

RATE CARD 2024



GOLF

**Magazine
Digital
Shop
Travel**

MEDIA KIT PRINT

SIMPLY GOLF: WE DELIVER OUTSTANDING STORIES

ESTABLISHED 2017: INTERVIEWS, STORIES & FEATURES YOU BARELY FIND IN ANY OTHER GOLFMAGAZINE!



Stories, features, interviews and 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! **Inquiries: office@simplygolf.at**



SIMPLYGOLF: THE EXTRAORDINARY GOLF MAGAZINE

SimplyGOLF started at the beginning of 2017 with the big goal of raising the quality in the golf magazine sector to a new level!

To this day - 40 special & extraordinary issues later - we have not lost sight of this goal: Since issue 1, no path is too far for us to put the finishing touches on a story.

SimplyGOLF tells stories that golf fans have never seen or read before. To do this, we have hired the best German-speaking golf journalists, work with the finest photographers and have text and images moulded into shape by a creative design team.

In this way, we create a relevant environment for our partners to convey their message to a top target group and foster a long-term, prosperous partnership.

Best regards.

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KLAUS NADIZAR
CEO & Publisher
SimplyGOLF

SIMPLYGOOD2KNOW.

The concept story
More than 120 pages of pure pleasure, divided into 18 „Holes“, that stands for 18 stories. Exceptional imagery from the cover up to the last page!

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

Oscar Wilde

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

SIMPLY GOOD 2 KNOW Circulation 2023: 20.000 copies

13.000 Subscriptions & Cooperations
(65 % AUT | 35 % D)
4.000 Top-Partner
(Airport-Lounges | Hotels | Golf clubs)
3.000 Newsstands & Kiosk
(80 % D | 15 % AUT | 5 % Div)

» Concept

More than 120 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.

