Time for a change of perspective

Time for simply GOLF

SIMPLYGOLF.DE

MEDIA KIT & RATE CARD

Magazine Shop Travel Events

www.simplygolf.at

valid from Jan 1st 2023

SIMPLY GOLF: WE DELIVER OUTSTANDING STORIES

Established 2017: Interviews, stories & features you barely find in any other golfmagazine!

STORIES, FEATURES, INTERVIEWS, COLUMNS. With SimplyGOLF we serve the classic formats of a magazine. Just the the implementation is special: different, more imaginative, more creative – the cover language speaks for itself!

SIMPLY GOLF: CORPORATE HIGH END!

Your wish is our command! We deliver on the highest level in both ways: From a journalistic perspective, as well as from the layout-side!

NO MATTER IF YOU ARE LOOKING FOR A REGIONS-SPECIAL, A CLUBMAGAZINE OR SPECIAL-TOPIC-ISSUE you can rely on our expertise of more than 30 years creating custom-fit products! You can also expect fair pricing, tailor-made to your need!
Inquiries: office@simplygolf.at reference: #simplyCorporate

QUALITY FIRST!

SimplyGOLF, established in 2017, is driven by passion and expertise and has the determination to create, write & design magazine-stories our readers have never seen or read before.

This is how we create for you as our partner a relevant and perfect environment to convey your message. To deliver this high expections the best German-speaking golf and travel journalists are contributing to SimplyGOLF, as well do the top-photographers. The result speakes for itself – issue by issue!

We go the hard way to put the finishing touches to a story, according to our basic journalistic principles.

Let‘s come up with great ideas and a longterm prosper partnership.

Have a nice game.

KLAUS NADIZAR
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+43 664 21 46 505

KLAUS NADIZAR
CEO & Publisher
SimplyGOLF

SIMPLYGOOD2KNOW.
The concept story
132 pages
of pure pleasure,
divided into
18 „Holes“,
that stands for 18 stories.
Exceptional imagery
from the cover
up to the last page!

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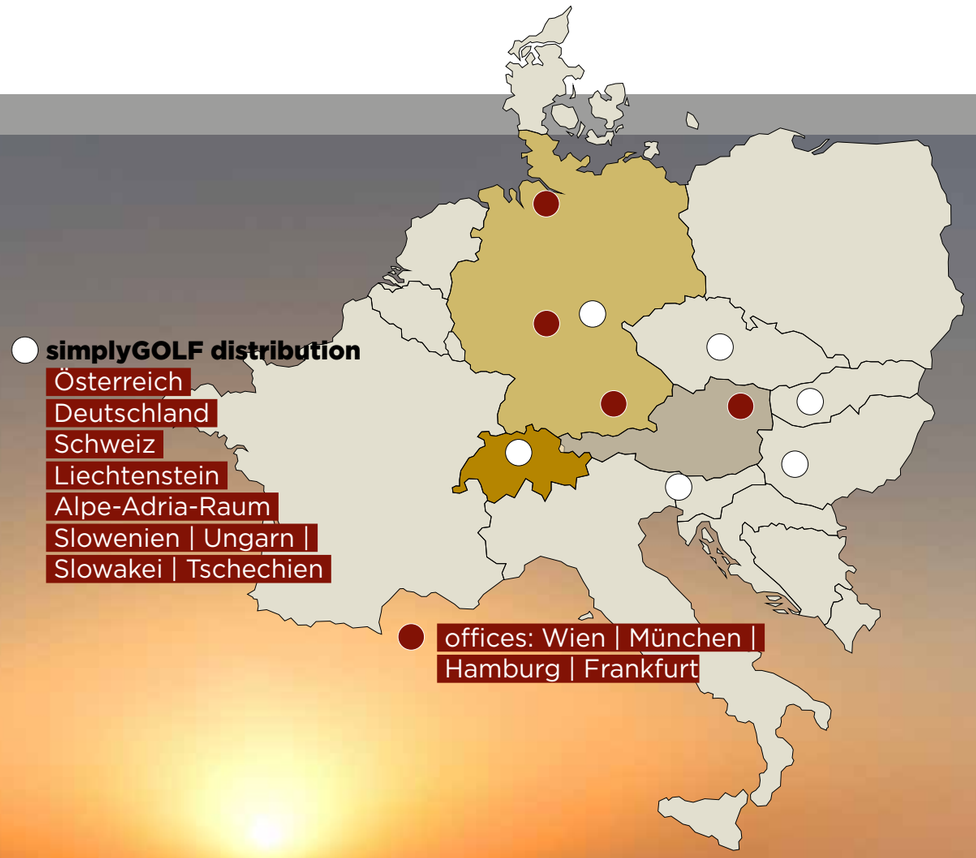
„Some people know the price of everything and the value of nothing!“

