

GOLF POST
Cologne, April 2015



Golf Post 2015: Media kits and rates

April 2015

Golf Post – A new opportunity to reach golfers online



Source: IVW, Google Analytics

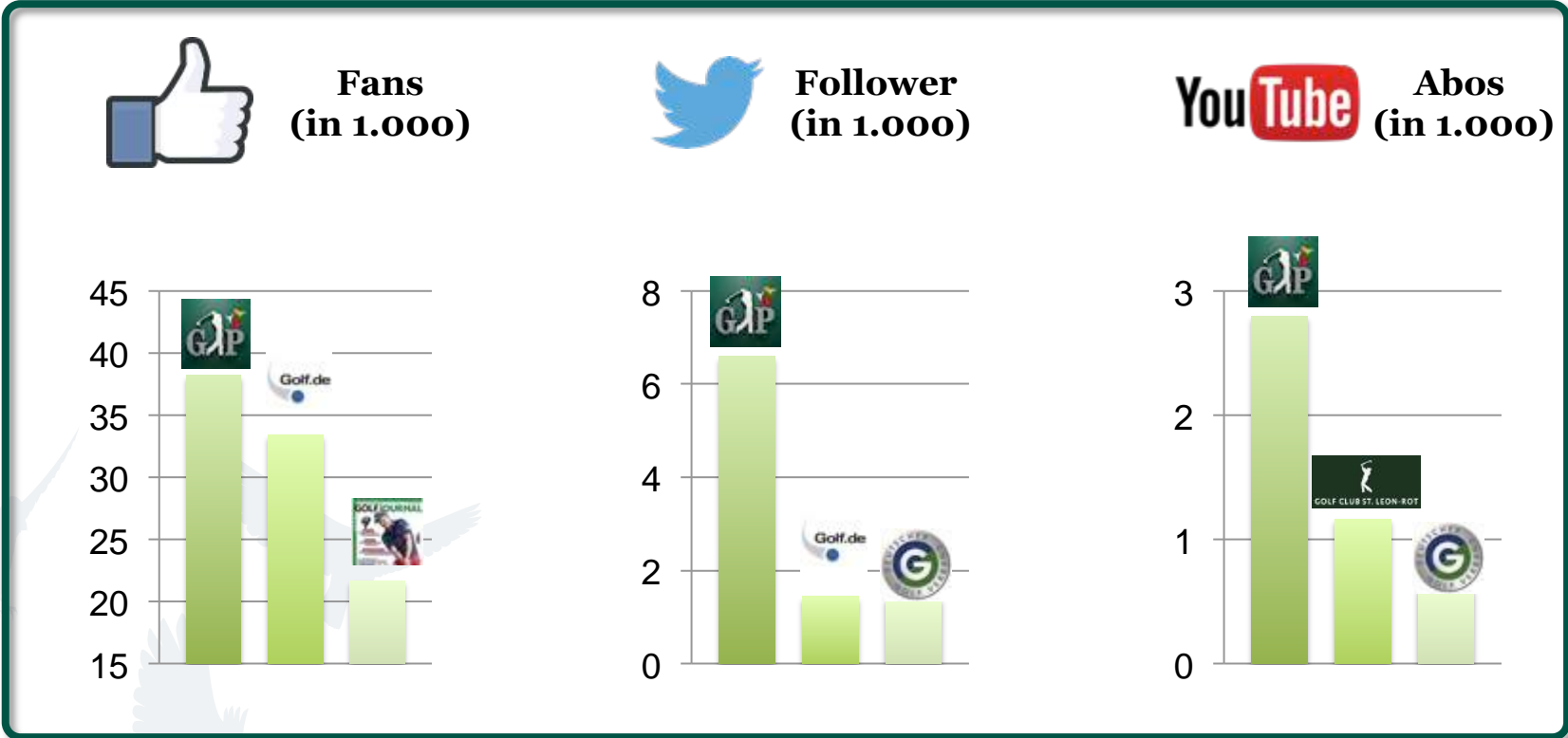
- ➔ Golf Post is an independent online golf magazine in German language
- ➔ Golf Post is one of the most read online magazine brand with the largest golf community in social networks
- ➔ Golf Post was founded in 2012 and is the fastest growing golf platform

High Increase in visits

	June 12	June 13	June 14
Visits	2,859	98,950	226,532
Page impressions	14,548	413,134	1,116,778

