

Golf Post AG, Cologne  
November 2016

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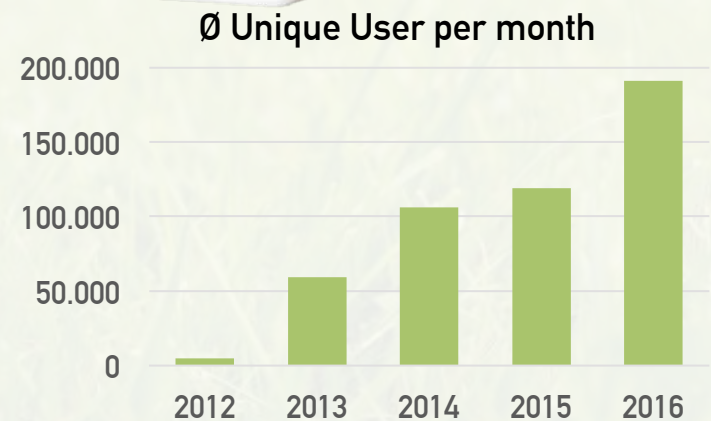
# Golf Post Media Kits and Rates 2017

# Golf Post – Largest Independent Golf Digital Media Platform



## # Golf Post

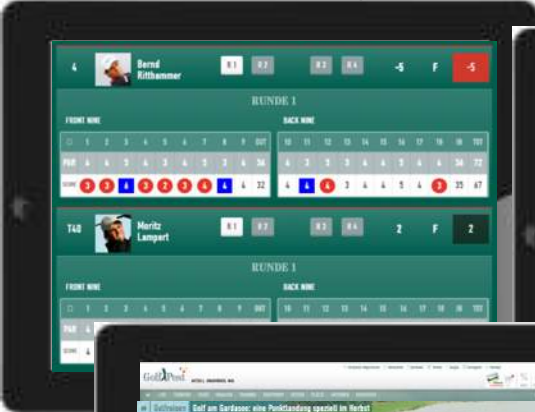
- Fastest growing golf platform in Europe
- > 50% user growth in 2016
- Up to 250.000 Unique User per month
- Strong & loyal user base
- Pure digital player (Mobile, Tablet, Desktop, Social Media, Newsletter)



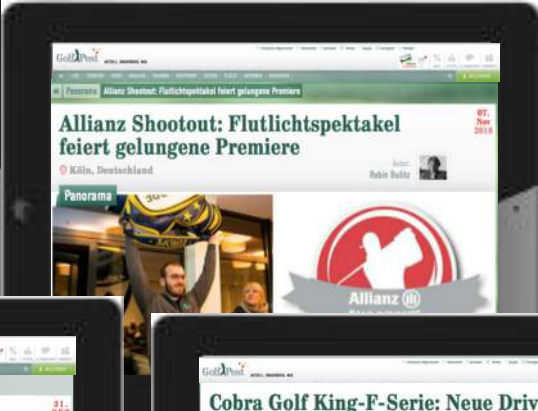
Source: IVW Online, Google Analytics

# Golf Post – Our main content areas

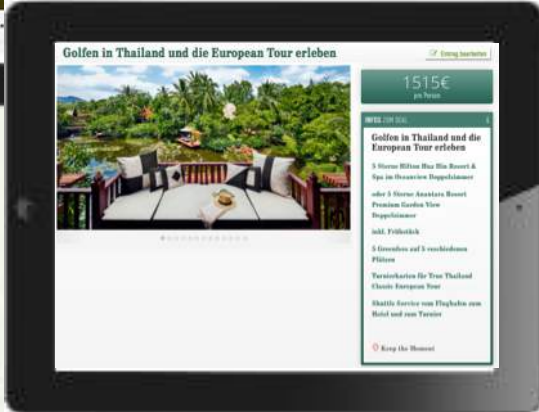
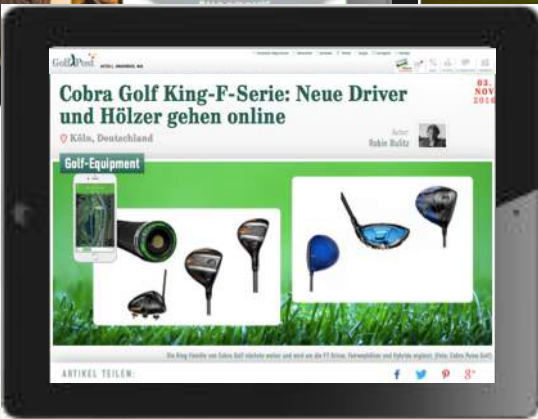
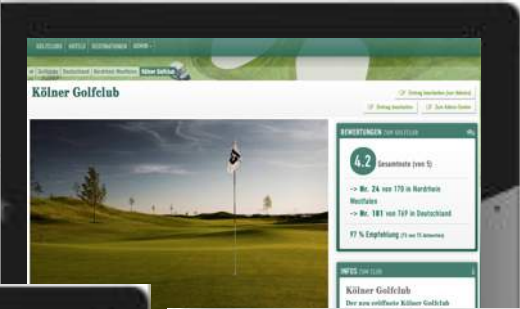
Live Scoring



