

Golf Post Mediakit 2018

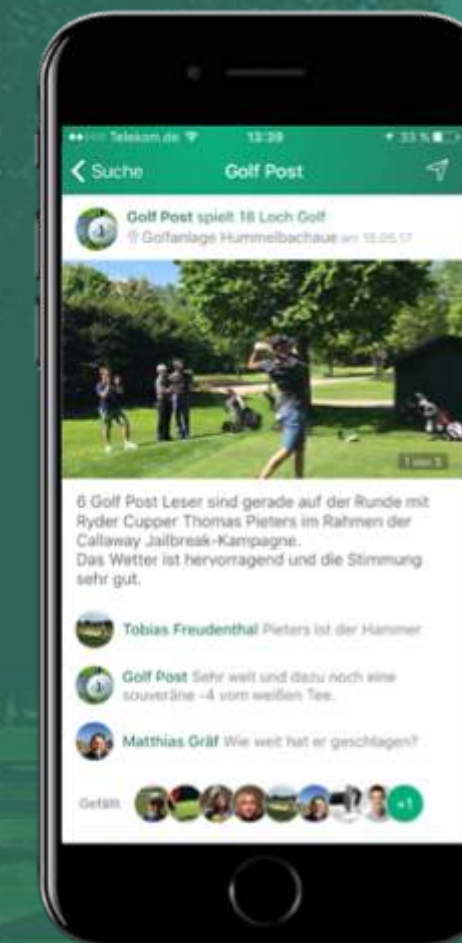
Golf Post AG

Golf Post is the digital home for all golfers – available on all devices and on all channels



Web portal for all devices

Share of devices:
40% desktop
40% mobile
20% tablet

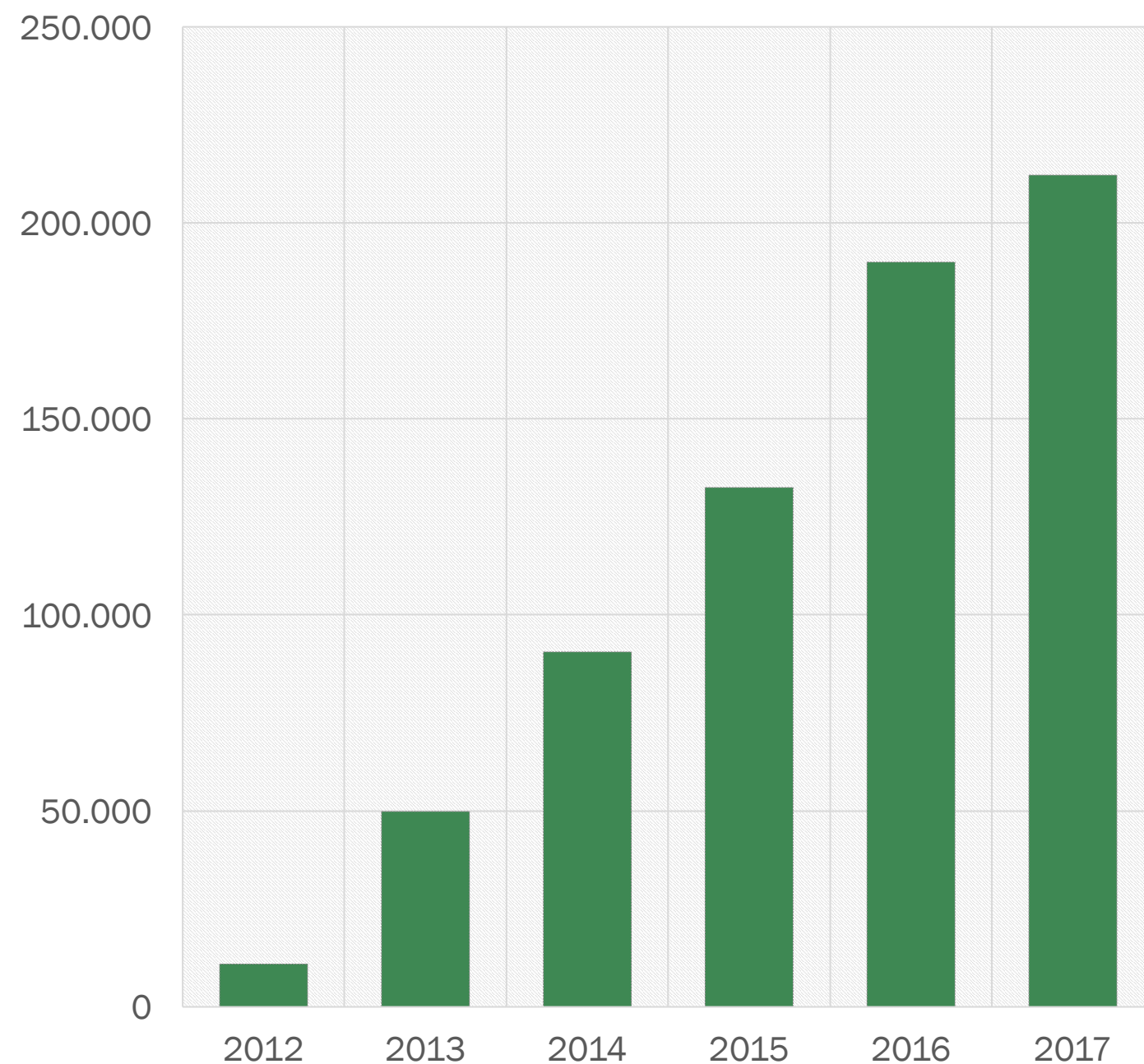


Mobile community

available for iOS and Android

Golf Post is already one of the largest golf platforms in Europe

Avg. monthly Unique User



2012

Founded Golf Post as an online magazine focusing on editorial content

2013

First successful campaigns with partners from the golf industry

2014

Widening of content, development of new products and setup of first community features

