

2025
simply 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.

A handwritten signature in black ink, reading "Klaus Nadizar".

”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!





N° 5
2022
GOLF

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

Menschen
Emma Spitz | Reinold Geiger

Reisen
Mallorca | Marokko

TAKE THAT!
Neuer Stoff von
Robbie Williams

Publ. Österreichische Post AG, 142, 1120 Wien | M. Simply Golf GmbH, Produktions- und Vertriebsgesellschaft, 1120 Wien



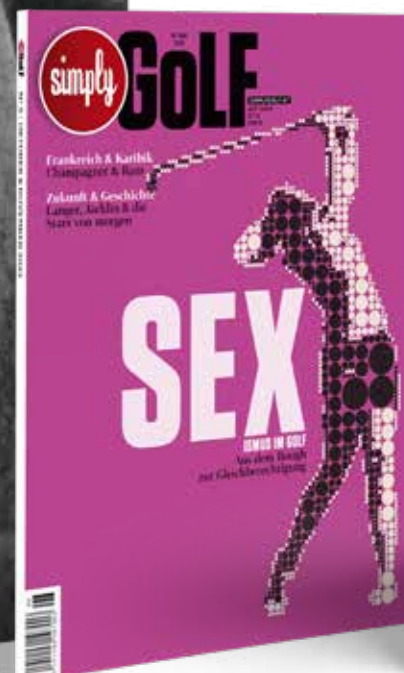
AND WE DO CORPORATE HIGH END, TOO.

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



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, portraits, 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 exceptional 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

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

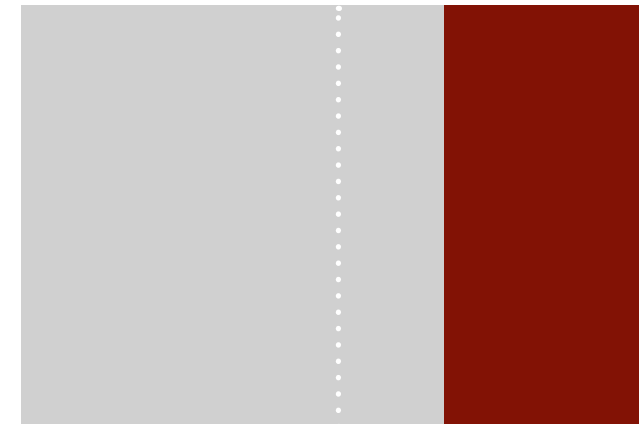
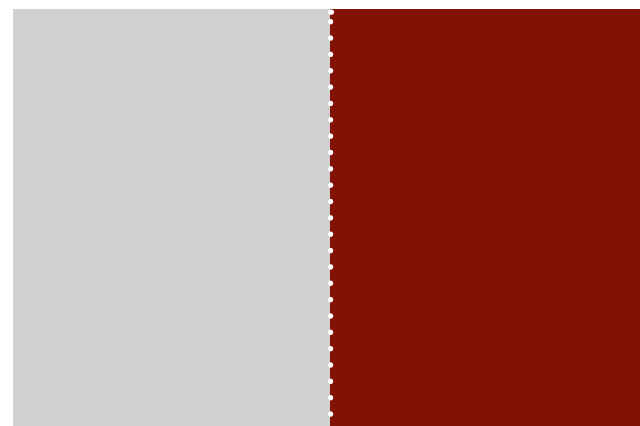
10.900,00



