

MEDIADATA | MEDIA KIT



2021

COMPETENCE & QUALITY



SIMPLYGOLF: WE KNOW AND WE TALK GOLF! FOR(E) MORE THAN 20 YEARS!

More than 20 years of golf & magazine experience and passion for golf – that is the heart and the motor of SIMPLY GOLF. The best journalists and photographers work with SIMPLY GOLF and guarantee pleasure for golf fans of all handicaps. Mutual appreciation, journalistic ethos and absolute quality standards are our basics - the joy of golf and the joy of designing magazines the wind under our wings.

The Concept

132 pages, divided into 18 „Holes“ – each one indicates an exceptional story. Very extraordinary design. **SIMPLY GOLF** is a classic coffee table magazine for golfers with style.

The Themes

Destinations, products, personalities, feelings: **SIMPLY GOLF** takes up stories that cannot be found in any other golf magazine. The only criteria: The story must be to our and our readers' delight.

The Portfolio

SIMPLY GOLF is a direct target group approach on all channels: Based on our exceptional print product thanks to our cross-media competence, we guarantee optimal effects for your brand and your message!

The Targetgroup

A mere 65 percent of our readership are men read, 35 percent women. Our readership is interested in sports, health, cars, real estate & design, vacation and technology. Over 75 percent of simplyGolf fans are 35+ and over 60 percent have exceptional purchasing power (A-shift).

**SIMPLY GOLF: MORE THAN 20 YEARS OF EXPERIENCE
OF GOLF & MEDIA - IN PRINT UND DIGITAL!**

INSIGHTS & OUTLOOKS



SIMPLYGOLF: EXCEPTIONAL IN ANY WAY!

We speak golf and that down to the last detail: Our covers surprise, our stories as well - from the lead to the infographics. Quite different, but #simplyGolf!



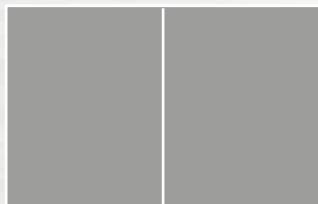
EQUIPMENT
TRAVEL
FEATURES



PEOPLE
TECHNOLOGY
CARS



RATES* & FORMATS



Inside
420 x 280 mm
€ 9.700,-

U2+S.3
First left + page 3
420 x 280 mm
€ 12.400,-

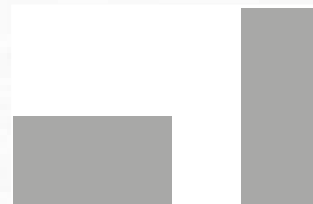


1/1 Inside
210 x 280 mm
€ 5.100,-

U 4 | Back Page
€ 7.300,-

U 2 | Inside Cover
€ 6.900,-

U 3 | Inside back page
€ 5.900,-



1/2 Inside
high
95 x 280 mm
€ 3.100,-

1/2 Inside
landscape
210 x 140 mm
€ 3.100,-

2 x 1/2 Inside
double landscape
420 x 140 mm
€ 5.400,-



1/3 Inside
high
70 x 280 mm
€ 2.100,-

1/3 Inside
landscape
210 x 94 mm
€ 2.100,-

2 x 1/3 Inside
double landscape
420 x 94 mm
€ 3.900,-

1/4 pages and **SPECIAL FORMATS OR SPECIAL PLACEMENTS** on request.

PRINT DOCUMENTS Printable PDF (closed data, implemented photos & fonts | PDF / X-4, CMYK, 300 dpi). For other data formats and necessary interventions in the delivered data, processing costs will be charged at cost. By e-mail to office@simplygolf.at and a proof of activation by post to the publisher. Bleed on all sloping 3 mm sides. Place all text and image elements that are prone to cutting at least 3 mm from the bleed.

* All listed tariffs in this tariff list are exclusive of each other. 5% WA and 20% VAT. The terms and conditions of Simply Golf GmbH apply.

SUPPLEMENTS & SPECIAL ADS



SUPPLEMENT*	GRAM	FULL CIRCULATION**
max. format 200 x 270 mm	up to 20 g	€ 160,-
	up to 40 g	€ 180,-
	up to 50 g	€ 200,-
	up to 60 g	€ 220,-
Glued in * max. format 200 x 270 mm	up to 20 g	€ 180,-
	up to 40 g	€ 200,-
	up to 50 g	€ 220,-
	up to 60 g	€ 250,-

* INFORMATION ON PRICING

Prices for every thousand copies started. Minimum occupancy 5,000 pieces

** Regional equipment on request!

POSTAL CHARGES FOR THIRD-PARTY INSERTS: EUR 30.10 per 1,000 pieces.