2015

Established as largest independent platform in German speaking countries

2016

Increased offer and product range in golf travel and user benefits

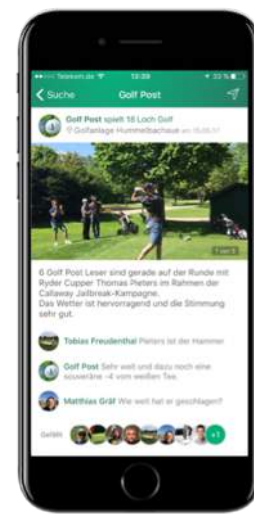
2017

Launched interactive Golf Post app for golfers and golf clubs

We reach more than 200k interested golfers every month throughout our multiple channels



200k unique users on Golf Post website



10k users in Golf Post app



70k social media followers



50k newsletter recipients



Integration of Golf Post news in more than 150 golf clubs in front-desk-areas with a reach of more than 100k golfers



Integration of Golf Post on more than 30 partner websites with a reach of more than 40k users

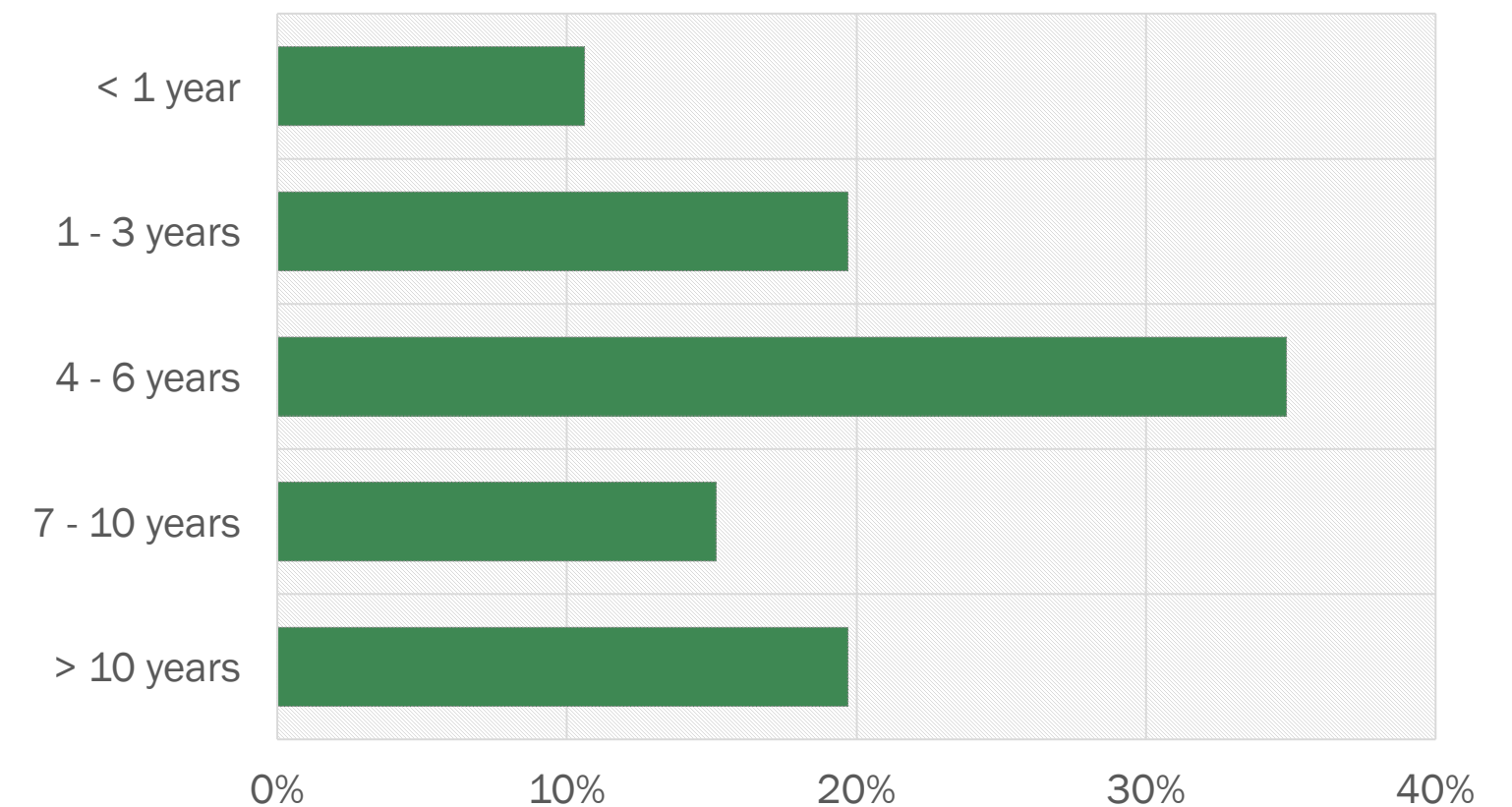
Golf Post reaches new golfers who are yet to establish a brand loyalty to golf brands

Golf Post reaches the new generation of golfers.

