

2025



# GOLF

MEDIA KIT



VALID FROM JAN 1ST 2025

# QUALITY FIRST.

SimplyGOLF, established in 2017, is propelled by unwavering passion and expertise, fueled by the determination to craft magazine stories that captivate our readers in unprecedented ways. Our commitment is to provide you, our valued partner, with a relevant and impeccable environment to convey your message effectively.

In order to meet these elevated expectations, SimplyGOLF collaborates with the finest German-speaking golf and travel journalists, as well as top photographers, ensuring each issue is a testament to excellence.

We take the challenging route to refine every story, adhering to our core journalistic principles. Let's collaborate on innovative ideas and foster a long-term, prosperous partnership.

Wishing you a fantastic game ahead.



” The **only** criterion is: The story has to **inspire** our readers. ”

KLAUS NADIZAR

# WE DELIVER OUT- STANDING STORIES.

ESTABLISHED 2017

Interviews, stories & features you barely find in any other golf magazine.

**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

N° 5  
2022

SIMPLYGOLF.AT AUT 8 € // D 7,70 € // CHF 9

**Menschen**  
Emma Spitz | Reinold Geiger

**Reisen**  
Mallorca | Marokko

**TAKE THAT!**  
Neuer Stoff von  
Robbie Williams

P.b.b. Österreichische Post AG, 1120 Wien, 1101 M. Simply Golf GmbH, Postfach 100, 1190 Wien



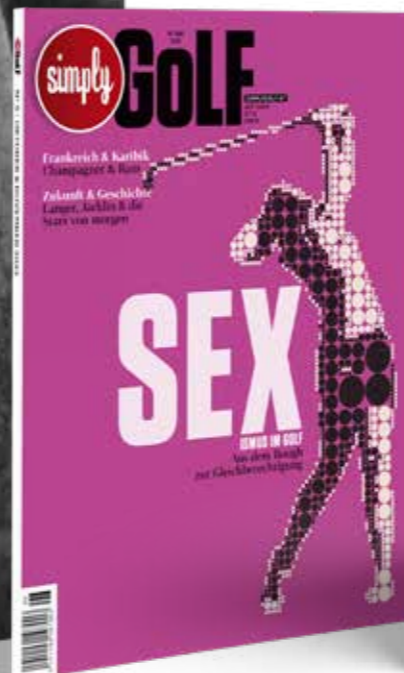
## AND WE DO CORPORATE HIGH END, TOO.

We deliver on the highest level in both ways: from a journalistic perspective as well as from the layout side!

### YOUR WISH IS OUR COMMAND

No matter if you are looking for a regions-special, a club magazine or special-topic issue: you can rely on our expertise!

Inquiries: [office@simplygolf.at](mailto:office@simplygolf.at)



# SIMPLY GOOD 2 KNOW.

## CIRCULATION 2025

**25.000 copies**

**2.500 digital subscribers**

**13.000 subscriptions & Cooperations**  
65 % AUT | 35 % GER

**4.000 Airport lounges | Airports**  
VIE | FRA | MUC | HAM

**5.000 Top-Partner**  
hotels | golf clubs

**3.000 newsstands & kiosks**  
80 % GER | 15 % AUT | 5 % misc

## SIMPLYGOLF DISTRIBUTION

Austria | Österreich  
Germany | Deutschland  
Switzerland | Schweiz  
Liechtenstein  
Alpe-Adria-Raum  
Slovenia | Slowenien  
Hungary | Ungarn  
Slovakia | Slowakei  
Czech Republic | Tschechien

## SIMPLYGOLF OFFICES

Wien  
München  
Hamburg  
Frankfurt

## 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.

## THE 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

## TARGET GROUP

65 % male - 35 % female

## INTERESTS

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

## DEMOGRAPHY

60% of simplyGOLF fans are excep-  
tional affluent (A-Class)

75% are 35+ years of age

simplyGOLF

” Some people know the price  
of **everything** and the value  
of **nothing**.

