

THE DIGITAL HOME FOR GOLFERS

GolfPost 

MEDIA KIT 2019

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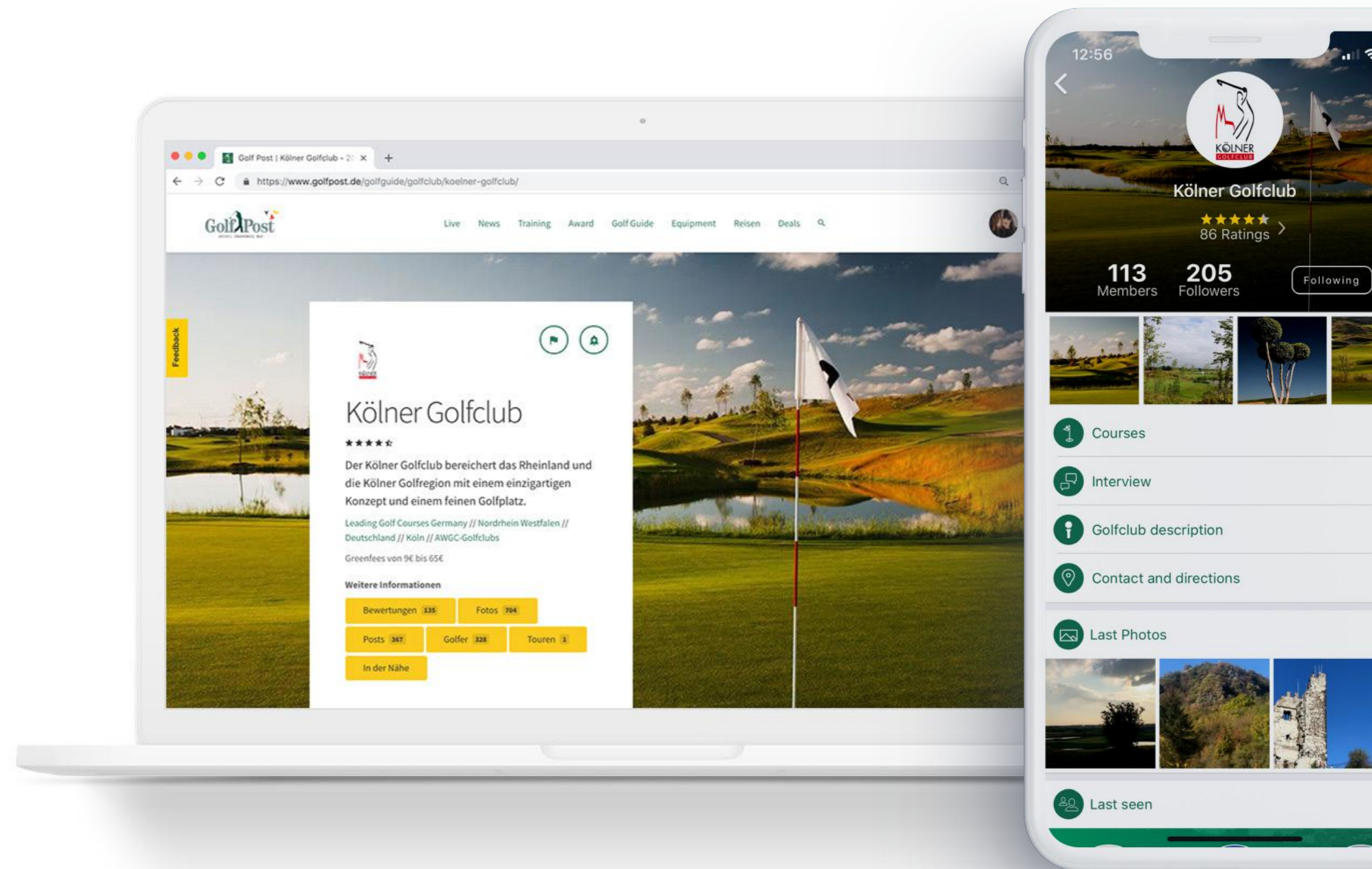
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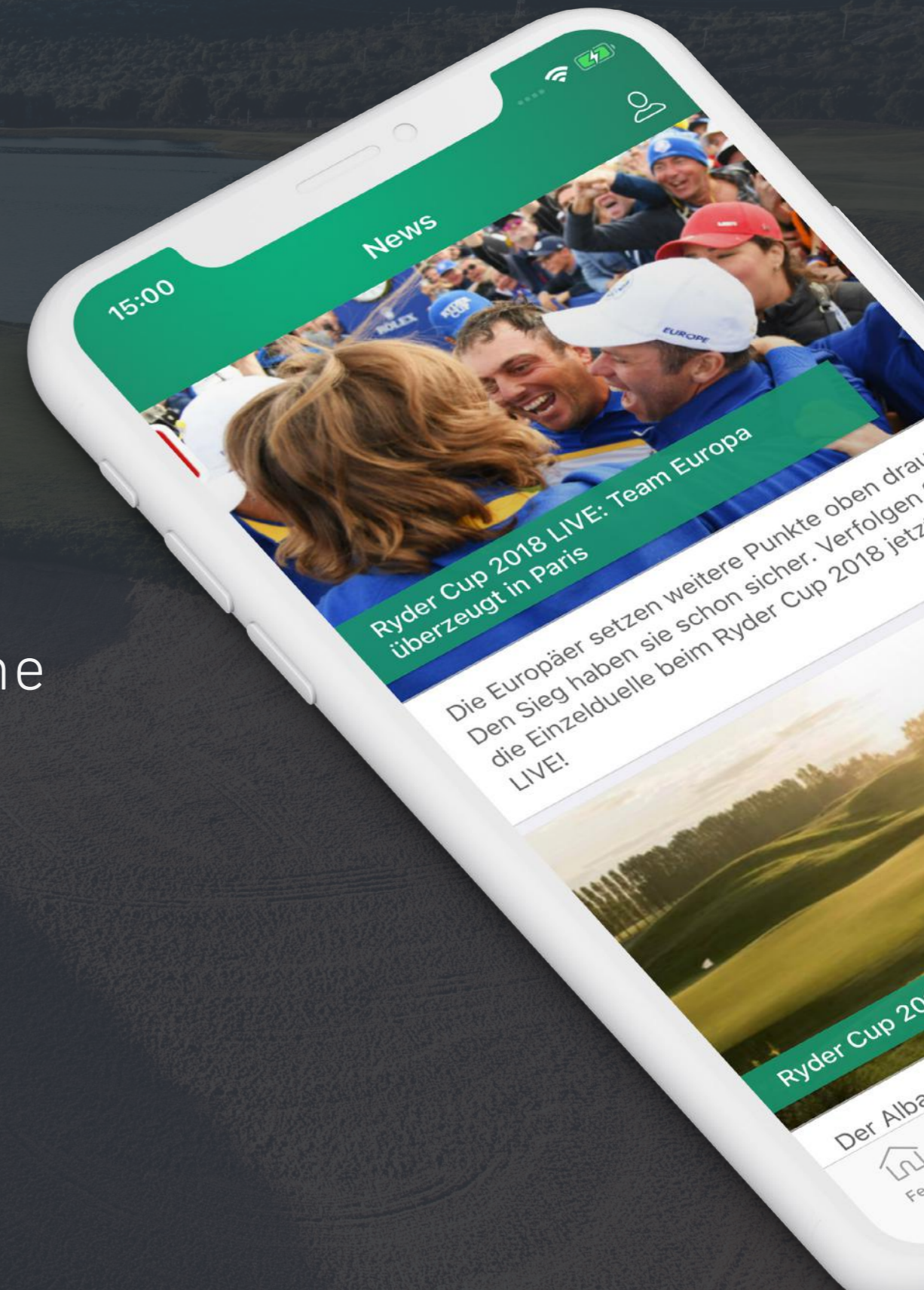
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OUR VISION: THE DIGITAL HOME FOR GOLFERS

We create the best experience for enthusiastic golfers worldwide to stay in touch with every facette of the game to share many more unforgettable golf moments.