News



Golf Courses



Travel Reviews

Equipment

Deals

# Golf Post – Our Reach

## Growing traffic on our web and mobile channels

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+ 30 million ad impressions per year

+ 12 million page impressions per year

Up to 250,000 unique users per month

+ 60,000 social network contacts (Facebook, Twitter, Youtube)

+ 25,000 registered users and 16,000 newsletter subscribers

#1 Google rankings in many relevant areas (keywords)

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+ 30,000 views per month of our websites Golfclub newsfeed

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Integration of our news on screens in + 70 golf clubs in Germany

# Golf Post already worked for many different industries...

**Global**

**Golf**

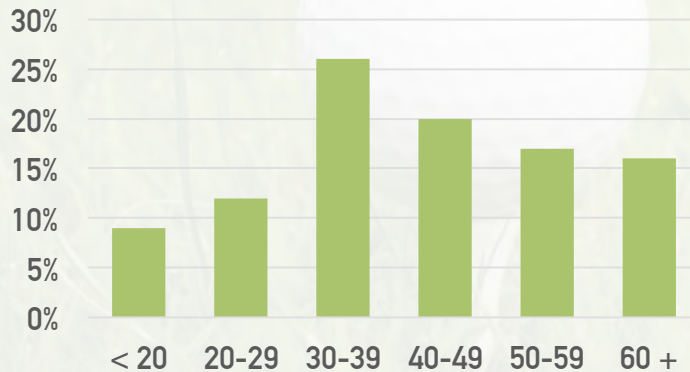
**Tourism**

# Golf Post – Strong base in the 30-49 Year-Old Target group

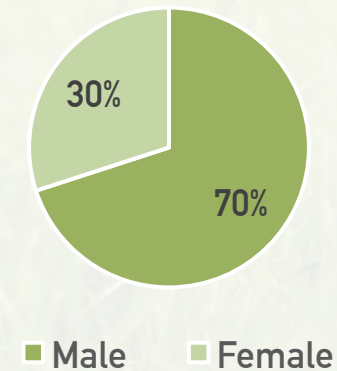
## # Target group

- Golf Post users are younger than the average German golfer
- Golf Post has more male than female users (>70%)
- Golf Post is highly represented in the 30-49 year-old target group

**Age of Users**



**Gender**



Source: AGOF Digital Facts Studie 07/16

# Golf Post – Market leader in Mobile Usage



## # Mobiles Marketing

- Golf Post is #1 golf market leader on its mobile channel, with + 250,000 page impressions per month (40% of visits are on a mobile device)
- Mobile channel guarantees high attention and an above-average click-through rate (CTR)
- We offer a variety of mobile advertising forms
  - Mobile Leaderboard
  - Mobile Content Ad
  - Interstitial
  - Video Ad

# Golf Post – Our offers

**Display Marketing**

**Standard ad formats / Special formats / Mobile advertising formats**

**Content Marketing**

**Advertorial / Sponsored news article**

**Newsletter Marketing**

**Banners and texts in daily newsletter/ Stand-alone newsletter / Action newsletter**

**Engagement Marketing**

**Sweepstakes / Product testing**

**Deal Plattform**

**Deal of the week / Traveldeal**

**Local Marketing**

**Local Display Marketing / Local Sponsoring**

**Travel Marketing**

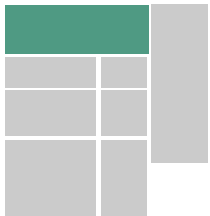
**Hotel profile / Advertorial / Traveldeal**