Golf Post: #1 in Social Media in GSA*

Fans/Follower in Social Media

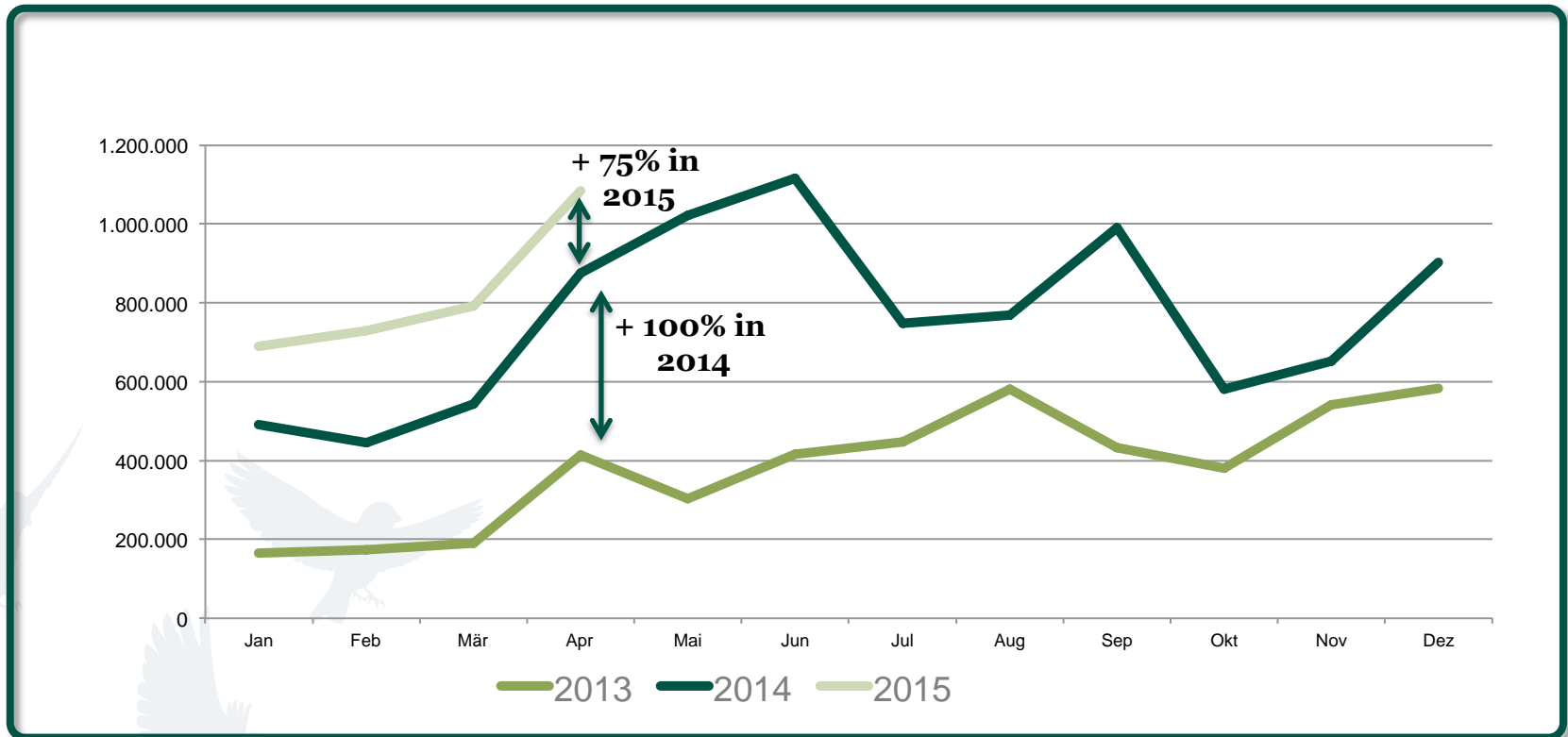


Stand: February 2015

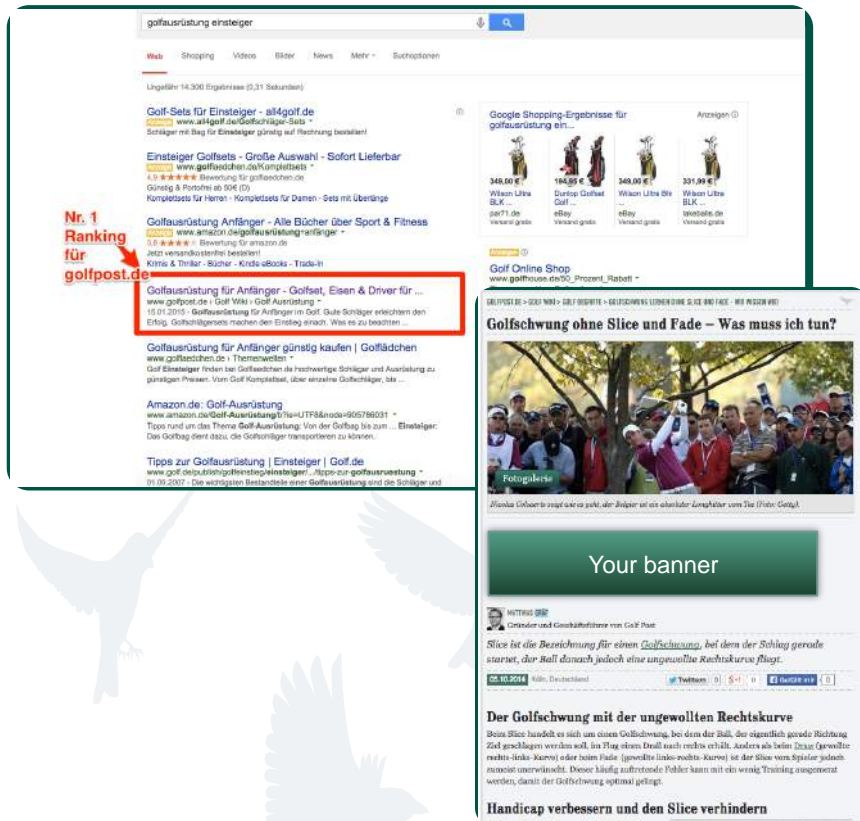
*GAS = Germany, Austria and Switzerland

Golf Post: Powerful growing coverage in network

Page impressions per month (2013-2015)