OSCAR WILDE

# HIT THE SWEET SPOT.

PREFECTLY ADRESS YOUR TARGET GROUP

All tarifes plus 5 % Advertising Tax and 20 % VAT

For more informations: [www.simplygolf.at/mediadaten](http://www.simplygolf.at/mediadaten)

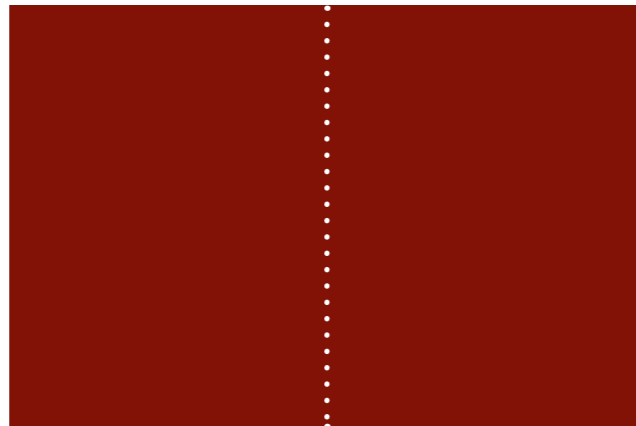
Terms and conditions of the Simply-GOLF GmbH apply

Valid from Jan. 2025 (subject to change)