Top relevance for golf

The online medium for golfers

We are passionate about golf, highly motivated and full of ideas to grow the game of golf.

We grow strongly because we are innovative in Golf:

- we are mobile first
- we are social media experts
- we are the most interactive golf community with the most active users

Reach per month



220k
Unique user



500k
Visits*



2M
Page Impressions

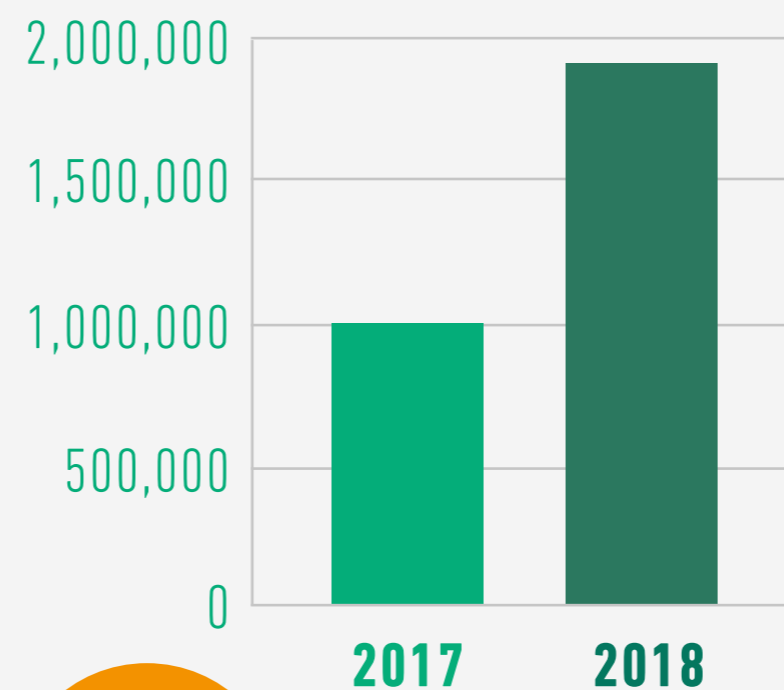


Strong growth

Golf Post is one of the largest golf platforms in Europe

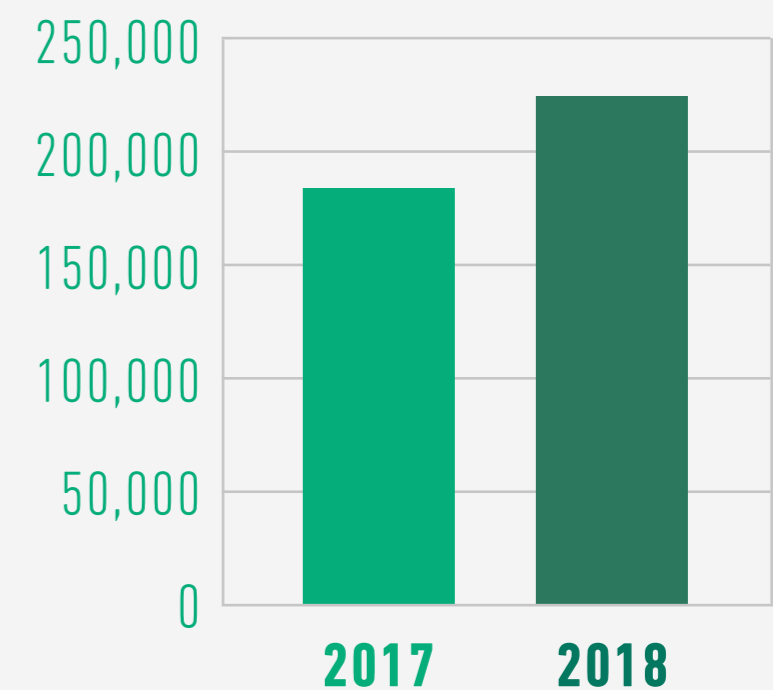
- We reach more than 220k interested golfers every month*
- Our mobile usage and mobile app traffic is growing with now more than 53% of our audience using Golf Post on mobile devices
- We are growing strongly in reaching our target group of passionate golfers in German speaking countries

