



**simply** **2026 GOLF**  
**MEDIA KIT**

VALID FROM JAN 1<sup>ST</sup> 2026

”

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

KLAUS NADIZAR



## QUALITY FIRST.

SimplyGOLF wurde 2017 gegründet und wird von unerschütterlicher Leidenschaft und Fachkompetenz angetrieben, gepaart mit der Entschlossenheit, Magazinartikel zu verfassen, die unsere Leser auf beispiellose Weise fesseln. Wir haben es uns zur Aufgabe gemacht, Ihnen, unserem geschätzten Partner, ein relevantes und makelloses Umfeld zu bieten, in dem Sie Ihre Botschaft wirkungsvoll vermitteln können.

Um diesen hohen Erwartungen gerecht zu werden, arbeitet SimplyGOLF mit den besten deutschsprachigen Golf- und Reisejournalisten sowie Spitzenfotografen zusammen, um sicherzustellen, dass jede Ausgabe ein Beweis für Exzellenz ist.

Wir gehen den anspruchsvollen Weg, jede Geschichte zu verfeinern und halten uns dabei an unsere journalistischen Grundprinzipien. Lassen Sie uns gemeinsam innovative Ideen entwickeln und eine langfristige, erfolgreiche Partnerschaft aufbauen.

Wir wünschen Ihnen ein fantastisches Spiel.

*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, appearing to read "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!

Interviews, Geschichten und Features, die Sie in kaum einem anderen Golfmagazin finden. Geschichten, Features, Interviews und Kolumnen.

Mit SimplyGOLF bedienen wir die klassischen Formate eines Magazins.

Nur die Umsetzung ist etwas Besonderes: anders, fantasievoller, kreativer - die Sprache des Covers spricht für sich selbst!



# SIMPLY GOOD 2 KNOW.

## CIRCULATION 2026

**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

Up to 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 ADDRESS YOUR TARGET GROUP

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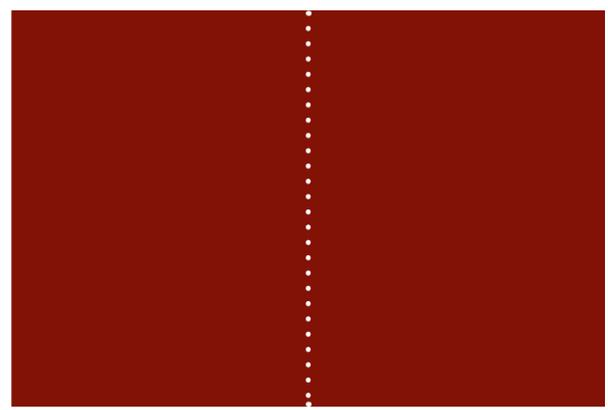
All tarifes plus 5 % Advertising Tax and 20 % VAT

For more informations:  
[www.simply.golf/mediadaten](http://www.simply.golf/mediadaten)

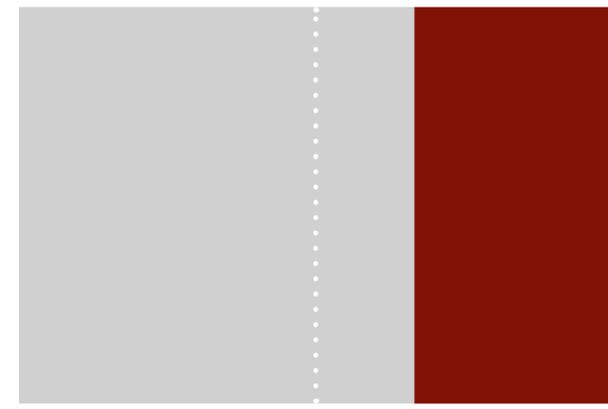
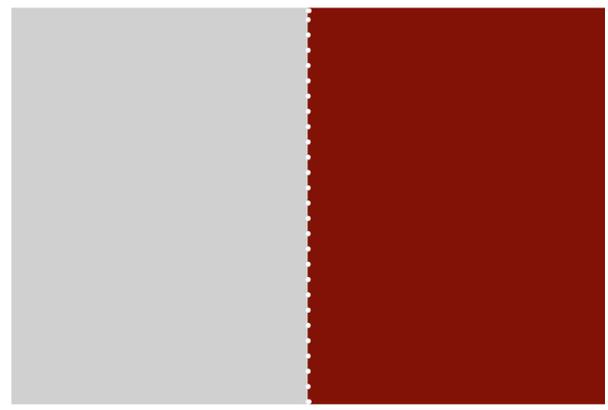
Terms and conditions of the Simply-GOLF GmbH apply