Golf Post with many important #1 rankings in golf topics



- ➔ #1 Google-Ranking in many relevant areas (Keywords), e.g.
 - ➔ Equipment for beginners
 - ➔ Clubhead speed
 - ➔ Golf swing
 - ➔ Golf slice/fade/draw
 - ➔ Golf training
- ➔ #1 Google Rankings get ca. 30- 40 % of the traffic for the specific keyword (high relevance for users)
- ➔ Golf Post pages attract high demand of users
- ➔ Benefit through exclusive placements on the specific landing pages

Golf Post offers all about golf! What readers can expect ...

Editorial coverage – 24/7 Golf News



Video Footage



Equipment & Golf Course Reviews



Travel Reviews and Hotel Recommendations



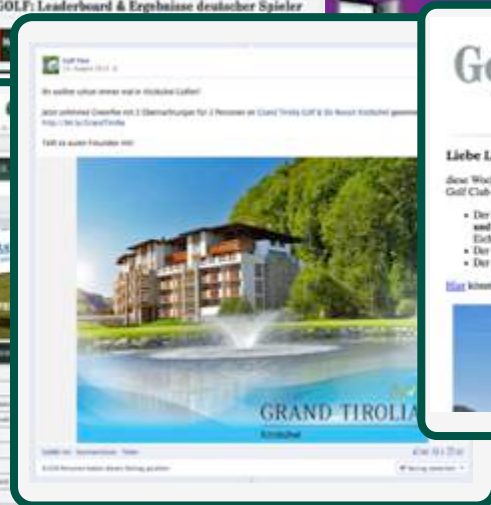
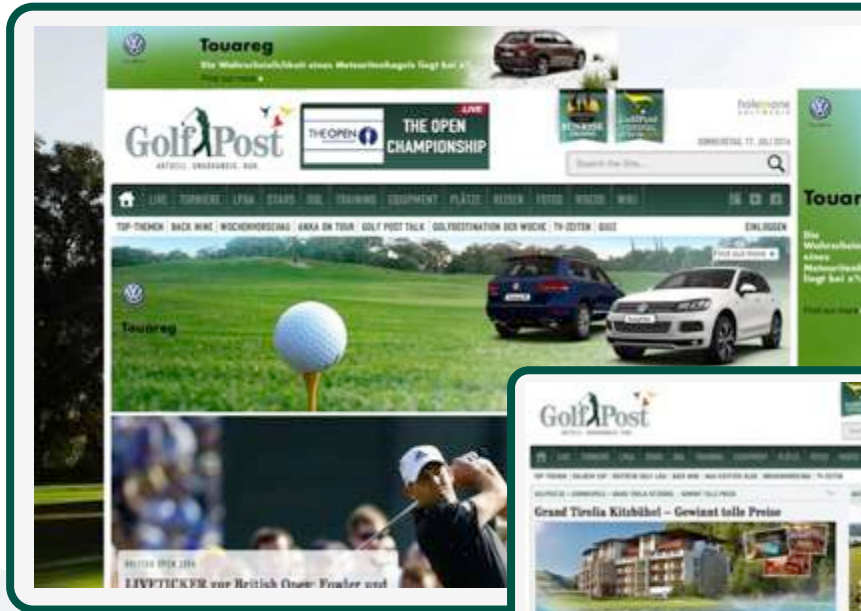
and many
more
products

How customers can benefit: products & services

Display Marketing

Special Sponsorings

& more



Prize lottery
with our community

Social Media Promotion

Newsletter Marketing

Golf Post already worked for many different industries ...

Allgemein				Panasonic	AUDEMARS PIGUET <i>Le Brassus</i>		
			BOSE	BROWN-FORMAN	merci		
					VERTU		Pernod Ricard
							MEY & EDLICH ¹⁸⁷⁰