Present your products and brands in our target group!

Golf Post Target Group

Users by how long they have been playing golf



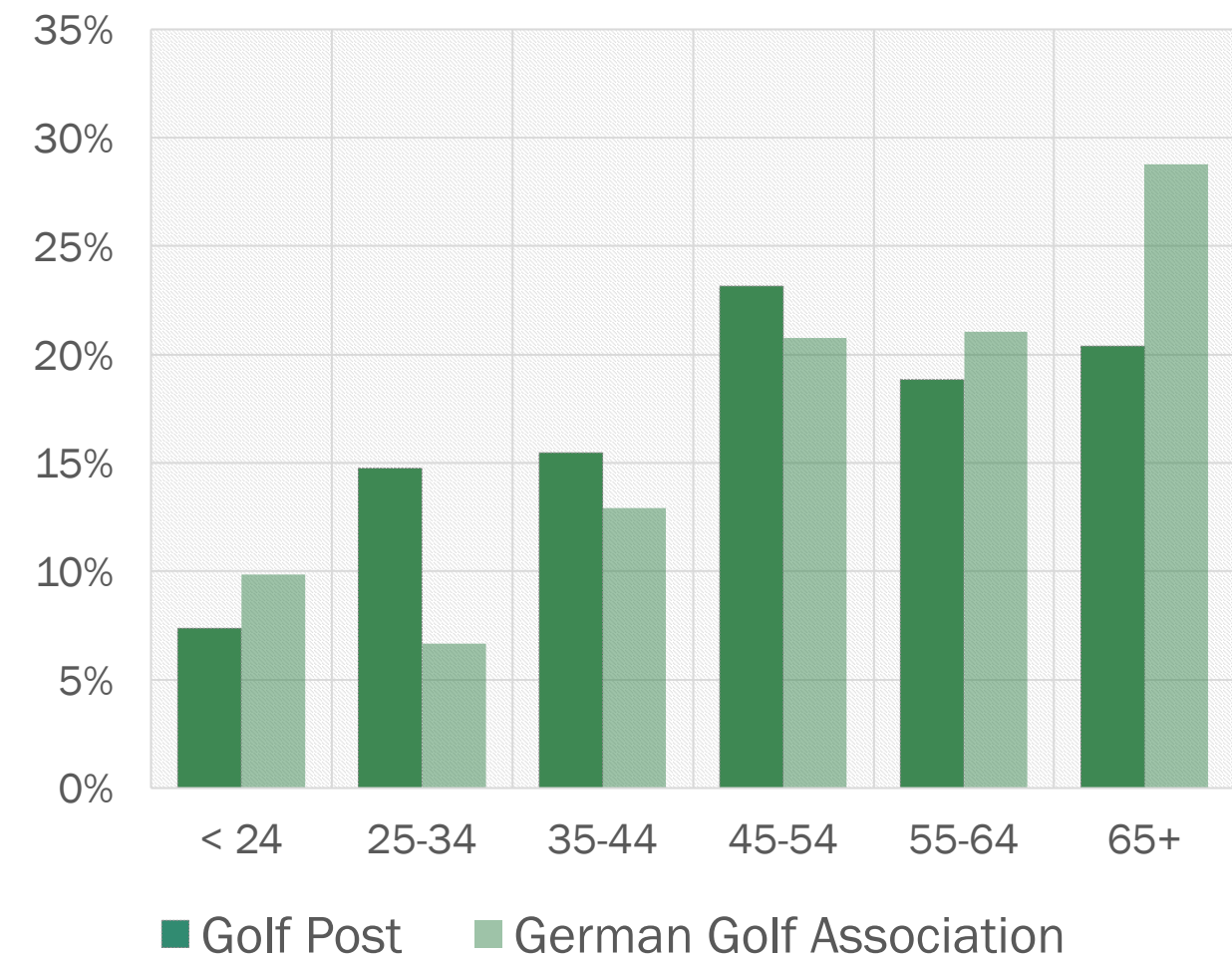
- ❖ *30% of users have started to play golf within the last three years*
- ❖ *With smart online-marketing new golfers get in touch with Golf Post very early in their golf lifecycle*
- ❖ *> 50% of users play golf at least twice a week*

Golf Post targets already the most relevant and critical mass of golfers in Germany