# Display Advertising – Format overview

## Standard ad formats

Billboard



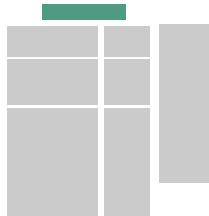
970 x 250 px

Wallpaper



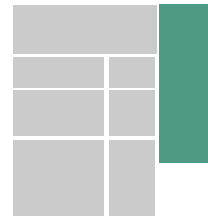
728 x 90 + 120 x 600 px

Leaderboard



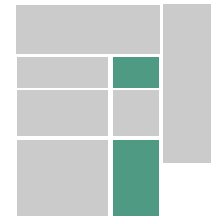
728 x 90 px

Skyscraper



120/160 x 600 px (sticky)

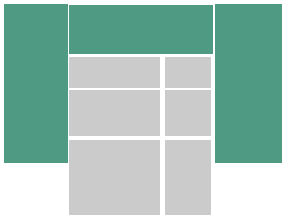
Medium Rectangle / Halfpage Ad



300 x 250 px / 300 x 600 px

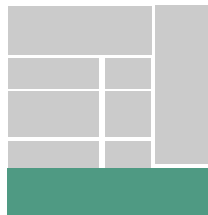
## Special formats

Fireplace Ad



970 x 250 px + lateral 200 x 600px

Floor Ad



970x200px (sticky)

## Mobile advertising formats

Mobile Content Ad



300 x 250 px

Sticky Leaderboard



300 x 50/100 px

# Display Advertising – Ad formats and Prices

## Ad formats and Prices

Category	Format	CPM in Euro	Desktop	Tablet	Mobile
<b>Standard Ad formats</b>	<b>Billboard</b>	40.-	✓	✓	
	<b>Wallpaper</b>	45.-	✓		
	<b>Leaderboard</b>	25.-	✓	✓	
	<b>Skyscraper (sticky)</b>	40.-	✓		
	<b>Halfpage Ad</b>	25.-	✓	✓	
	<b>Medium Rectangle</b>	20.-	✓	✓	
<b>Spezial formats</b>	<b>Fireplace</b>	65.-	✓		
	<b>Floor Ad (sticky)</b>	50.-	✓	✓	
<b>Mobile advertising formats</b>	<b>Mobile Content Ad</b>	35.-			✓
	<b>Mobile Leaderboard (sticky)</b>	40.-			✓
On request all banners can be arranged regionally or by topic					
Targeting add-on for regional or topic-targeting: € 5					

# Display Advertising – Packages

## Packages – Standard Ad formats

	Package A	Package B	Package C	Package D
<b>Format</b>	Different ad formats in rotation			
<b>Volume (Impressions)</b>	100,000	250,000	500,000	750,000
<b>Recommended Duration</b>	2 weeks	4 weeks	8 weeks	12 weeks
<b>Price</b>	€ 2,500	€ 5,000	€ 8,500	€ 12,000
Booked ad volumes can be used for different campaigns / time periods.				

## Packages – Mobile advertising formats

	Package A	Package B	Package C
<b>Format</b>	Mobile formats (Mobile Content Ad und Mobile Leaderboard) in rotation		
<b>Volume (Impressions)</b>	50,000	100,000	200,000
<b>Recommended Duration</b>	2 weeks	4 weeks	8 weeks
<b>Price</b>	€ 1,750	€ 3,000	€ 5,000
Booked ad volumes can be used for different campaigns / time periods.			

# Content Marketing – Talk about your Product

# Integrate your product into our Golf Post contents

## Advertorial



- Advertorial with your content (incl. Backlink to your website)
- 7 days fixed placement on the homepage
- Additional communication activities can be booked

€ 750  
Per advertorial

## Sponsored Post



- Editorial coverage about your product (inclusive integration of photos/videos and links)
- Promotion via newsletter (daily)
- Increase the reach (Facebook Post)
- Display Ad in 900x250

Price upon request

# Newsletter Marketing – Share your message

# Benefit from above average opening rates (> 30 %) and share your message with up to 30,000 golfers

## Banner and text



## Stand-alone newsletter



Price upon request

	Package A	Package B
Frequency	5 x Daily Newsletter	5 x Daily Newsletter 1x Weekend Newsletter
Duration	1 week	1 week
Contacts	5 x 10,000	5 x 10,000 + 1 x 25,000
Format	Banner and text	Banner and text
Price	€ 450	€ 650

	Package C	Package D
Frequency	10 x Daily Newsletter	10 x Daily Newsletter 2x Weekend Newsletter
Duration	2 weeks	2 weeks
Contacts	10 x 10,000	10 x 10,000 + 2 x 25,000
Format	Banner and text	Banner and text
Price	€ 800	€ 1,200

# Engagement Marketing – Increase the awareness of your Product

# Give your product high exposure with our large community of users

## Sweepstakes



**Duration: 1 week**

- Promotion on the Golf Post homepage
- Social media promotion
- Newsletter promotion