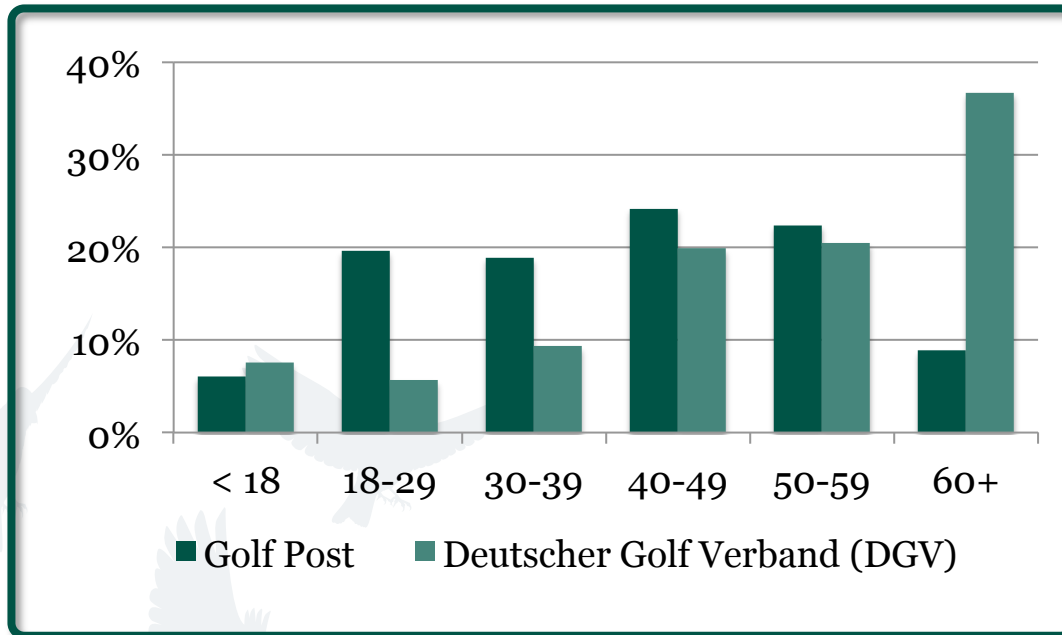
Golfmarkt			Golf House				BagBoy
			HOHMANN GOLF Equipment und Sportswear		onlinegolf		
	Wilson WS Staff	PING	par71.de PERFECT! So wie ich.	GOLFLASER Gut. Günstig. Genau.		Private Greens	Caledonia
				Hanse Golf Die Publikumsmesse im Norden			

Tourismus					ROBINSON	<i>Mein Schiff.</i>
	TOURISM AUSTRALIA			Kitzbühel		

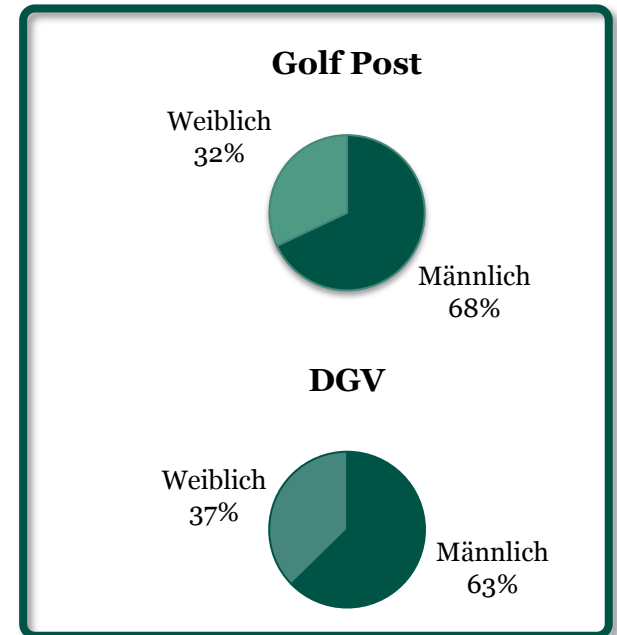
Golf Post users are younger than the typical German golfer

Golf Post Users are sporty and younger than the traditional golfer. Golf Post addresses more male golfers than female golfers but the share is similar to the overall golf population in Germany

Age group



Gender

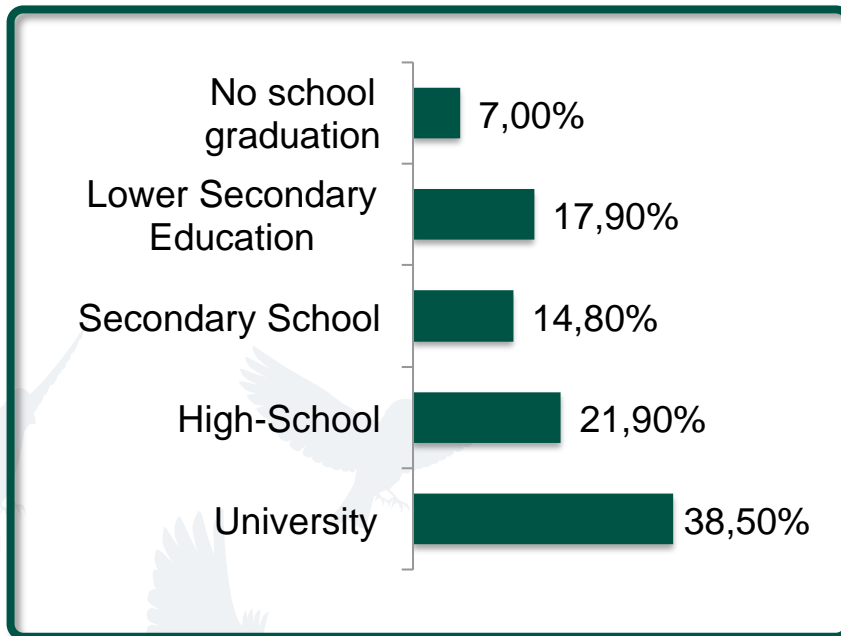


Source: AGOF Internet Facts für golfpost.de (Stand: Juni 2014) – DGV Ergebnisse stellen den gesamten Golfmarkt in Deutschland dar