Ø PAGE IMPRESSIONS PER MONTH*



⊕
86%

Ø UNIQUE USER PER MONTH*



⊕
38%

The most active golf platform

Online



48k

Registered users



165k

active participations

User Activities in 2018 (summer season)

App



15k

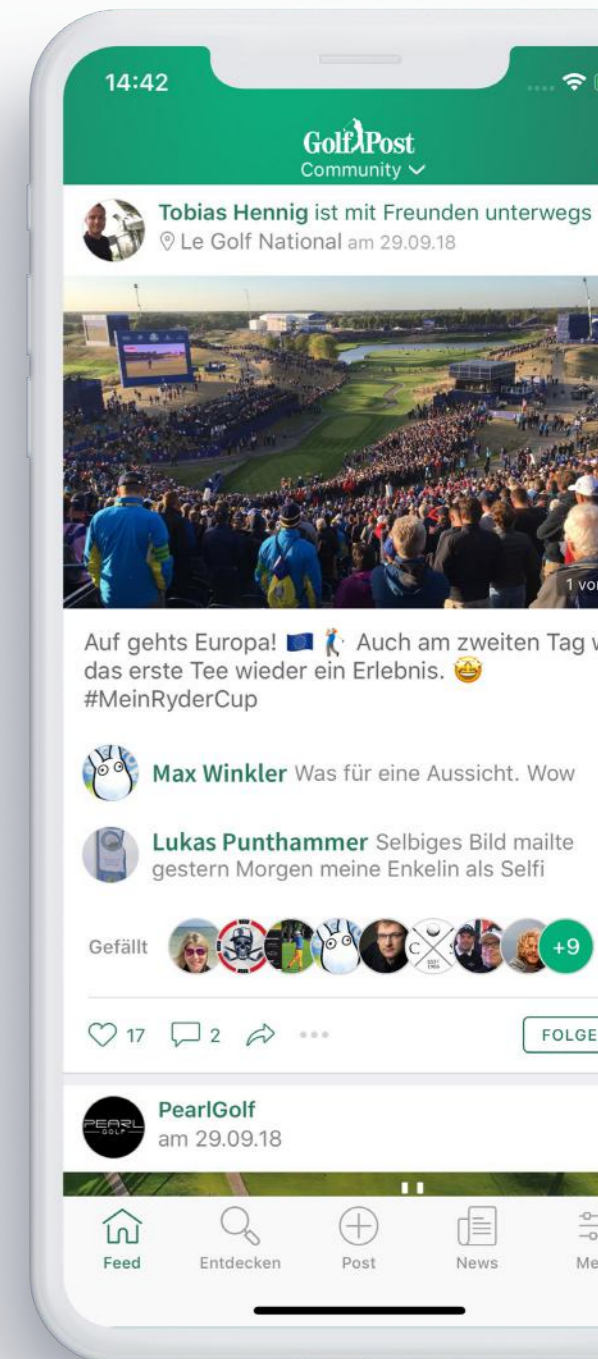
App User



300k

interactions in the App

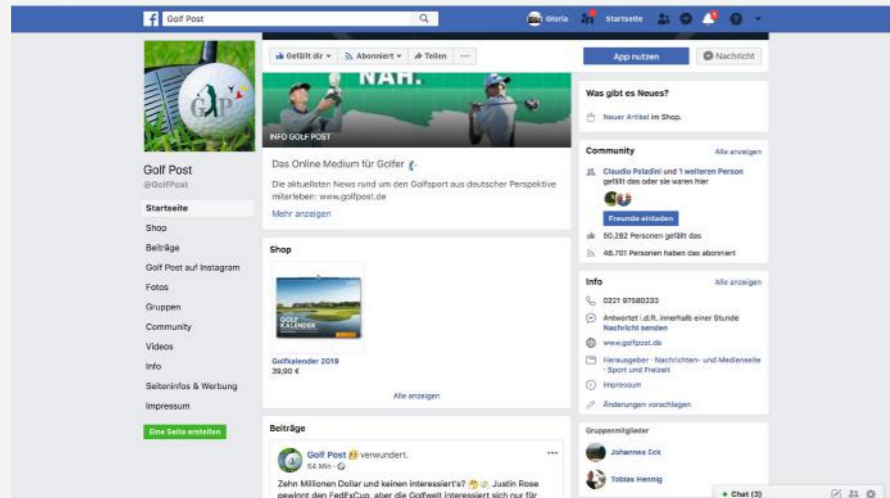
User Activities in 2018 (summer season)