€ 1,500

## Product Testing



**Limited-time-promotion: 6 weeks**

- Promotion on the Golf Post homepage
- Social media promotion
- Newsletter promotion

from € 2,500

# Deals – Offer Products at Special Prices

# Attract new customers using Golf Post`s wide readership with specially priced products

## Product deal



### Duration: Up to 2 weeks

- Promotion on the Golf Post website
- Social media promotion
- Newsletter promotion
- Link to the shop

Price upon request

## Traveldeal



### Duration: Up to 2 weeks

- Promotion on the Golf Post website
- Social Media promotion
- Newsletter promotion

Price upon request

# Local Promotion— Benefit from our regional Marketing-Mix

# Determine individually the range of your advertising measures. The ads are only distributed to readers of selected regions



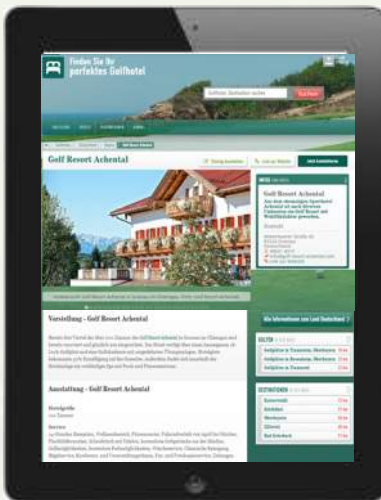
	Package A	Package B	Package C
<b>Format</b>	Different ad formats in rotation Placement in regions of your choice		
<b>Volume (Impressions)</b>	15,000	30,000	50,000
<b>Recommended Duration</b>	2-4 weeks	4-8 weeks	8-12 weeks
<b>Price</b>	€ 500	€ 900	€ 1,500
Booked ad volumes can be used for different campaigns / time periods.			



# Destination- and Hotel Marketing – Attract our readers

# Present your hotel and destination within our editorial design and integrate it into the Golf Post contents  
Post contents

## Hotel profile



Duration: 1 year

- Overall information about your hotel (within photos/videos, request form and links)
- Rotational placement on our website
- Placement within our hotel list

€ 299 per year

## Advertorial



Duration: 1 week

- Advertorial with your content (incl. Backlink to your website)
- 7 days fixed placement on the homepage
- Integration of links to your website

€ 750 per Advertorial

# Category Sponsoring— Own a specific topic

# Become a permanent partner on Golf Post and position your brand in a specific relevant category

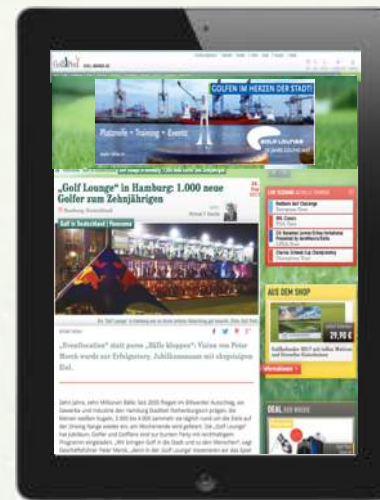
## Content Section Partner



**Duration: 3 month**  
Title sponsoring by use of billboard (970x250 px) above all contents of the selected category

Price upon request

## Local Partner



**Duration: 3 month**  
Title sponsoring by use of billboard (970x250 px) above all contents of the selected region

Price upon request

# Golf Post Newsfeed – Keep your Readers Updated

# Keep readers updated on the golfing scene with our Golf Post newsfeed on your homepage



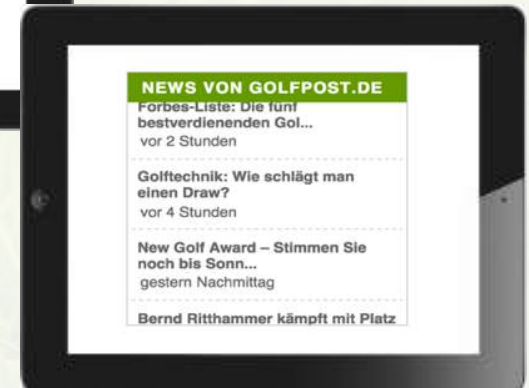
Example: Cologne Golfclub



Example: Golfclub Hamm



Example: Golfclub Am Alten Fließ



Example on Tour Series Webseite

# Get in Touch with Us – Your Contacts

## # Contact



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# Thank you for your Attention!



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