## 2/1 DOUBLE PAGE

420 x 280 mm + bleed

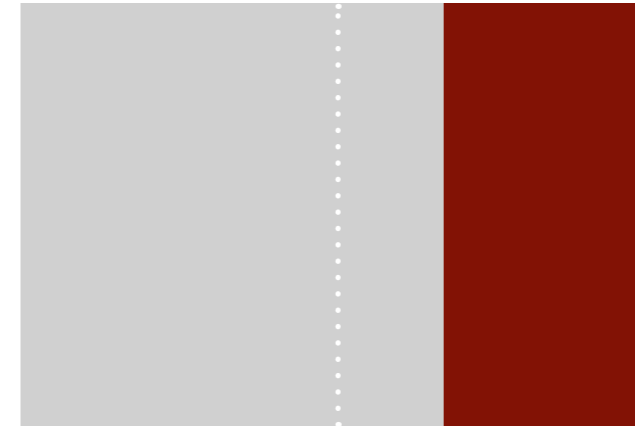
10.900,00



## 1/1 SINGLE PAGE

210 x 280 mm + bleed

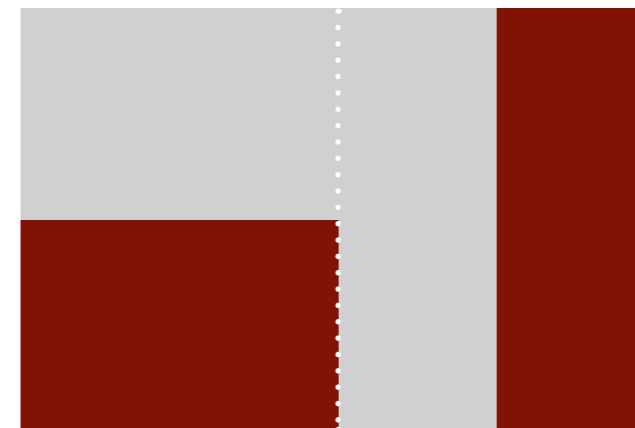
5.900,00



## 2/3 PAGE PORTRAIT

140 x 280 mm + bleed

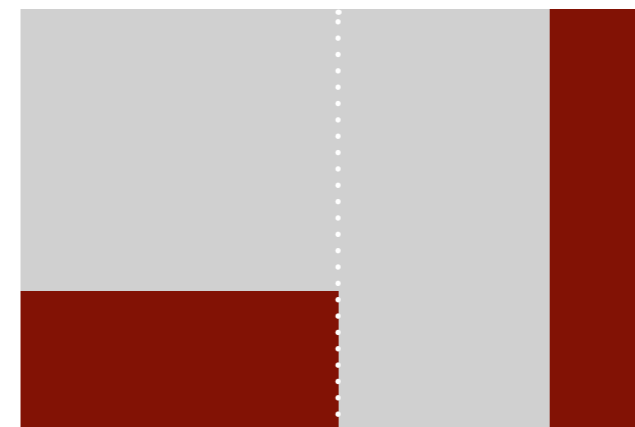
4.700,00



## 1/2 PAGE PORTRAIT 1/2 PAGE LANDSCAPE

LANDSCAPE: 210 x 140 mm + bleed  
PORTRAIT: 105 x 280 mm + bleed

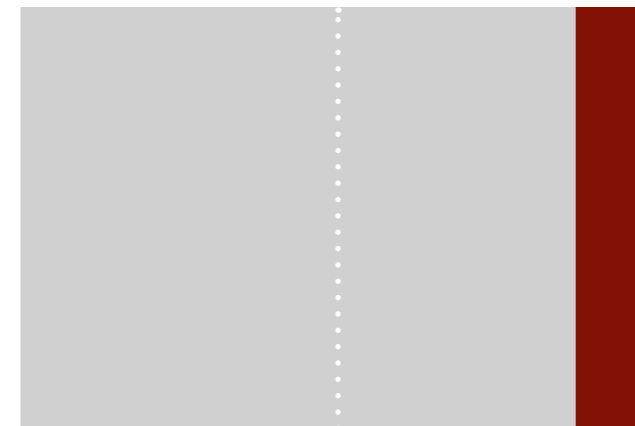
3.900,00



## 1/3 PAGE PORTRAIT 1/3 PAGE LANDSCAPE

LANDSCAPE: 210 x 95 mm + bleed  
PORTRAIT: 70 x 280 mm + bleed

2.900,00

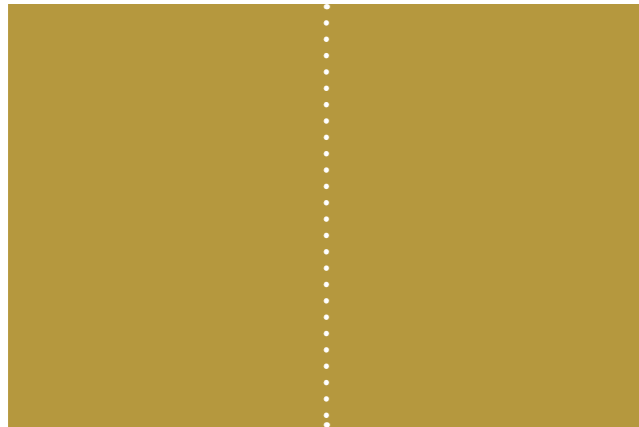


## 1/4 PAGE PORTRAIT

52 x 280 mm + bleed

1.900,00

**PREMIUM AD PLACEMENT** Please accept an earlier ad-close-date!



**2/1 INSIDE COVER & PAGE 3**

420 x 280 mm + bleed

**14.900,00**



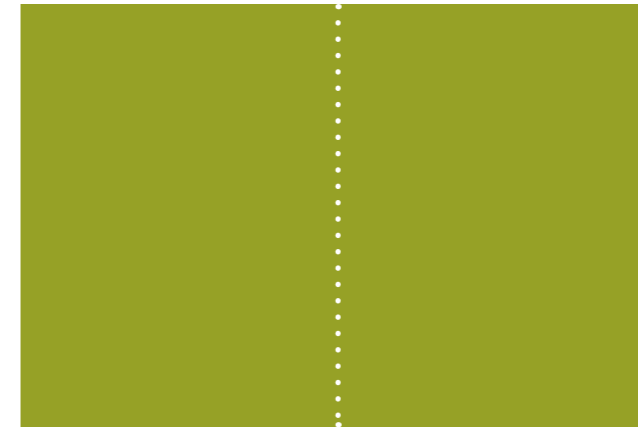
**1/1 SINGLE PAGE FIC/OBC**

420 x 280 mm + bleed

**7.900,00**

**SUPPLEMENTS & SPECIAL ADVERTISING FORMATS** ON REQUEST

**ADVERTORIALS**



**2/1 DOUBLE PAGE\***

420 x 280 mm + bleed

**11.900,00**

without photo fee | photos must be provided  
\*other scopes on request



**1/1 SINGLE PAGE**

210 x 280 mm + bleed

**5.700,00**

without photo fee | photos must be provided

**GO FOR PREMIUM.**

All tarifes plus 5 % Advertising Tax and 20 % VAT

For more informations:  
[www.simplygolf.at/mediadaten](http://www.simplygolf.at/mediadaten)

Terms and conditions of the Simply-GOLF GmbH apply

Valid from Jan. 2025  
(subject to change)

**ISSUE 1**

**publication date March 24<sup>th</sup>**  
**ad deadline Feb 27<sup>th</sup>**

Features: PGA Show Orlando | Preview US Masters | Jack Nicklaus Porträt

**ISSUE 2**

**publication date April 30<sup>th</sup>**  
**ad deadline April 6<sup>th</sup>**

Features: Equipment | Golf & Health | Fashion  
NOTE: SPECIAL ISSUE - Austrian Alpine Open

**ISSUE 3 & 4 SUMMER SPECIAL**

**pub. date June 20<sup>th</sup>**  
**ad deadline May 30<sup>th</sup>**

Features: Preview The Open | Putter Smart Watches & Laser