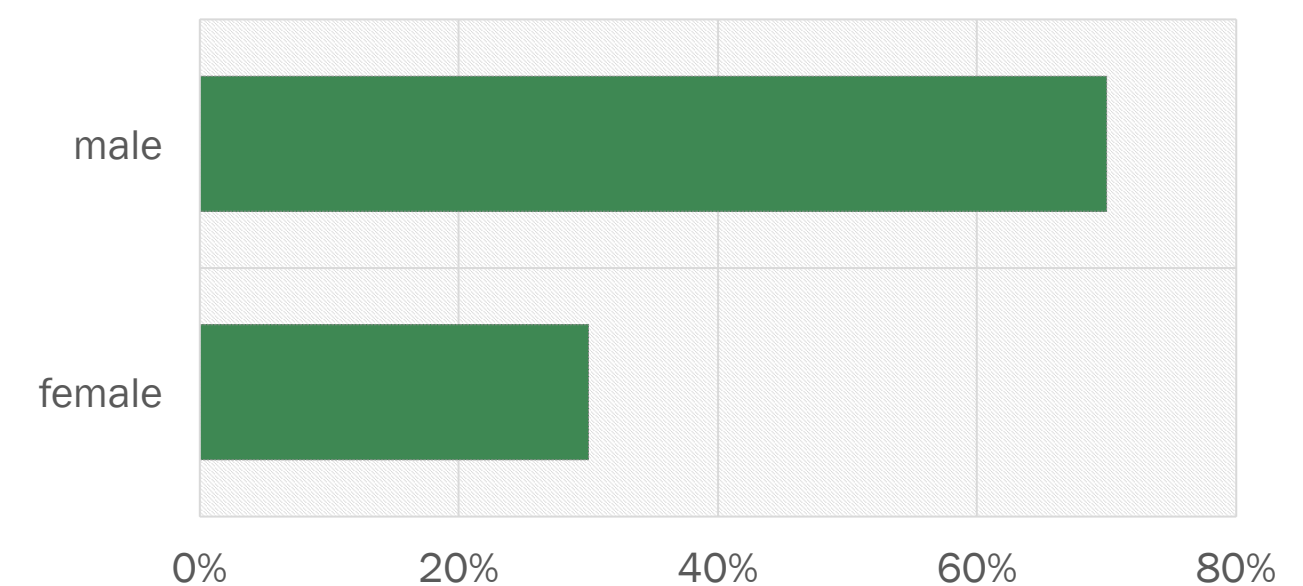
Throughout the different communication channels we reach all age groups in golf in Germany.

Golf Post target group

User by age



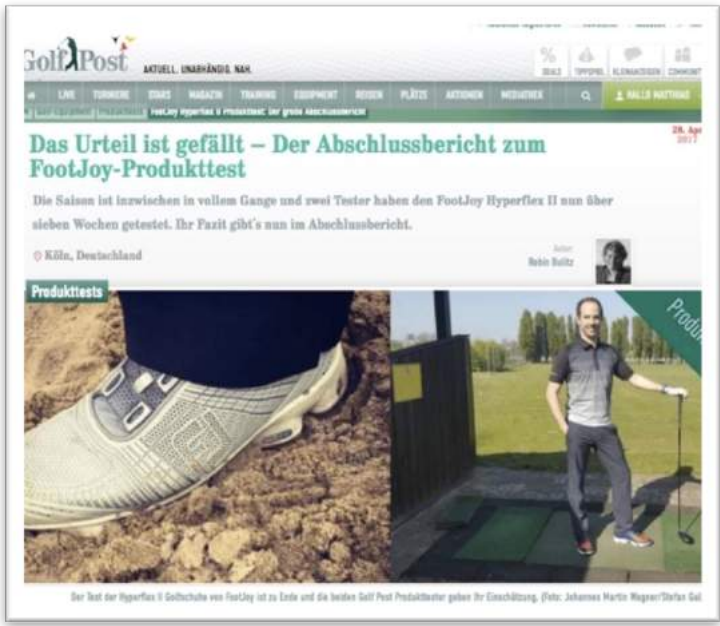
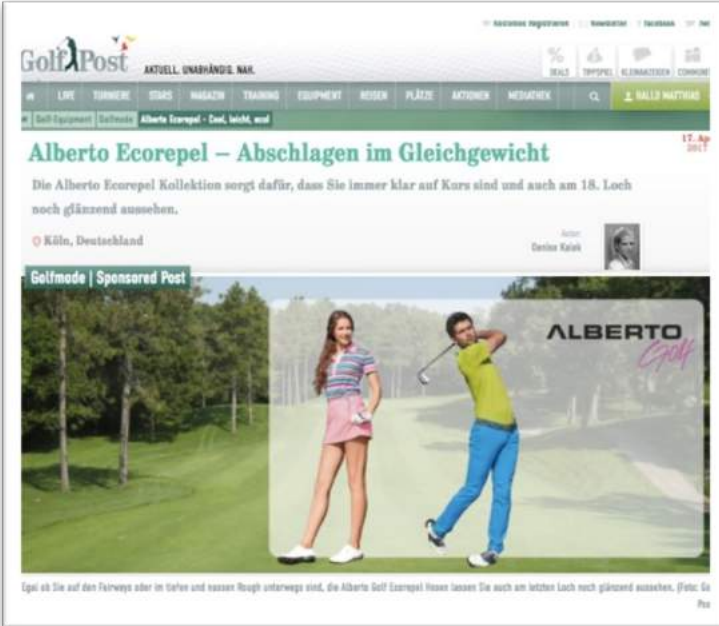
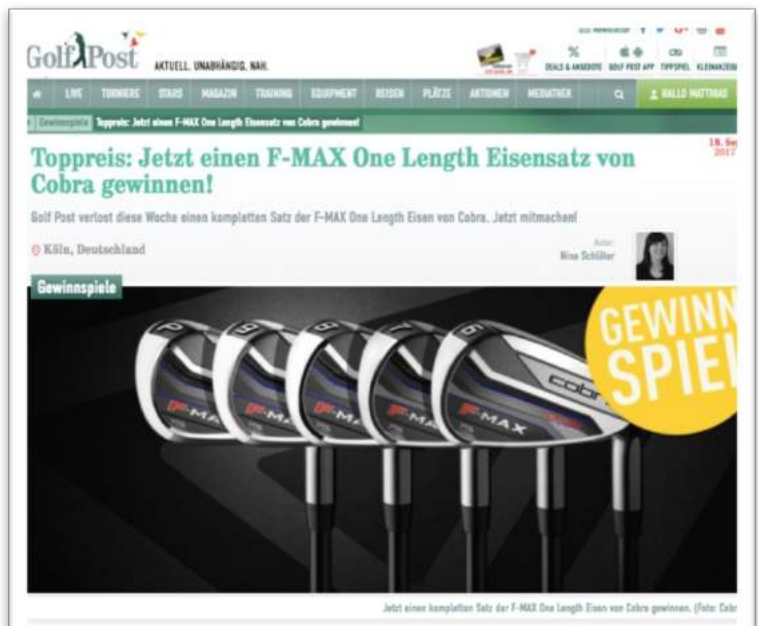
User by sex