Valid from Jan. 2026 (subject to change)

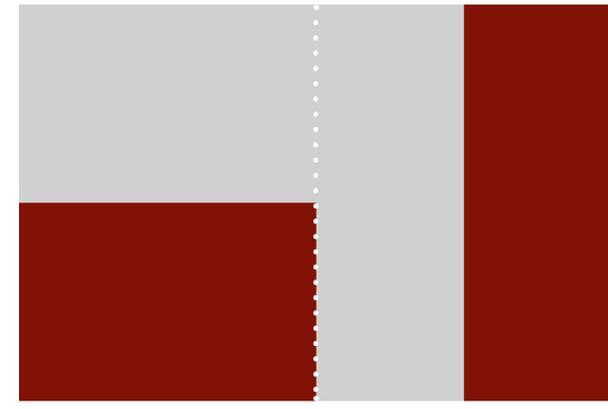
**2/1 DOUBLE PAGE**  
420 x 280 mm + bleed  
€ 11.900,00



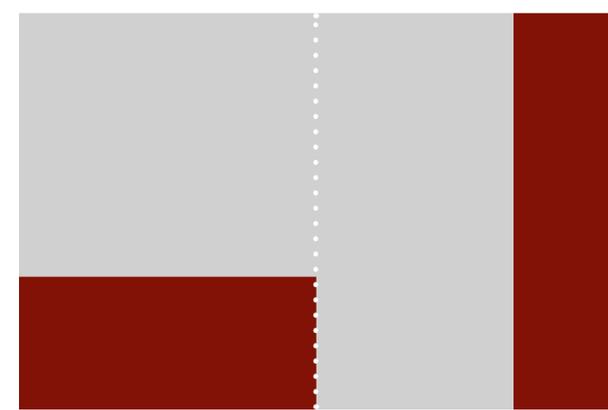
**1/1 SINGLE PAGE**  
210 x 280 mm + bleed  
€ 6.290,00



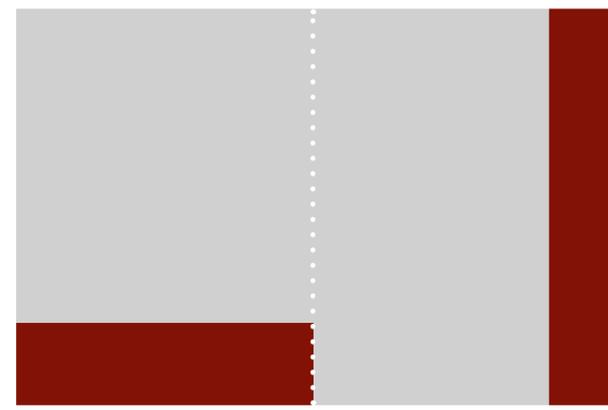
**2/3 PAGE PORTRAIT**  
140 x 280 mm + bleed  
€ 4.900,00



**1/2 PAGE PORTRAIT  
1/2 PAGE LANDSCAPE**  
LANDSCAPE: 210 x 140 mm + bleed  
PORTRAIT: 105 x 280 mm + bleed  
€ 4.290,00