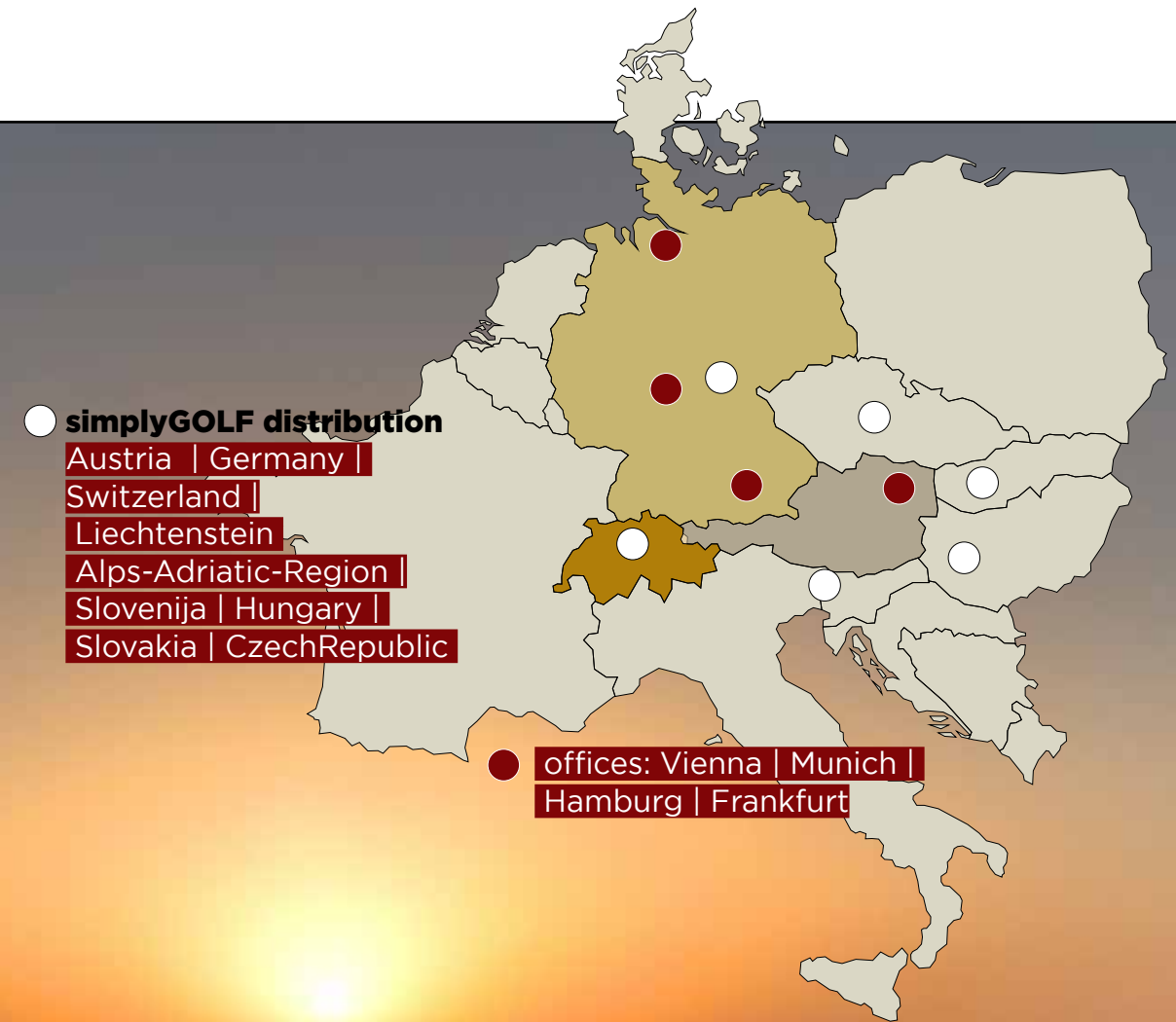
» Portfolio

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!

● simplyGOLF distribution

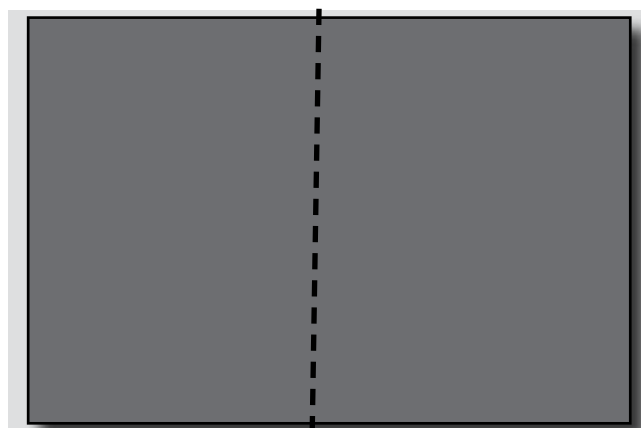
Austria | Germany |
Switzerland |
Liechtenstein |
Alps-Adriatic-Region |
Slovenija | Hungary |
Slovakia | CzechRepublic

● offices: Vienna | Munich |
Hamburg | Frankfurt



PERFECT TO ADDRESS YOU TARGET GROUP

Hit the sweetspot with our high quality magazine!