Available across all channels



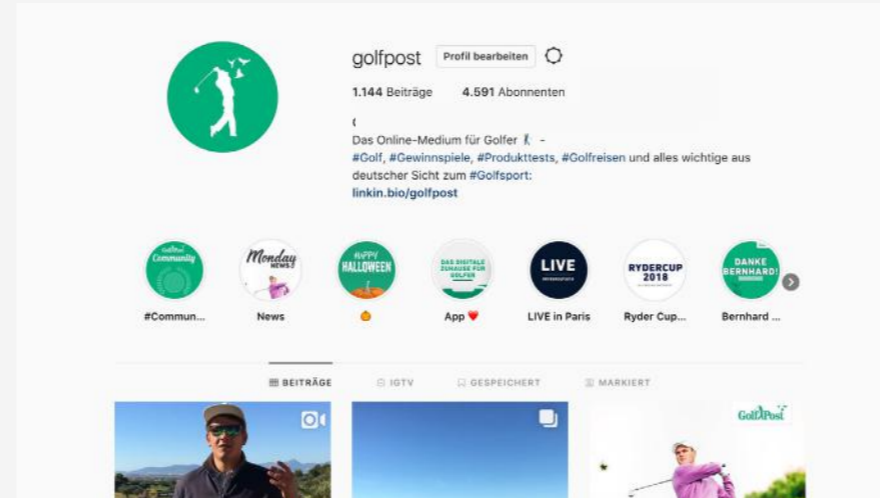
Facebook



- ♥ More than 55,000 fans*
- ♥ More than 120,000 contacts reached per week*



Instagram



- ♥ strong growth
- ♥ More than 70,000 contacts reached per week*



Twitter

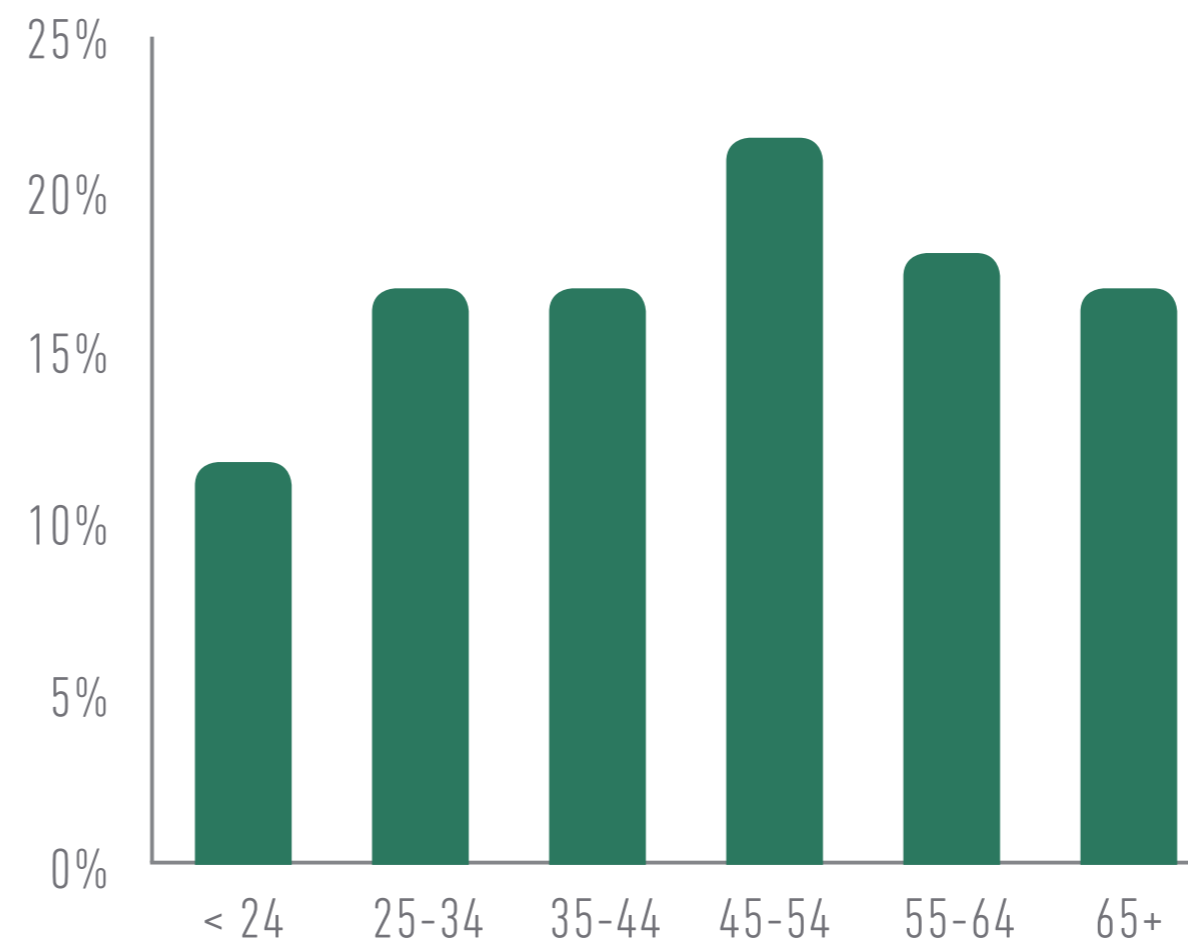


- ♥ More than 7,000 followers*

High target group relevance

- Golf Post addresses already the most relevant and critical mass of golfers in Germany