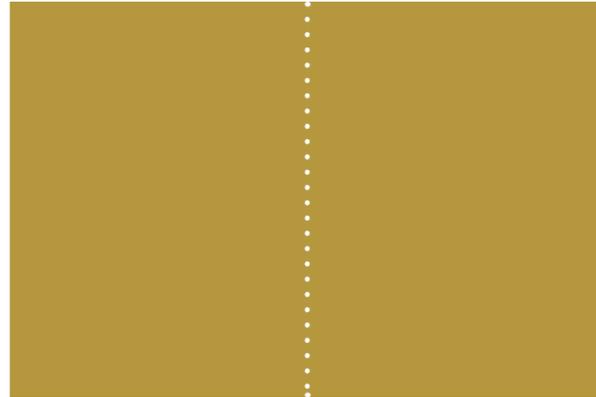


**1/3 PAGE PORTRAIT  
1/3 PAGE LANDSCAPE**  
LANDSCAPE: 210 x 95 mm + bleed  
PORTRAIT: 70 x 280 mm + bleed  
€ 3.290,00



**1/4 PAGE PORTRAIT  
1/4 PAGE LANDSCAPE**  
LANDSCAPE: 210 x 70 mm + bleed  
PORTRAIT: 53 x 280 mm + bleed  
€ 2.290,00

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



### 2/1 INSIDE COVER & PAGE 3

420 x 280 mm + bleed

€ 16.900,00



### 1/1 SINGLE PAGE FIC/OBC

420 x 280 mm + bleed

€ 9.085,00

**SUPPLEMENTS & SPECIAL ADVERTISING FORMATS** ON REQUEST

# GO FOR PREMIUM.

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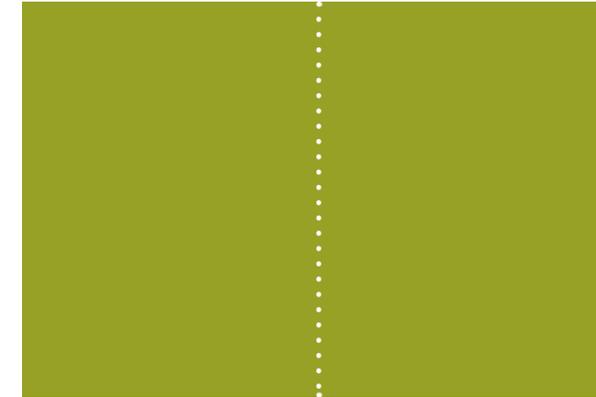
All tarifes plus 5 % Advertising Tax and 20 % VAT

For more informations:  
[www.simply.golf/mediadaten](http://www.simply.golf/mediadaten)

Terms and conditions of the Simply-GOLF GmbH apply

Valid from Jan. 2026  
(subject to change)

## ADVERTORIALS



### 2/1 DOUBLE PAGE\*

420 x 280 mm + bleed

€ 12.490,00

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



### 1/1 SINGLE PAGE

210 x 280 mm + bleed

€ 6.270,00

without photo fee | photos must be provided

### ISSUE 1

**release date March 26<sup>th</sup> | ad deadline March 9<sup>th</sup>**

Features: PGA Show Orlando (including driver, balls, launch monitor) | **Preview US Masters** | Travelstandards: Top-Regions AUT & neighbouring countries | Preview Austrian Alpine Open 2026

### SPECIAL ISSUE

**release date May 25<sup>th</sup> | ad deadline May 4<sup>th</sup>**

Features: Special Issue Austrian Alpine Open 2026 - PLUS: Golfregionl Kitzbühel and Tirol |

### ISSUE 5

**release date September 7<sup>th</sup> | ad deadline August 24<sup>th</sup>**

**Preview Solheim Cup** | Travel-Special: The most expensive golfcourses worldwide, fancy destinations: From Colorado via Poland to Cyprus and many more | Garmin & more: The Latest Tech Equipment | No Bad Weather: Special Golf Clothing

## PUBLICATION DATES & ADVERTISING SCHEDULE 2026

subject to change

### ISSUE 2

**release date May 4<sup>th</sup> | ad deadline April 13<sup>th</sup>**

Austrian Alpine Open | Premium Golf Experience „The Northern Swing“ | PGA Show Part 2: Irons, Putter | Amundi German Masters | Ladies Fore: Austria features the most female Golfers in EU | Soccer World Championship USA & Golf

### ISSUE 4

**release date June 25<sup>th</sup> | ad deadline May 30<sup>th</sup>**

**Preview The Open 2026** | Spectacular Golf in Germany & Austria | Golf & Health | Nutrition & Special Drinks | Travelstandards: Top-Regions AUT & neighbouring countries

### ISSUE 6

**release date November 23<sup>rd</sup> | ad deadline November 9<sup>th</sup>**

Features: DIY: Building your own Driving range on 9m<sup>2</sup> | Luxury: Building your Training Space | X-MAS for Golfers | Special Winter Escapes for Golfer - Longterm & Real Estate

# ADDRESS THE ELITE.



delivering **PREMIUM COVER  
VISIBILITY** at Frankfurt, Munich  
& Vienna Airport.

## FRA

**10k to 13k VISITORS per day**  
14 LOUNGES & 20 GATES

Bistro Lounge C14 + C15 (Non Schengen)  
Business Lounge A 13 (Schengen)  
Business Lounge A 26 (Schengen)  
Business Lounge B-Ost B44-B48 (Non Schengen)  
Business Lounge B-West B24-B28 (Non Schengen)  
Business Lounge Z50 (Non Schengen)  
First Class Lounge A13 (Schengen)  
First Class Lounge B22 (Non Schengen)  
First Class Terminal FCT (Gebäude 300)  
Panorama Lounge A26 (Schengen)  
Senator Lounge A50 (Schengen)  
Senator Lounge B43 (Non Schengen)  
Senator Lounge Z50 (Non Schengen)  
Welcome Lounge Area B