The prices for AdSpecials can increase if, For Example processing is difficult. Weight-based postage fees that apply to the subscription circulation are included in these prices.

PRINTING SERVICE On request, the publisher can also take over the production of the ad special. Price on request.

ADVERTORIAL

Would you like an editorial style publication? We are happy to help and offer you one publication in the magazine layout with high image value. The image and text come from you, the layout is designed by our art directors.

Ad prices apply plus 120 euros processing fee!

SIMPLY GOOD2 KNOW Circulation: 25.000

17.000
Subscribers & Coporate

2.000
Business-Lounges
(Airports / Hotels / etc)

6.000
Newsshop

THE NEW ADVERTISING FORMAT TO MATCH THE MAGAZINE CONCEPT

From the very first issue, SIMPLY GOLF was conceived as „18-hole reading pleasure“. Equivalent to one round golf, from the clubhouse to the halfway to the parking lot. You can already find all of this in SIMPLY GOLF. With 2020 we will also open our pro shop. Here you get the opportunity to present your product before our readers go on a „round“!

In order to be able to present your product accordingly, we need a text suggestion and a photo / logo to choose from. Our art directors design the post that shall be released and they are flagged as a paid ad.

In order to guarantee your message is designed optimal to the needs of our target group, we need your information & photos at the respective closing date.



PRODUCT PRESENTATION

Text (up to 600 characters) & one photo, layout inkl., ca. 1/4 page from **€ 890,-***



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NEWSLETTER & ONLINE SOCIAL MEDIA



Attract additional attention to with a successful online presence
Your message. SIMPLY GOLF will be happy to help you to find the optimum for your presence in the digital environment. Whether via newsletter, which we would be happy to tailor for you, or on the digital platforms from simplyGolf - we ensure target-group-specific performance!

		
Newsletter Banner Raffle Content incl. design	Full Size Landscape Skyscraper (486x60 728x90 120x600) 2 weeks	Content Ad / Advertorial (300x200) 2 weeks, including design
€ 490,-	€ 700,-	€ 990,-

**Facebook,
Instagram,
Twitter**

Ask us for a tailor-made campaign - our social media experts have the right idea for every product!
#SimplyClever

*Alle aufgeführten Tarife in dieser Tarifliste verstehen sich zuzügl. 20 % MwSt.

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CORPORATE GOLFDAYS, EVENTS & MORE



THE PERFECT COMBINATION: EXPERIENCE, COMPETENCE, PASSION & PERFECTIONISM

All you have to do is look forward to your next event. We take care of everything!

We know the community, we have access - you benefit from it! Whether in the B2B area or as an event in the B2C area, moderators included. As an extra, we offer you tailor-made combination packages for your event in the magazine and on our digital platforms. So your event or presentation is guaranteed to be a success!

Tell us your wishes, you will get a fair offer! **Inquiries at office@simplygolf.at**

SIMPLY GOOD2 KNOW

Our portfolio in
"Golf & Events"
is #simplyunique!
From European
Challenge Tour Events
(2009-2015) to
extraordinary
golf trips - we know
how to manage!



2009 - 2016

Carinthia Golf Open as part of the European Challenge Tour. Participants (excerpt): Peter Uhlein, Dylan Frittelli, Brandon Grace.



since **1994**

Series of tournaments that are fun to play and that inspire hundreds of golfers every year. e.g. the Simply-4Ball Challenge.



since **2001**

Club tests, Callaway's Kings of Distance, guided golf trips and major events such as awards, talk groups and more.

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RELEASE DATES & MORE**



* publication dates may change ** due to Corona cut down to 4 issues in 2020

ISSUE	RELEASE DATE*	CLOSING DATE	THEMES
#1/2021	March 16 th	February 27 th	PORTRAITS TRAVELFEATURES
#2/2021	May 17 th	May 6 th	COLUMNS FEATURES
#3/2021	June 29 th	June 6 th	BETTER GOLF GOLFHOTELS
#4/2021	September 17 th	August 26 th	EQUIPMENT, FASHION, GOLF-GEAR, LIFESTYLE
#5/2021	November 12 th	Ocotber 16 th	INTERNATIONAL TOURNAMENTS GOLF & ECONOMY

PLUS: Special Issues planned for #2/2021 and #5/2021

SIMPLY GOOD 2 KNOW EDITORS & SALES



YEARS OF EXPERIENCE TO SERVE YOU

Whatever you are looking for: Cooperations, advertising, special promotions, golf events on and off course – we are here to find out the best way to display your brand to perfection.
#Simplylet's talk!

SIMPLY GOOD2 KNOW

We are looking for
lasting
partnerships that are
built on trust &
respect
#simplythateasy



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