Oscar Wilde

SIMPLY GOOD 2 KNOW
Circulation 2023: 25.000 copies
13.000 Subscribtions & Cooperations
(65 % AUT | 35 % D)
6.000 Top-Partner
(Airport-Lounges | Hotels | Golf clubs)
6.000 Newsstands & Kiosk
(80 % D | 15 % AUT | 5 % Div)



TARGET GROUP
65 % male
35 % female

Interests
sport | health |
cars | culinary | real estate | art
| cultur design | travel | tech &
tech-gimmicks

Demography
60% of simplyGOLF fans are
exceptional affluent (A-Class)
75% are 35+ years of age

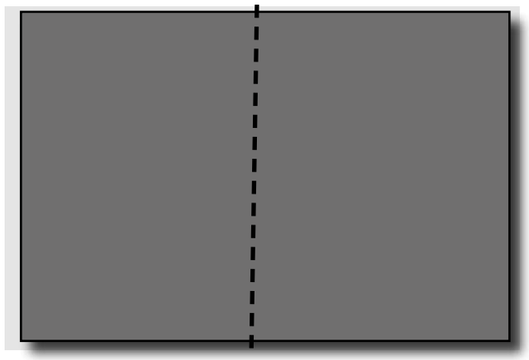
» Concept
132 pages of pure pleasure,
divided into 18 „Holes“,
that stands for 18 stories.
Exceptional imagery
from the cover
up to the last page!

» Topics
Destinations, products, personalities,
special features, interviews, potraits,
columns: simplyGOLF is chasing
stories that can not be found in any
other golf magazine. The only
criterion: The story has to inspire
our readers.

» Das Portfolio
The brand simplyGOLF is a direct
target group approach on all
channels: Based on our exceptional
print product and having proven our
cross-media competence we
guarantee optimal impact for your
message!

PERFECT TO ADRESS YOU TARGET GROUP

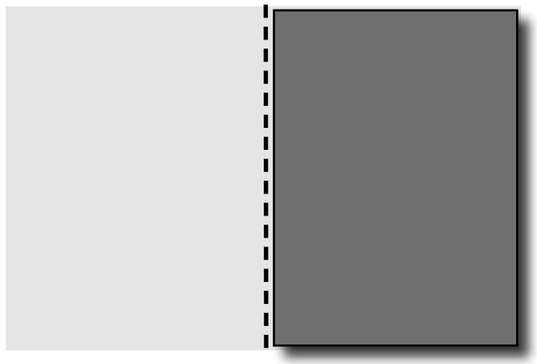
Hit the sweetspot with our high quality magazine!



