gloss image print 80 g

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

Please send a corresponding proof for every single file.


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. Forgoing 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: www.atlas-verlag.de/AGB Due to tax legislation, we request that the tax reference number or VAT number is provided when the order is issued.
KANU MAGAZIN – Canoeing can be wonderful
After KANU MAGAZIN celebrated its 100th edition five years ago, the editors are focusing on 150. Even in 2019 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

unterwasser – 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.unterwasser.de

Bayerisches Ärzteblatt
Bayerisches Ärzteblatt is the magazine for members of the Bayerische Landesärztekammer (BLÄK) and the primary information medium for doctors in Bavaria. Renowned authors write in the cover feature of the Bayerisches Ärzteblatt regarding the importance of prevention in their specialist area in every edition. www.blaek.de

Münchner Ärztliche Anzeigen
»Münchner Ärztliche Anzeigen« appears every 14 days and is the official publication and information sheet of the Ärztlicher Kreis- und Bezirksverband association. "Münchner Ärztliche Anzeigen" has existed as a medium for over 100 years and reaches all registered doctors within the Munich area with a circulation of 20,000 copies. www.aerztliche-anzeigen.de