- 30% of users have started to play golf within the last three years
- > 50% of users play golf at least twice a week
- Golf Post reaches new golfers who are yet to establish a brand loyalty to golf brands

USER BY AGE



USER BY GENDER

♂ **70%**
♀ **30%**

AVG. HOUSEHOLD INCOME

+3.500 €

Golf Post users love to travel

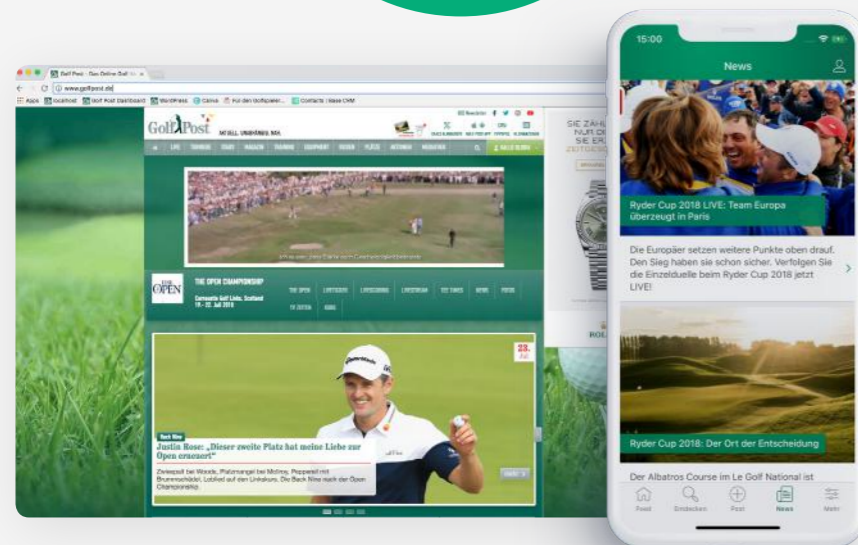
90% of users travel at least once a year