2/1 DOUBLE PAGE

420X280 mm *sloping*

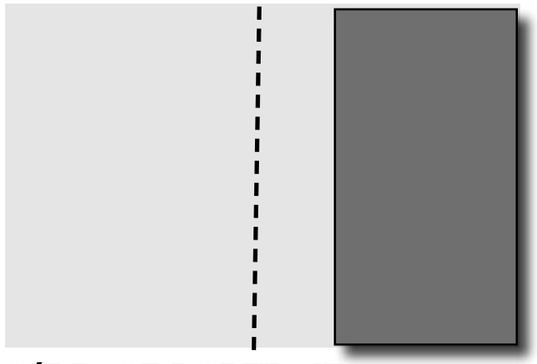
PRICETAG: € 10.900,00



1/1 SINGLE PAGE

210X280 mm *sloping*

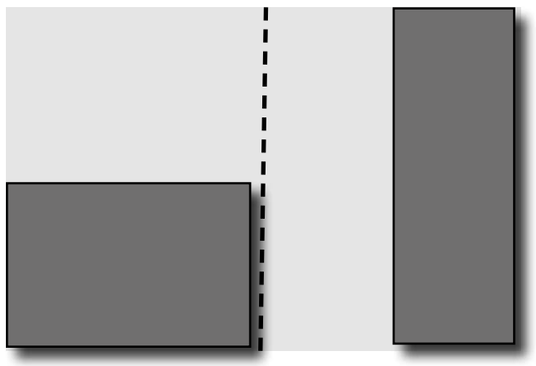
PRICETAG: € 5.700,00



2/3 PAGE PORTRAIT

140X280 mm *sloping*

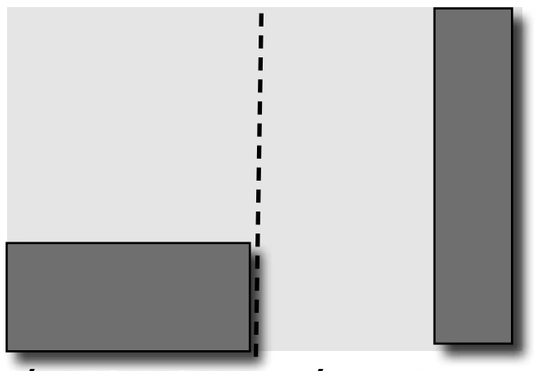
PRICETAG: € 4.500,00



1/2 PAGE PORTRAIT/LANDSCAPE

LANDSCAPE: 210X140 mm *sloping*
PORTRAIT: 105X280 mm *sloping*

PRICETAG: € 3.700,00



1/3 PAGE PORTRAIT/LANDSCAPE

LANDSCAPE: 210X95 mm *sloping*
PORTRAIT: 70X280 mm *sloping*

PRICETAG: € 2.500,00

1/4 PAGE PORTRAIT

52X280 mm *sloping*

PRICETAG: € 1.900,00

CIRCULATION
25.000 copies
2.500 digital subscribers

TARGETGROUP
65 % male
35 % female

INTERESTS
sport | health | cars | culinary | real estate | art | cultur design | travel | tech & tech-gimmicks

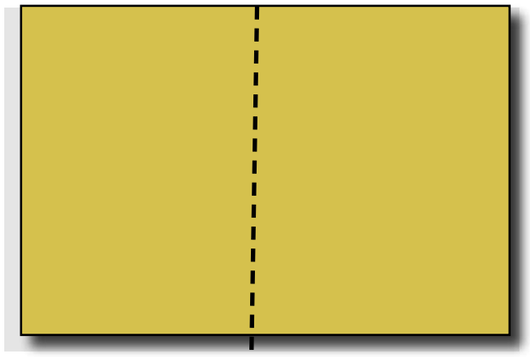
All tarifes plus 5 % Advertising Tax und 20 % VAT

For more informations: www.simplygolf.at/mediadaten

Terms and conditions of the Simply-GOLF Gmbh apply | Price list: Valid from Nov. 2022 (subject to change)

PREMIUM AD PLACMENT

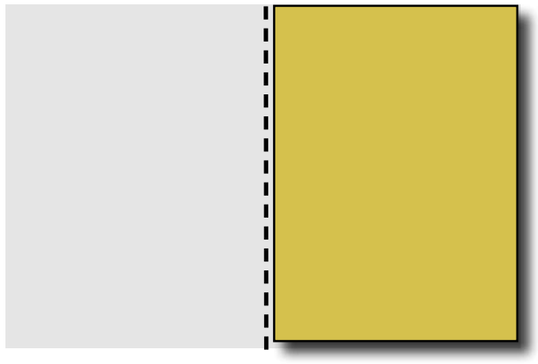
Please accept an earlier ad-close-date!