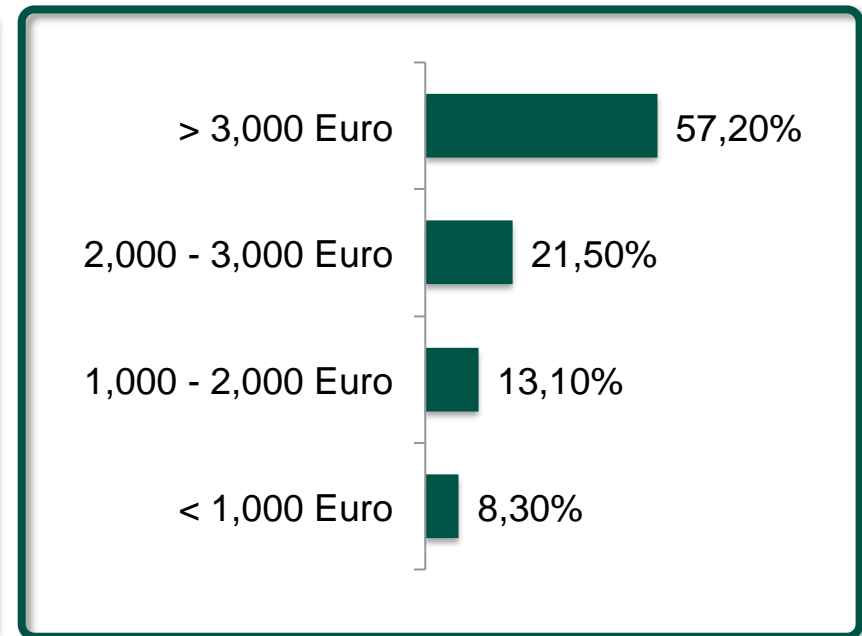
Golf Post users belong to the well-educated elite level of society

Golf Post Users are very well educated. The vast majority of them is fully employed and earns a household income of more than 3,000 Euro. The affinity index for this group is at 159.