2/1 DOUBLE PAGE

420X280 mm *sloping*

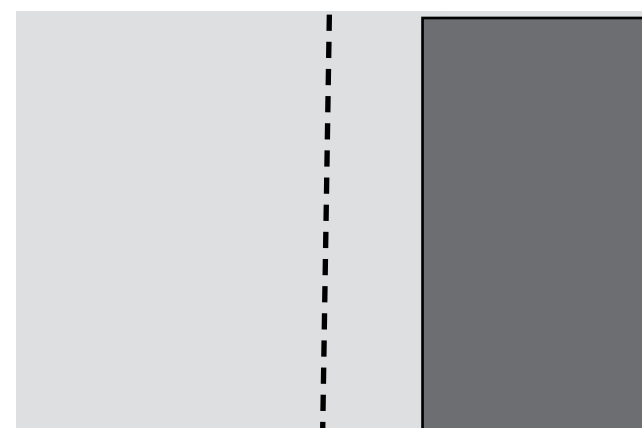
PRICETAG: € 11.400,00



1/1 SINGLE PAGE

210X280 mm *sloping*

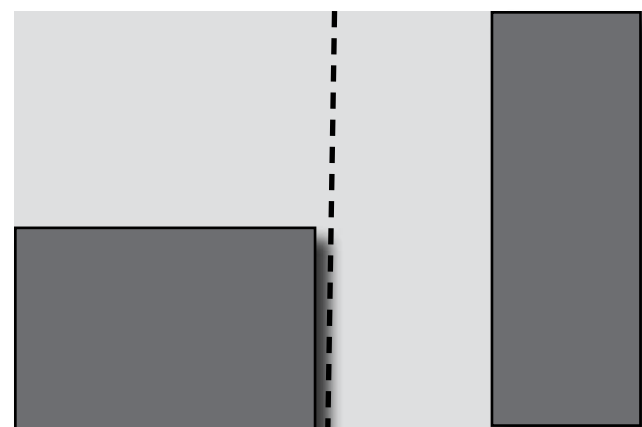
PRICETAG: € 5.900,00



2/3 PAGE PORTRAIT

140X280 mm *sloping*

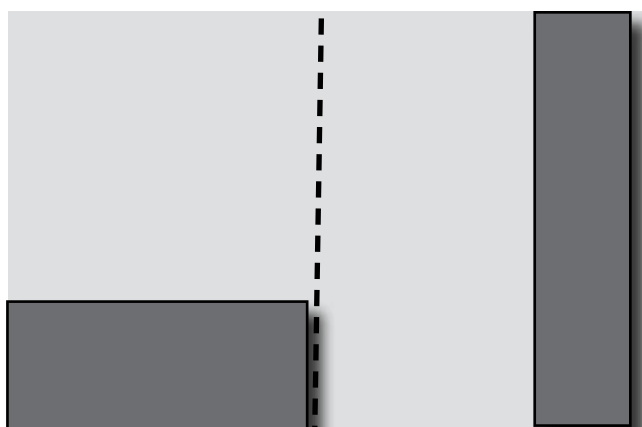
PRICETAG: € 4.700,00



1/2 PAGE PORTRAIT/LANDSCAPE

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

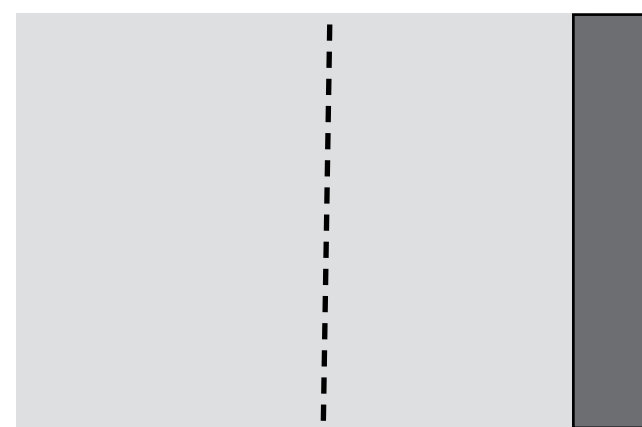
PRICETAG: € 3.900,00



1/3 PAGE PORTRAIT/LANDSCAPE

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

PRICETAG: € 2.700,00



1/4 PAGE PORTRAIT

52X280 mm *sloping*

PRICETAG: € 2.100,00

CIRCULATION

20.000 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 and 20 % VAT

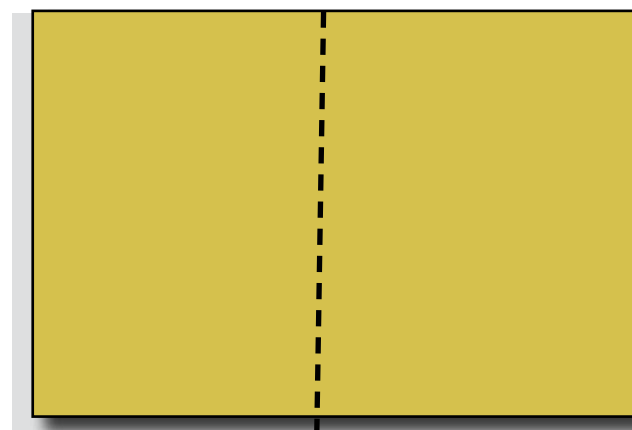
For more informations:
www.simplygolf.at/mediadaten

Terms and conditions of the
Simply-GOLF Gmbh apply

Price list: Valid from Dec. 2023
(subject to change)

PREMIUM AD PLACEMENT

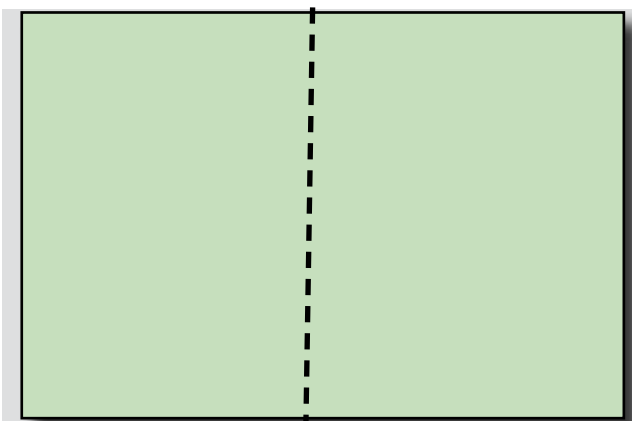
Please accept an earlier ad-close-date!