## MUC

**8k to 10k VISITORS per day**  
14 LOUNGES & 20 GATES

Business Lounge G28 (Schengen)  
Business Lounge H24 (Non-Schengen)  
Business Lounge K11 (Satellit Schengen)  
Business Lounge L11 (Satellit Non Schengen)  
First Class Lounge / Senator Lounge G24  
First Class Lounge K11 + L11 (SAT)  
Senator Cafe G28 (Schengen)  
Senator Lounge G24 (Schengen)  
Senator Lounge G28 (Schengen)  
Senator Lounge H24 (Non Schengen)  
Senator Lounge K11 (Satellit Schengen)  
Senator Lounge L11 (Satellit Non Schengen)

## VIE

**5k to 7k VISITORS per day**  
9 LOUNGES & 11 GATES

Business Lounge (Schengen)  
Senator Lounge (incl. Star Gold) (Schengen)  
HON Circle Lounge (Schengen)  
Another HON Circle Lounge Level 3 (Non-Schengen)  
Business Lounge Gate D (Non-Schengen)  
Senator/Star Alliance Gold Lounge (Non-Schengen)  
VIENNA Lounge - Terminal 1 (Public)  
SKY Lounge - Terminal 3 (Public)

# ADDRESS THE ELITE.

## **RATECARD**

### **FRANKFURT - Production: 5,000 exemp 2026; 7,000 exemp 2026 per issue**

SIMPLY GOLF MAGAZINE COVER	€ 13,300
SIMPLY GOLF MAGAZINE COVER INSIDE	€ 6,000
SIMPLY GOLF MAGAZINE INSIDE OUTSIDE COVER	€ 6,000
SIMPLY GOLF MAGAZINE OUTSIDE COVER	€ 17,100
SIMPLY GOLF ENTIRE MAGAZINE COVER FRANKFURT	€ 35,000

### **MUNICH - Production: 4,000 exemp 2026; 6,000 exemp 2026 per issue**

SIMPLY GOLF MAGAZINE COVER	€ 11,400
SIMPLY GOLF MAGAZINE COVER INSIDE	€ 7,200
SIMPLY GOLF MAGAZINE INSIDE OUTSIDE COVER	€ 7,200
SIMPLY GOLF MAGAZINE OUTSIDE COVER	€ 11,400
SIMPLY GOLF ENTIRE MAGAZINE COVER MUNICH	€ 33,480

### **VIENNA - Production: 3,000 exemp 2026; 5,000 exemp 2026 per issue**

SIMPLY GOLF MAGAZINE COVER	€ 9,500
SIMPLY GOLF MAGAZINE COVER INSIDE	€ 6,000
SIMPLY GOLF MAGAZINE INSIDE OUTSIDE COVER	€ 6,000
SIMPLY GOLF MAGAZINE COVER 4	€ 9,500
SIMPLY GOLF ENTIRE MAGAZINE COVER VIENNA	€ 31,000

### **COMBI - Production: 12,000 exemp 2026; 15,000 exemp 2026 per issue**

SIMPLY GOLF MAGAZINE COVER	€ 30,780
SIMPLY GOLF MAGAZINE COVER INSIDE	€ 17,280
SIMPLY GOLF MAGAZINE INSIDE OUTSIDE COVER	€ 17,280
SIMPLY GOLF MAGAZINE COVER 4	€ 34,200
SIMPLY GOLF ENTIRE MAGAZINE COVER	€ 89,532

ALL PRICES EXKL. 20% VAT

## **ELITE PLACEMENT** Please accept an earlier design-close-date!



### **1/1 COVER (1-4 OR ALL)**

420 x 280 mm + bleed

without photo fee | photos must be provided



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420 x 280 mm + bleed

without photo fee | photos must be provided



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420 x 280 mm + bleed

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# ONLINE & DIGITAL OPPOR- TUNITIES.

Looking to connect with passionate golfers and grow your business? Simply Golf is your ideal partner! At [www.simply.golf](http://www.simply.golf), 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!