Users by education



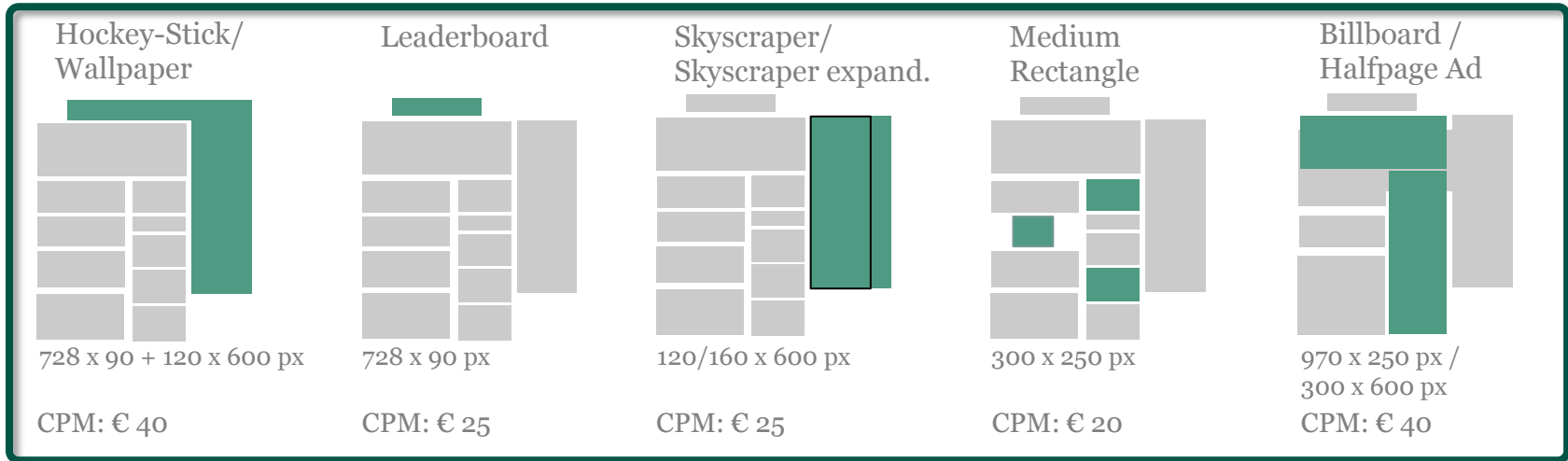
Users by household income



Source: AGOF Internet Facts

Display advertising on Golf Post: Ad formats, prices and packages

Based on CPM



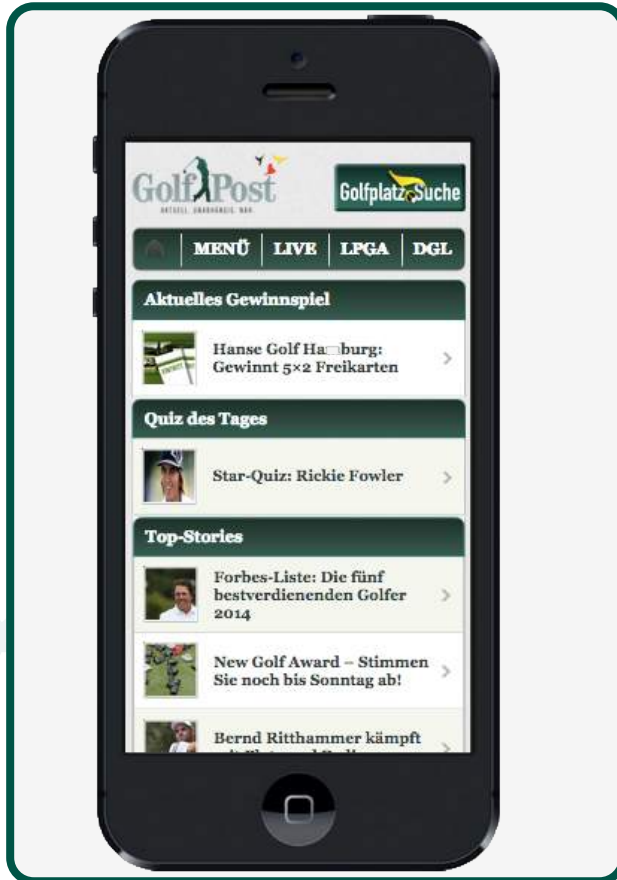
Packages

	Package A	Package B	Package C	Package D
Format	Different ad formats in rotation Special targeting options available			
Volume (Impressions)	100,000	250,000	500,000	750,000
Recommended duration	min. 2 weeks	min. 4 weeks	min. 8 weeks	min. 12 weeks
Price	€ 2.500 (ca. CPM = € 25)	€ 5.000 (ca. CPM = € 20)	€ 8.500 (ca. CPM = € 17)	€ 12.000 (ca. CPM = € 16)

Booked Ad volumes can be used for different campaigns /time periods

All prices are plus VAT in EUR

Be always with your client: Mobile advertising @Golf Post:

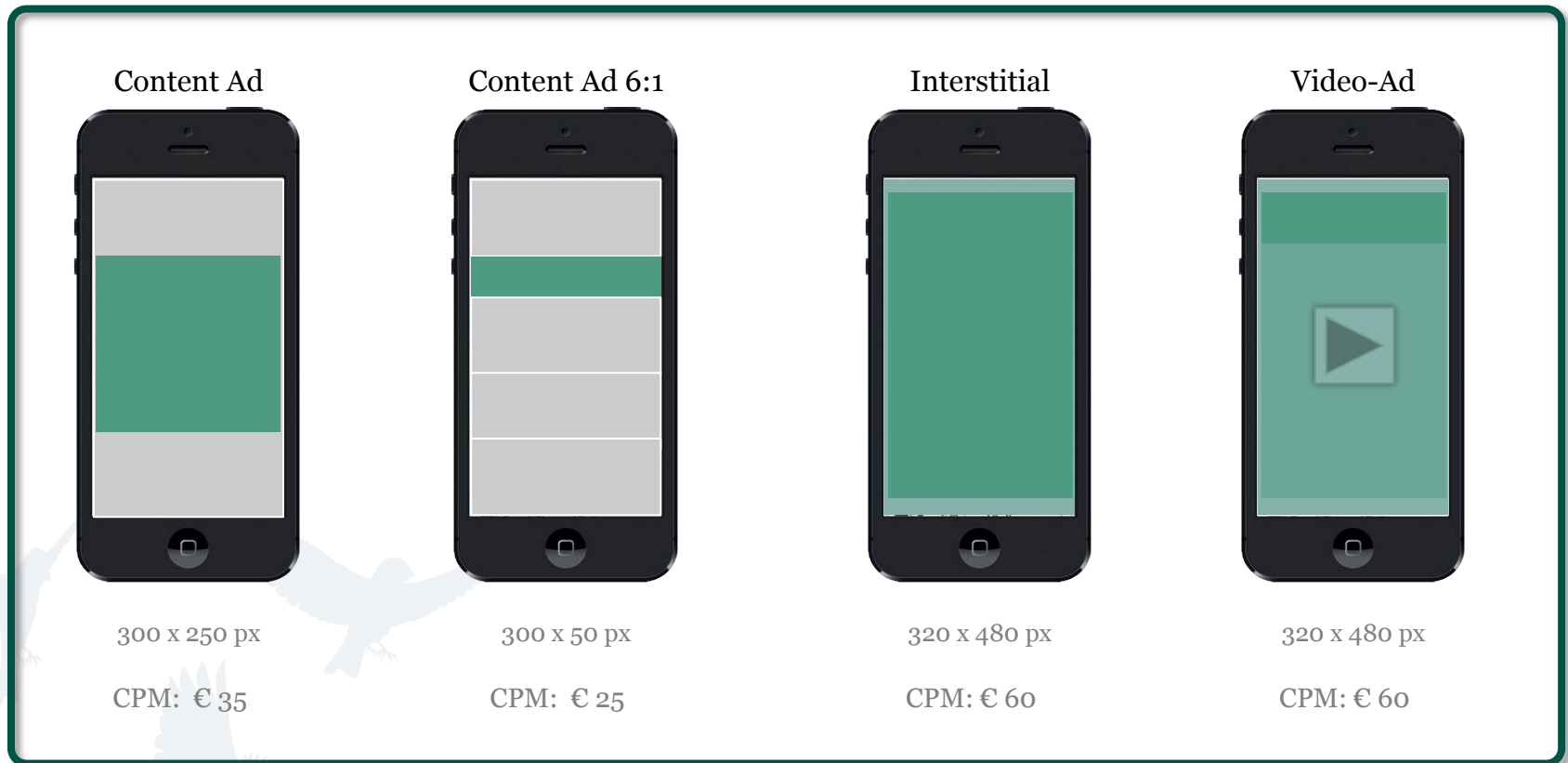


Mobile Webseite: www.golfpost.de

Why mobile advertising?