**ISSUE 5**

**publication date September 5<sup>th</sup>**  
**ad deadline August 8<sup>th</sup>**

Features: Ryder Cup Special & Travel-Special

**ISSUE 6**

**publication date November 21<sup>st</sup>**  
**ad deadline October 20<sup>th</sup>**

Features: Luxury | Watches | Indoor-Golf

**PUBLICATION DATES & ADVERTISING SCHEDULE 2025** subject to change



**NEW WITH SIMPLYGOLF.AT:  
PROGRAMMATIC ADVERTISING**

We deliver for your success: With our London and Vienna based partner Buffactory we can fulfill all your digital wishes and needs. Starts at 5.000,00 Euro! Upon request!

**ONLINE & DIGITAL  
OPPORTUNITIES:  
WWW.SIMPLYGOLF.AT**

Looking to connect with passionate golfers and grow your business? Simply Golf is your ideal partner! At [www.simplygolf.at](http://www.simplygolf.at), we specialize in engaging the golf community with high-quality content, expert insights, and product recommendations that drive results. By partnering with us, your brand can reach a targeted, golf-enthusiast audience ready to invest in their passion. Let's work together to amplify your visibility, increase sales, and create lasting connections. Contact us today to drive your business forward with SimplyGOLF!

**CLASSIC BANNERFORMATS IN PIXEL\***

970 X 250 - BILLBOARD	PRICE: € 690,00
970 X 90 - LARGE LEADERBOARD	PRICE: € 649,00
728 X 90 - SUPERBANNER	PRICE: € 599,00
320 X 50 - MOBILE LEADERBOARD	PRICE: € 399,00
550 X 480 OR 550 X 350 POP-UP	PRICE: € 990,00
300 X 250 - MEDIUM RECTANGLE	PRICE: € 690,00
320 X 50 - MOBILE LEADERBOARD	PRICE: € 590,00

*EXCERPT, OTHER FORMATS ON REQUEST  
ALL PRICES EXKL. 20% VAT  
\*DURATION: 1 MONTH*

16k

## NEWSLETTER

**The classic SimplyGOLF-Newsletter:**  
Banner + Content + Artwork included

**The SimplyGOLF-travel & culinary Newsletter:** Banner + Content + Artwork included

Content: 300-500 characters + Photo and Landingpage Tracking included

Price: € 790,00

SOLUS NEWSLETTER UPON REQUEST







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