1/1 SINGLE PAGE

210 x 280 mm + bleed

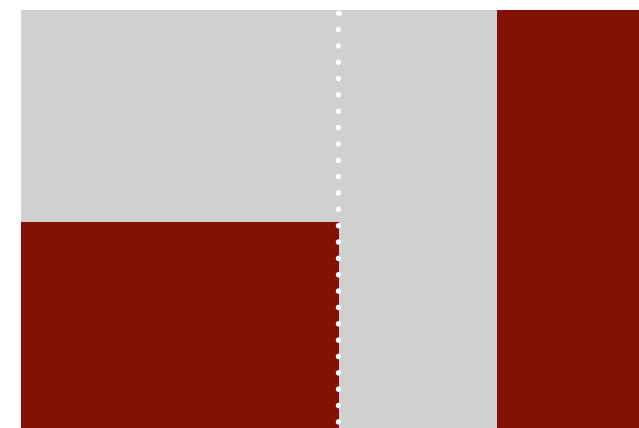
5.900,00



2/3 PAGE PORTRAIT

140 x 280 mm + bleed

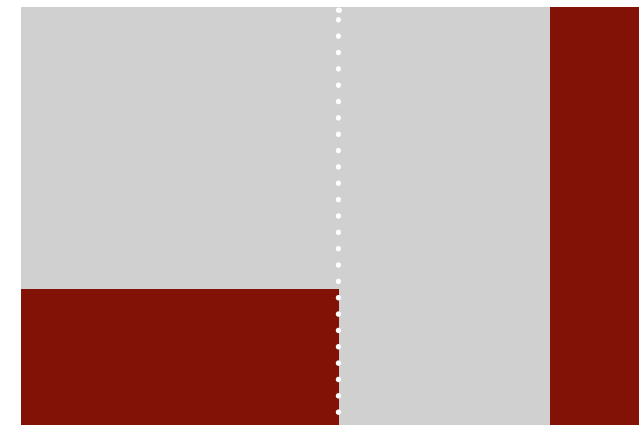
4.700,00



1/2 PAGE PORTRAIT 1/2 PAGE LANDSCAPE

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

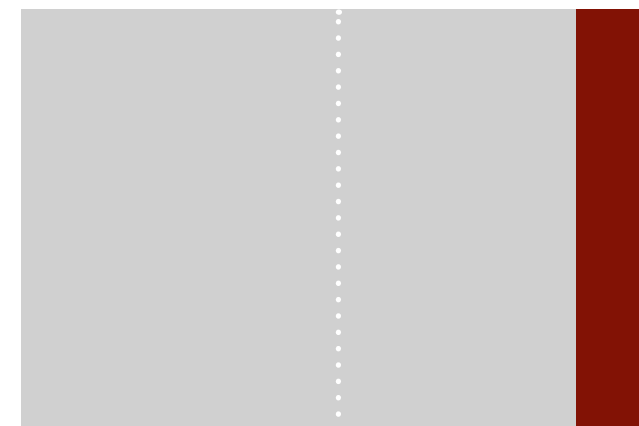
3.900,00



1/3 PAGE PORTRAIT 1/3 PAGE LANDSCAPE

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

2.900,00

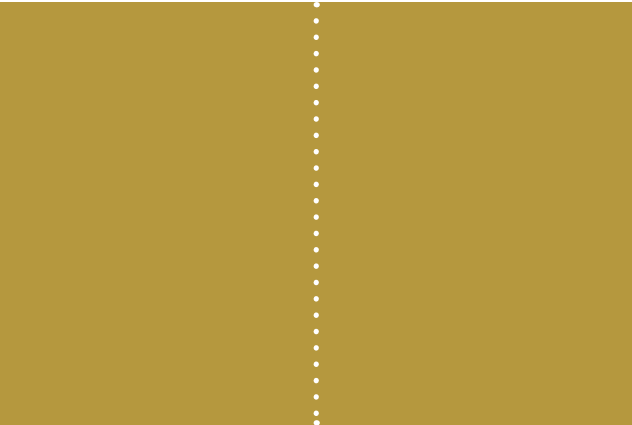


1/4 PAGE PORTRAIT

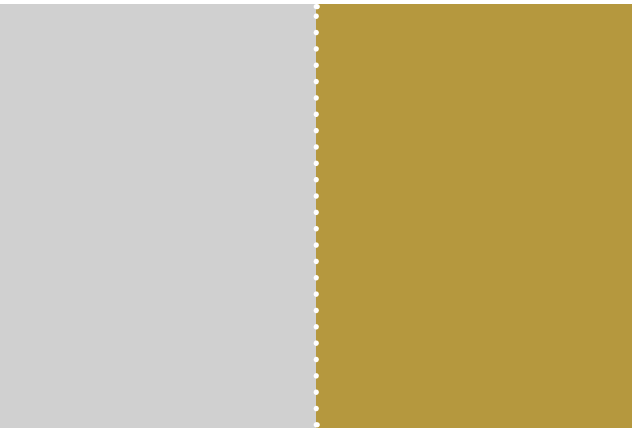
52 x 280 mm + bleed

1.900,00

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



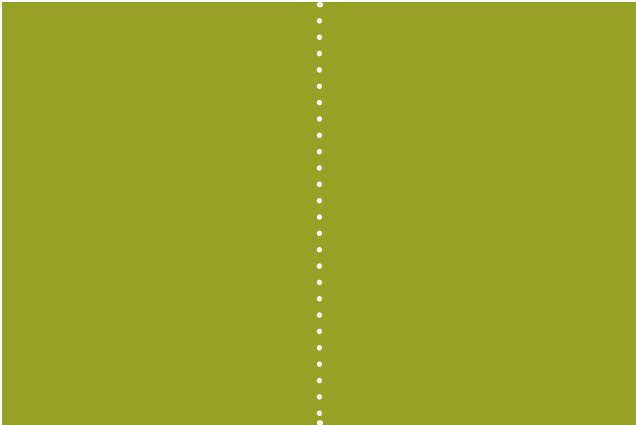
2/1 INSIDE COVER & PAGE 3
420 x 280 mm + bleed
14.900,00



1/1 SINGLE PAGE FIC/OBC
420 x 280 mm + bleed
7.900,00

SUPPLEMENTS & SPECIAL ADVERTISING FORMATS ON REQUEST

ADVERTIORIALS



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

Terms and conditions of the
Simply-GOLF Gmbh apply

Valid from Jan. 2025
(subject to change)

ISSUE 1

publication date March 24th
ad deadline Feb 27th
Features: PGA Show Orlando | Preview US Masters |
Jack Nicklaus Porträt

ISSUE 3 & 4 SUMMER SPECIAL

pub. date June 20th
ad deadline May 30th
Features: Preview The Open | Putter
Smart Watches & Laser

ISSUE 6

publication date November 21st
ad deadline October 20th
Features: Luxury | Watches | Indoor-Golf

ISSUE 2

publication date April 30th
ad deadline April 6th
Features: Equipment | Golf & Health | Fashion
NOTE: SPECIAL ISSUE - Austrian Alpine Open

ISSUE 5

publication date September 12th
ad deadline August 8th
Features: Ryder Cup Special & Travel-Special

**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, 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-
Subscribers

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

simply **GOLF**





KONTAKT

SimplyGOLF GmbH | Pokornygasse 17/2, A-1190 Wien
Tel.: +43-1-3671764 | office@simplygolf.at | www.simplygolf.at
Klaus Nadizar Tel. +43 664 21 46 505 | klaus.nadizar@simplygolf.at
Martin Sellner Tel.: +43 699 140 45 155 | martin.sellner@simplygolf.at

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SimplyGOLF GmbH | Pokornygasse 17/2, A-1190 Wien
Tel.: +43-1-3671764 | office@simplygolf.at | www.simplygolf.at
FN 466320 s | ATU72098204
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