Source: AGOF Digital Facts 09-2016, Google Analytics, DGV Verbandsreport 2016

Golf Post successfully established many innovative native advertising products to the portfolio

Best Performing Native Advertising Products on Golf Post

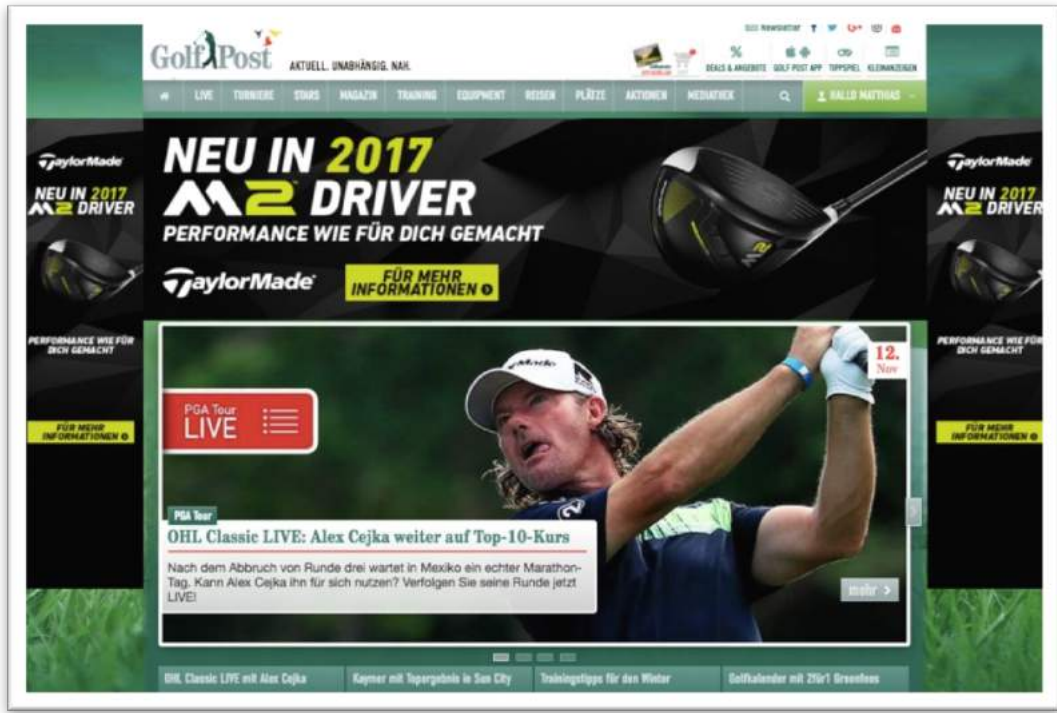
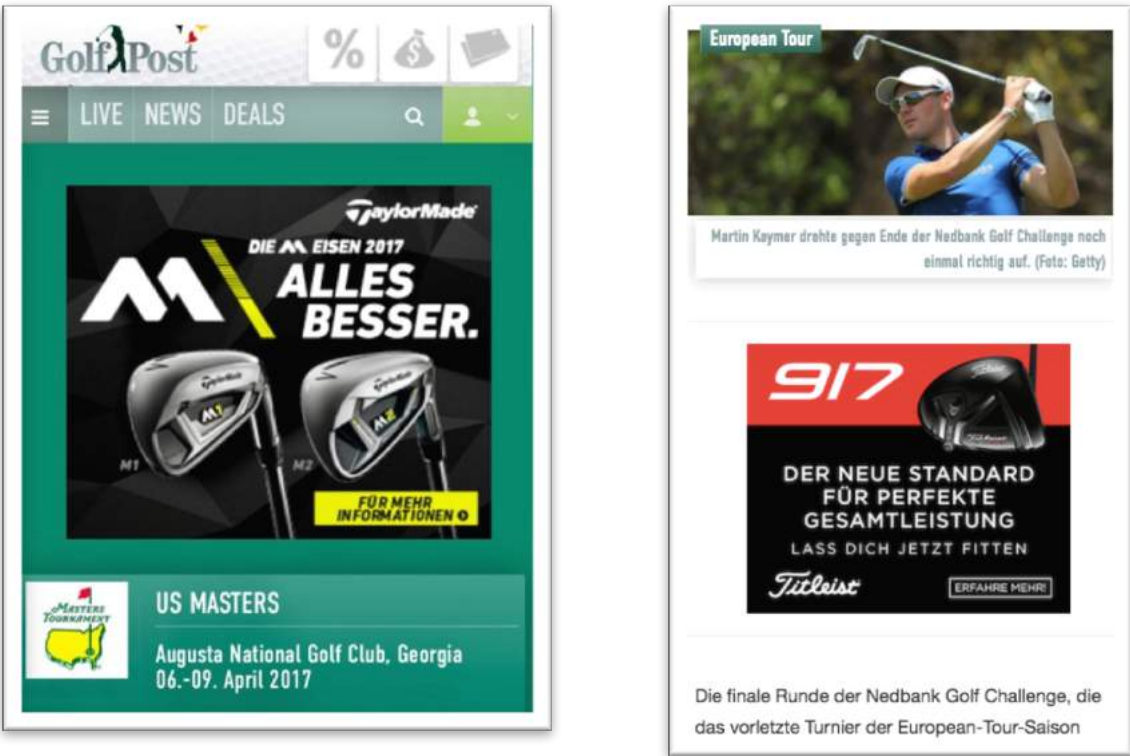
| Advertisement type | Product Testing / User Activity | Sponsored Post | Sweepstake |
|--------------------|--|--|--|
| Example |  |  |  |
| Description | Golf Post users test new products, write a blog about their experiences and post in different social media about the product. Golf Post coordinates the whole activity and pushes it throughout all channels | Golf Post creates editorial content about a product and pushes it throughout all communication channels to guarantee highest awareness | Golf Post creates and communicates an online sweepstake about a product and pushes it throughout all communication channels to guarantee the highest awareness |
| Reach | ca. 120,000 | ca. 75,000 | ca. 60,000 |
| Engagement | Very high | high | very high |
| Involvement | Very high | high | middle |