## **OPPORTUNITIES**

### **DIGITAL**

CATEGORY SPONSORSHIP (starting from price per week)	€ 390,00
ADVERTORIAL in combination with PRINT	€ 1.000,00
NEWSLETTER POSTING ca 500 characters + hyperlink	€ 390,00
SOLUS NEWSLETTER in alignment with client	€ 1.170,00
ADVERTORIAL in combination with NEWSLETTER	€ 1.000,00
HIGH IMPACT DISPLAY (animation, video, etc) (970x250, 970x90, 728x90, 300x250)	€ 690 per month

### **SOCIAL MEDIA AND PUBLISHERS**

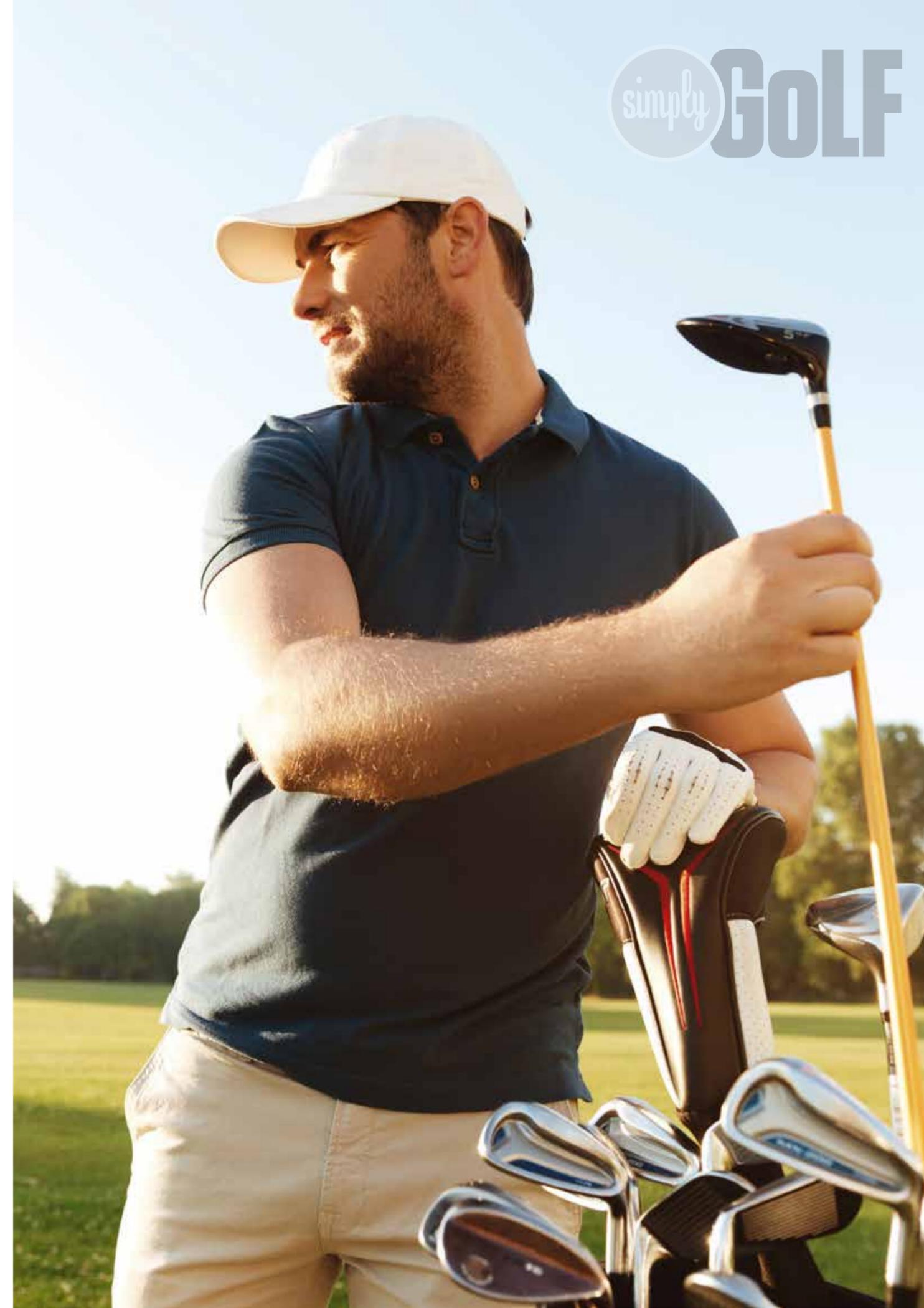
SOCIAL ACTIVATION / 1.000 CPM/TKP (Facebook, Instagram, etc)	€ 30,00 CPM/TKP
SOCIAL ACTIVATION INC CREATIVE AND COPY (Facebook, Instagram, etc)	TBC
PREMIUM GOLF PUBLISHERS / 1.000 CPM/TKP (Golf related content)	€ 30,00 CPM/TKP

*EXCERPT, OTHER FORMATS ON REQUEST  
ALL PRICES EXKL. 20% VAT*

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