2/1 INSIDE COVER+PAGE 3

420X280 mm *sloping*

PRICETAG: € 14.900,00



2/1 DOUBLEPAGE*

PRICETAG: € 11.900,00

without photo fee | photos must be provided

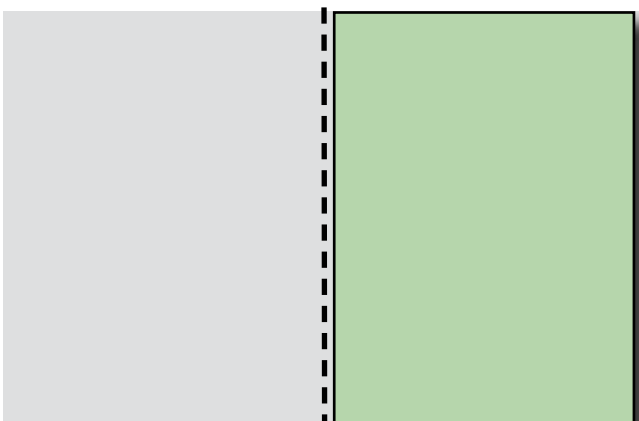
*other scopes on request



1/1 SINGLE PAGE FIC/IBC/OBC

210X280 mm *sloping*

PRICETAG: € 7.900,00



1/1 SINGLE PAGE

PRICETAG: € 5.700,00

without photo fee | photos must be provided

Publication dates & advertising schedule 2024*

ISSUE 1

pub. date March 11th

ad deadline Feb 11th

SPECIAL ISSUE #2

SIMPLYGOLF SUSTAINABLE**

pub. date Apr 15th

ad deadline Mar 10th

ISSUE 3

pub. date May 6th

ad deadline April 6th

ISSUE 4

pub. date June 24th

ad deadline May 26th

SPECIAL ISSUE #5

SIMPLYGOLF TRAVEL

pub. date Sept 9th

ad deadline Aug 8th

ISSUE 6

pub. date Nov 18th

ad deadline Oct 25th

subject to change

**SUPPLEMENTS & SPECIAL
ADVERTISING FORMATS
ON REQUEST**

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For all requests concerning our
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sustainable**

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TAILOR MADE & NOT THE USUAL SUSPECTS

Since 2023 SimplyGOLF REISEN offers extraordinary golf journeys. Our team meticulously curates unparalleled travel experiences featuring premium destinations, handpicked hotels, and world-class golf courses. Inbound & Outbound!

Whether you crave the majestic beauty of the Austrian Alps, the serene landscapes of the German lake district, or the allure of a European Tour Destination, we've got you covered.

Reach out to us at fore@simplygolf.reisen to elevate your golfing experience to new heights. Unleash the golfer in you, surrounded by breathtaking scenery and top-notch accommodations.

BRING YOUR DESTINATION, YOUR HOTEL, YOUR GOLF COURSE IN THE SPOTLIGHT OF THE FINEST GOLFMAGAZINE IN THE GERMAN SPEAKING AREA.



YOUR PRODUCT - OUR SHOP! WE CATER OUR COMMUNITY

Step into SimplyGOLF SHOP – where passion meets excitement! Discover top-tier offers!

Elevate your game with the latest technology and trend-setting gear. Immerse yourself in a curated selection of experiences and embark on a journey where every swing is a step towards excellence.

You are a golf club and you want to sell greenfees? A hotel to sell special voucher or a provider of classic golf products (e.g. gloves, balls, tees, etc). Just bring your product to glow in our new shop.simplygolf.at

WE HAVE ALL YOU NEED. MAGAZINE, WEBSITE, COMMUNITY, SHOP – 360 DEGREE WITH ONE FACE TO YOUR CUSTOMER.



SPECIALISED PORTFOLIO FOR THE MOST EFFECTIVE CAMPAIGNS IN GOLF.

With our specialised team we cater the premium golf community in the German speaking area!

We provide curation of golf and golf-specific publishers in the bespoke area and deliver high-impact creative media (video, animation, sweepstakes) Organic Editorial “Tentpole Content Strategy” for desired brand (digitally, magazine, social). IN-REAL-LIFE Experience TRAVEL to desired DESTINATION.

Advertorial, high quality newsletter with over 28% opening rate through the Simply GOLF Community and the chance to get recognition of our highly engaged Social Media Community on FB, Instagram, etc

WE SIMPLY CUSTOMFIT TO EXCEED YOUR EXPECTATIONS.