Pricing for native advertising products

| | Goal | Performance | Pricing |
|----------------|--|--|----------------------------|
| Sponsored Post | Tell a story in a native environment | <ul style="list-style-type: none"> • One in-depth editorial coverage • Push like any editorial story, plus • One week integration in front page • One week integration in all newsletters • Social media push (Facebook, Instagram) • Push to all users within the Golf Post Community App | 3,000 € per Sponsored Post |
| User Activity | Engage users and inspire influencers in a native environment | <ul style="list-style-type: none"> • Dedicated landing page with registration for users • Coordination and execution of activity • Communications push in format sponsored post • Editorial coverage of the whole activity • User-Generated Content (Blogs, Posts) about activity | 4,000 € per User activity |
| Sweepstake | Engage users about the product or service | <ul style="list-style-type: none"> • Creation and communication of online sweepstake • Push like any editorial story, plus • One week communication push across all Golf Post communication channels | 1,500 € per sweepstake |

Golf Post also established well-performing desktop and mobile ads to generate both awareness and results

Best Performing Display Ads on Golf Post

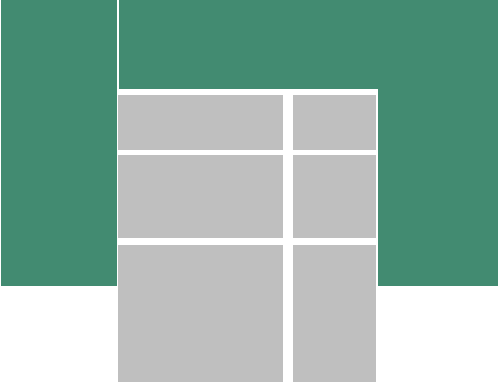
| Advertisement type | Fireplace Ad | Mobile Content Ad |
|--------------------|---|--|
| Example |  |  |
| Devices | Desktop | Mobile / Tablet |
| Description | Fireplace Ad ensures high viewability and awareness as no other large ad is visible to the user. Sticky skyscrapers left and right also guarantee good results and click-through rates. | Mobile Content Ad (300x250px or 300x300px) that is integrated in the content to ensure high awareness and good results as only ad seen when scrolling through the content. |
| Viewability | Very high | High |
| CTR | High | High |

Other successful ad formats include footer ad, mobile leaderboard and billboard.

Display Advertising – all ad formats

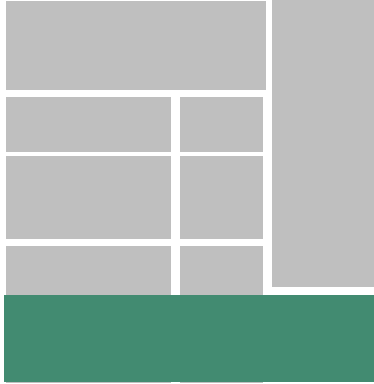
Special formats

Fireplace Ad



970 x 250 px + seitlich 200 x 600px

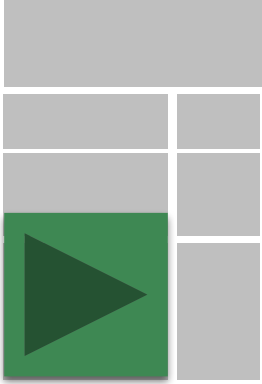
Floor Ad



970x200px (sticky)