- ➔ Golf Post has a mobile optimized website (more than 2.1 million page impressions in 2014)
- ➔ Guarantees high attention and an above-average click rate (CTR)
- ➔ We offer a great variety of mobile advertisement forms

Mobile Advertising – Our advertisement possibilities



All prices are plus VAT in EUR

Newsletter marketing: Share your message

Benefit from above average opening rates (25-30%) and share your message with more than 10,000 golfers.

Banner in daily newsletter



The banner features the GolfPost logo, a date banner for '24 THEMEN' on Tuesday, December 16, 2014, a quote from Adam Scott, a photo of Adam Scott, and a 'Deal der Woche' for a Tasco VLRF 600 surveyor.

5 mentionings	10 mentionings
1 week (Monday-Friday)	2 weeks (Monday-Friday)
€ 450	€ 750

Banner + text in daily newsletter



The layout includes the banner from the previous section plus a 'Deal der Woche' for Daylong products.

5 mentionings	10 mentionings
1 week (Monday-Friday)	2 weeks (Monday-Friday)
€ 550	€ 950

Stand-alone newsletter



The stand-alone newsletter features a winter-themed design with 'Fairway Golf-Shop' branding, a '10€ Gutschein' (voucher), and 'Winter-Rabatte sichern' (secure winter discounts) text.

1 stand-alone newsletter
Individual design with picture and text


€ 1,500

All prices are net plus VAT

Content Marketing: Talk about your product

Present your product in editorial design and integrate it into the Golf Post contents.


Editorial teaser



Current time: 1 week
Promotion at the Golf Post starting site
Direct link to your product site
Promotion via newsletter

€ 200 per teaser


Advertorial



Current time: 2 weeks and storage
Editorial content about your product
Promotion at the Golf Post starting site
Promotion via newsletter

€ 750 per advertorial

Partner magazine



Current time: Permanent
Editorial attendance of your company
Promotion at the Golf Post starting site
Promotion via social media & newsletter

Price on request

All prices are plus VAT in EUR

Engagement Marketing - Increase the publicity of your product

Present your product to our community and benefit from the plus of attention


Advent calendar



Limited-time-promotion: 1 day
Promotion on the Golf Post front page
Social media promotion
Newsletter promotion

€ 600


Competition



Limited time-promotion: 1 week
Promotion on the Golf Post front page
Social media promotion
Newsletter promotion

€ 750-2,500

Product test



Limited-time-promotion: 6 weeks
Promotion on the Golf Post front page
Social media promotion
Newsletter promotion

Price on request

All prices are plus VAT in EUR

Profit as a Major- Be partner of the largest tournaments worldwide

Major-Partner

The screenshot shows the GolfPost website interface for the US Open 2014. The header includes the GolfPost logo, navigation links (LIVE, TURNIERE, LPGA, STARS, DGL, TRAINING, EQUIPMENT, PLÄTZE, REISEN, FOTOS, VIDEOS, WIKI), and a search bar. The main content area features a large banner for the US Open 2014, presented by Jacques', with details about the tournament location (PINEHURST No2, North Carolina) and dates (12. - 15. JUNI 2014). Below the banner, there is a section for 'Live GOLF: Leaderboard & Ergebnisse deutscher Spieler' with a toggle for 'Major' and 'Challenge Tour'. A 'LIVE-SCORING - AKTUELLE TURNIERE' section shows the current tournament. The 'LEADERBOARD TOP-5 SPIELER' table is visible at the bottom.

Rank	Spieler	To Par	Loch	Today	R1	R2	R3	R4	Total
1	Martin Kaymer	-9	F	-1	65	65	72	69	271

- ➔ Major- tournaments are the highest reach tournaments worldwide
- ➔ Online and mobile integration of the partner on our Golf Post website
- ➔ Advertising banner are always displayed in the section „Major“
- ➔ Branding of our partner draw attention on special highlights
- ➔ Strong integrated in our website
- ➔ Offer is available on request