2/1 INSIDE COVER+PAGE 3

420X280 mm *sloping*

PRICETAG: € 14.900,00

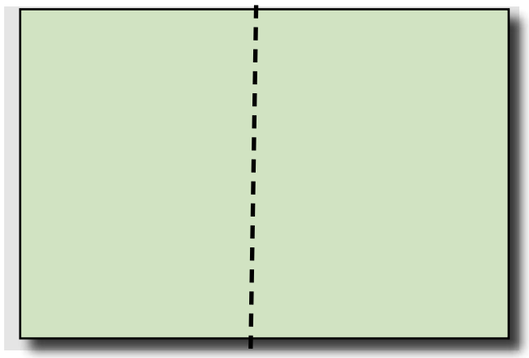


1/1 SINGLE PAGE FIC/OBC

210X280 mm *sloping*

PRICETAG: € 7.700,00

ADVERTORIAL

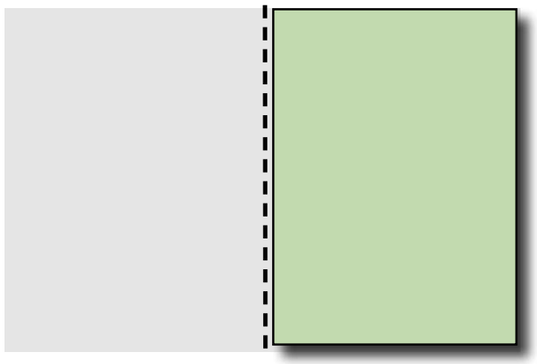


2/1 DOUBLEPAGE*

PRICETAG: € 11.900,00

without photo fee | photos must be provided

**other scopes on request*



1/1 SINGLE PAGE

PRICETAG: € 5.700,00

without photo fee | photos must be provided

Publication dates & advertising schedule

ISSUE 1
pub. date March 2nd
ad deadline Feb 11th
Features: PGA Show Orlando | Vorschau US Masters |

ISSUE 2
pub. date April 27th
ad deadline April 6th
Features: Equipment | Golf & Health | Fashion

ISSUE 3&4 SUMMERSPECIAL
pub. date June 26th
ad deadline May 26th
Features: Preview The Open | Putter | Smart Watches & Laser

ISSUE 5
pub. date Sept 7th
ad deadline Aug 8th
Features: Preview Ryder Cup & Solheim Cup | Travel-Special

ISSUE 6
pub. date Nov 30th
ad deadline Oct 25th
Features: Luxury | Watches | Indoor-Golf |

*subject to change

SUPPLEMENTS & SPECIAL ADVERTISING FORMATS ON REQUEST

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SIMPLYGOLF.SHOP.AT

YOUR PRODUCT - OUR SHOP!

Our online shop offers an ideal platform for your efforts. Special sales | Flash Sales | Greenfees | Vouchers.

Ask us about our Custom-Fit offers at **office@simplygolf.at**

NEW SINCE 2023:
THE SIMPLYGOLF TRAVEL UNIT

TAILOR MADE & NOT THE USUAL SUSPECTS *SimplyGOLFReisen is dealing with special destinations / hotels / golf courses we have discovered ourself to deliver unbeatable expertise.*

In 2023 we will be offering accompanied trips to the Solheim Cup in Marbella/Spain and the Ryder Cup in Rome/Italy!

Ask us about cooperations at **fore@simplygolf.reisen**

ARE YOU PLANNING GOLF EVENTS? ONE OR MORE TOURNAMENTS?

OUR EXPERIENCE RANGES FROM

» staging European Challenge Tour Event
» organization of ProAms amateur series
» Media work for various professional events
» Callaways „Kings of Distance“ up to the
» guided golf trip (2023 to the Ryder Cup in Rome)

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