Video formats

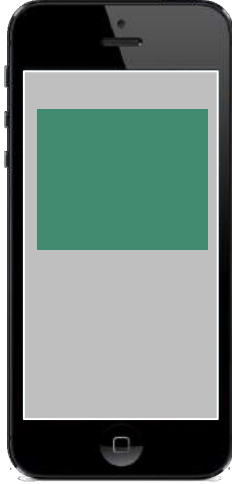
Outstream Ad



max. 1920x1080 - min. 640x360

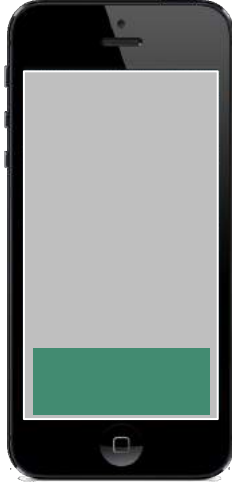
Mobile formats

Mobile Content Ad



300 x 250 px

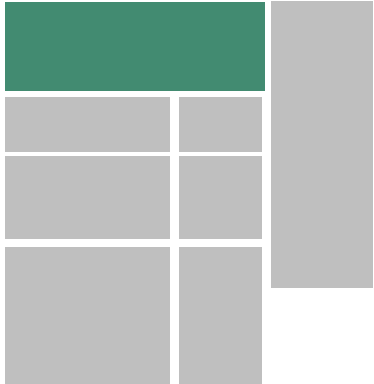
Sticky Leaderboard



300 x 50/100 px + 600x100px

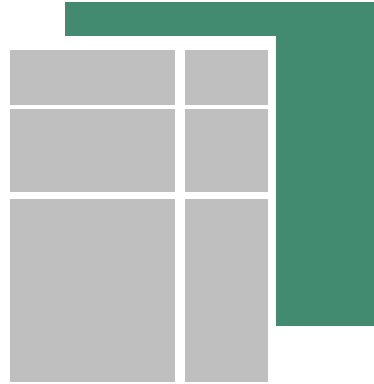
Standard formats

Billboard



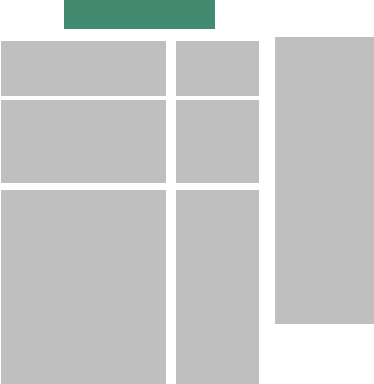
970 x 250 px

Wallpaper



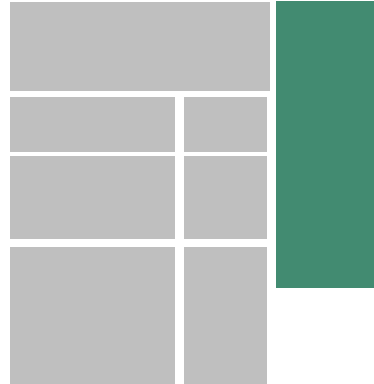
728 x 90 + 120 x 600 px

Leaderboard




728 x 90 px

Skyscraper



120/160 x 600 px (sticky)

Medium Rectangle / Halfpage Ad



300 x 250 px / 300 x 600 px

Display Advertising – Pricing and formats

| Type | Ad format | CPM in Euro | Desktop | Tablet | Mobile |
|-------------------------|---|-------------|---------|--------|--------|
| Standard formats | Billboard | 40 | ✓ | ✓ | |
| | Wallpaper | 45 | ✓ | | |
| | Leaderboard | 25 | ✓ | ✓ | |
| | Skyscraper (sticky) | 40 | ✓ | | |
| | Halfpage Ad | 20 | ✓ | ✓ | |
| | Medium Rectangle | 20 | ✓ | ✓ | |
| Special formats | Fireplace | 65 | ✓ | | |
| | Floor Ad (sticky) | 60 | ✓ | ✓ | |
| Mobile formats | Mobile Content Ad | 35 | | | ✓ |
| | Mobile Leaderboard (sticky) | 40 | | ✓ | ✓ |
| Multiscreen | Ad Bundle (Billboard, Medium Rectangle, Halfpage) | 25 | ✓ | ✓ | ✓ |
| Video | InText Outstream Ad | 70 | ✓ | ✓ | ✓ |