Create attention by new types of advertising

(Categories/ Partner Live Partner



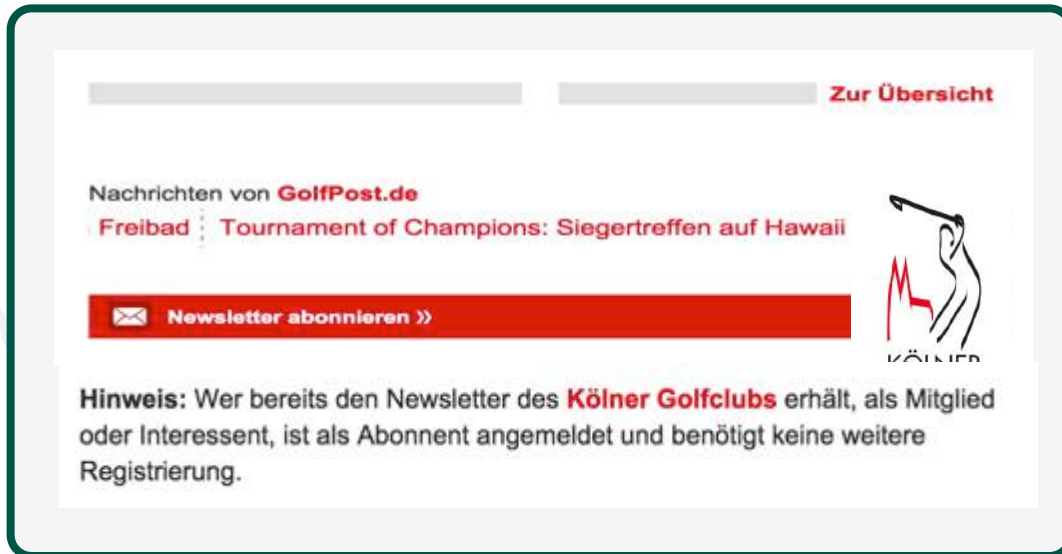
Local -Time Partner

- ➔ Get more attention with your special sponsor position
- ➔ Strong integration of advertising item in your booked categorie and on Golf Post homepage
- ➔ The offer is available on request

Offer our Newsfeed on your homepage

*We provide costum fitted Golf Post Newsboxes for integration on your homepage
Please contact us if you require further information.*


Example: Cologne Golfclub Website




Zur Übersicht

Nachrichten von **GolfPost.de**

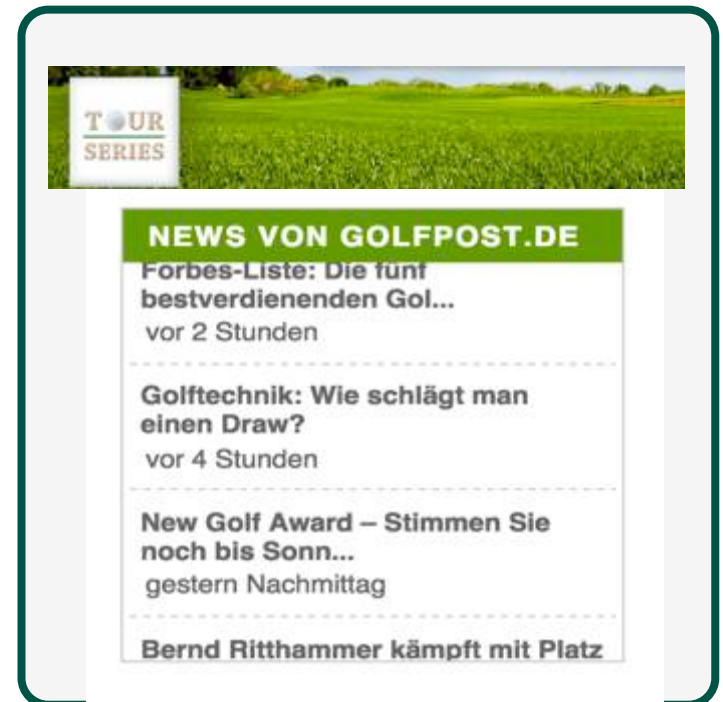
Freibad | Tournament of Champions: Siegertreffen auf Hawaii


 Newsletter abonnieren >>



Hinweis: Wer bereits den Newsletter des **Kölner Golfclubs** erhält, als Mitglied oder Interessent, ist als Abonnent angemeldet und benötigt keine weitere Registrierung.

Example of the Tour Series Website



 TOUR SERIES

NEWS VON GOLFPOST.DE

Forbes-Liste: Die fünf bestverdienenden Gol...
vor 2 Stunden

Golftechnik: Wie schlägt man einen Draw?
vor 4 Stunden

New Golf Award – Stimmen Sie noch bis Sonn...
gestern Nachmittag

Bernd Ritthammer kämpft mit Platz

Get in touch with us!

Your contact persons



Matthias Gräf

CEO

Im Mediapark 5
50670 Köln
Tel.: +49 221 975 802 11
Mob.: +49 171 789 390 6
Email: matthias.graef@golfpost.de



Kathrin Ivenz

Marketing & Sales

Im Mediapark 5
50670 Köln
Tel.: +49 221 975 802 33
Mob.: +49 174 800 6005
Email: kathrin.ivenz@golfpost.de



Tobias Freudenthal

Marketing & Sales

Im Mediapark 5
50670 Köln
Tel.: +49 221 975 802 34
Mob.: +49 152 34 29 35 15
Email: tobias.freudenthal@golfpost.de



Ulrich Schulte

Freelancer Marketing & Sales

Im Mediapark 5
50670 Köln
Tel.: +49 221 310 777 4
Mobil.: +49 175 543 710 7
Email: ulrich.schulte@golfpost.de



Thanks for your attention!

Contact us as your reliable media partner.
For questions we are at your disposal

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MARKETING@GOLFPOST.DE

TEL.: +49 221 975 802 33

www.golfpost.de  **GolfPost**  **Golf_Post**