All display ads can be targeted to specific regions or topics

Targeting add-on for regional or topic targeting: 5 €

Golf Post offers newsletter integration to targeted audience

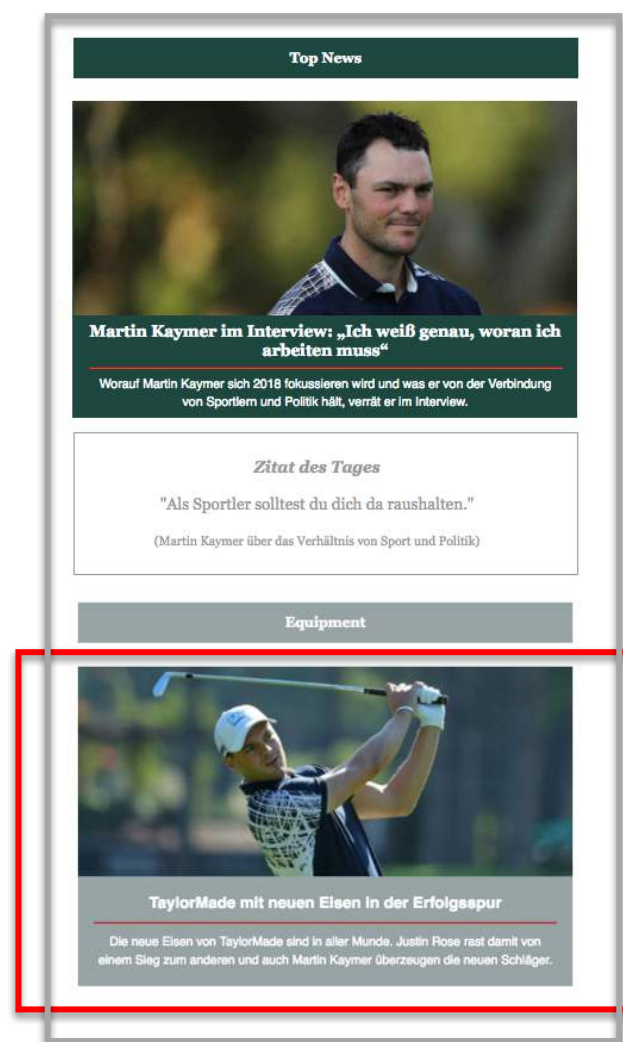
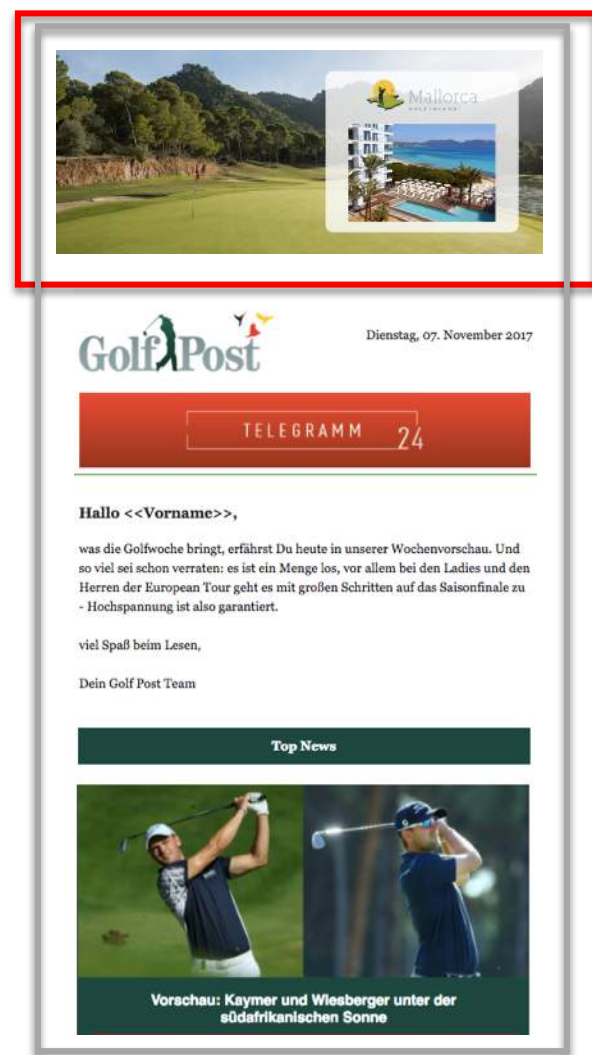
Best Performing Newsletter Ads on Golf Post

Newsletter Types

| Ad type | Billboard banner | Text-Image Teaser |
|---------|------------------|-------------------|
|---------|------------------|-------------------|

| Newsletter | Frequency | Contacts |
|------------|-----------|----------|
|------------|-----------|----------|

Example



Daily *5 x weekly* *12,000*

Weekly *1 x weekly (Sun)* *15,000*

Member Update *1 x weekly (Tue)* *25,000*

Travel Update *1 x weekly (Mon)* *15,000*

| | | |
|---------|-------------|-------------|
| Devices | All devices | All devices |
|---------|-------------|-------------|

| | | |
|-------------|--|---|
| Description | One-week presenting sponsor of all newsletters. Billboard banner that is placed at the top of the newsletter | Teaser that consists of thumbnail and text, integrated in the first paragraph |
|-------------|--|---|

| | | |
|-------------|-----------|------|
| Viewability | Very high | High |
| CTR | High | High |

Newsletter Pricing

| Newsletter | | Billboard Package | Text-Image Teaser Intensiv | Text-Image Teaser Standard |
|---|----------------------|-------------------|----------------------------|----------------------------|
| <i>Newsletter Types</i> | <i>Daily</i> | ✓ | ✓ | ✓ |
| | <i>Weekly</i> | ✓ | ✓ | ✓ |
| | <i>Member Update</i> | ✓ | ✓ | ✓ |
| | <i>Travel Update</i> | ✓ | ✓ | |
| Total Mails per week | | 115,000 | 115,000 | 100,000 |
| Total impressions (based on average opening rate of 25%) | | 28,750 | 28,750 | 20,000 |
| CPM | | 50 € | 30 € | 30 € |
| Pricing for one week | | 1,250 € | 850 € | 750 € |

Discounts

Discounts

| Ad Spendings (gross) | Discounts in % |
|-----------------------|----------------|
| <i>from 10,000 €</i> | <i>10%</i> |
| <i>from 25,000 €</i> | <i>15%</i> |
| <i>from 50,000 €</i> | <i>20%</i> |
| <i>from 100,000 €</i> | <i>25%</i> |

- Discounts are effective for the cumulative ad spending per client
- Discounts apply for one specific year
- Minimum order value per client and order is 2,500 Euro

Your contacts at Golf Post



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Thank You!



GolfPost



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