50% travel more than 3 times a year

98% of users would book golf holidays and hotels on Golf Post

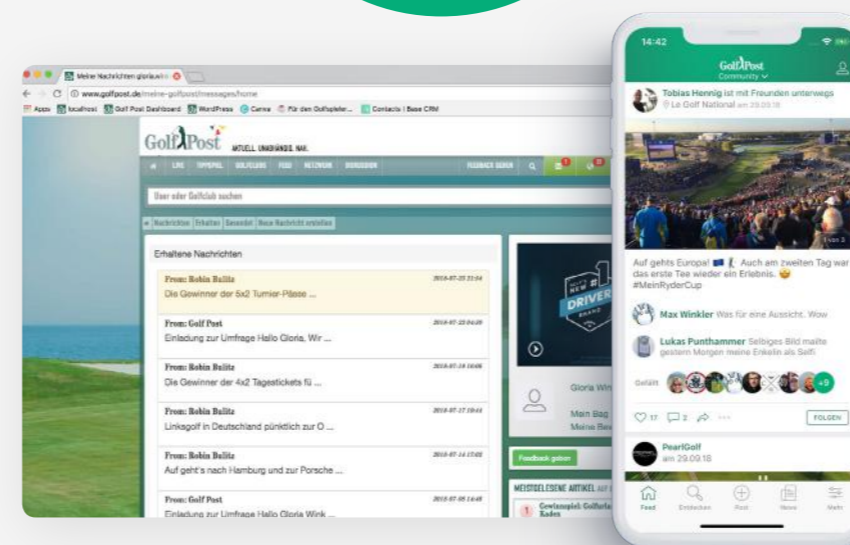


Our Platform



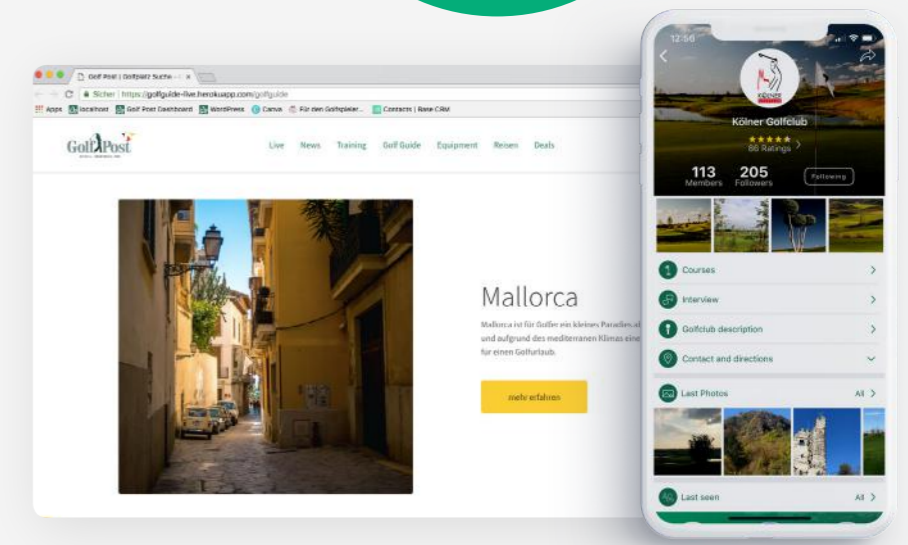
WEB PORTAL FOR ALL DEVICES

News, professional sports, product tests, equipment, travel etc.



THE MOST ACTIVE GOLF COMMUNITY

Networking of golfers, exchange experiences, share moments, tips, news, etc.



THE BEST INSPIRATION FOR GOLFERS

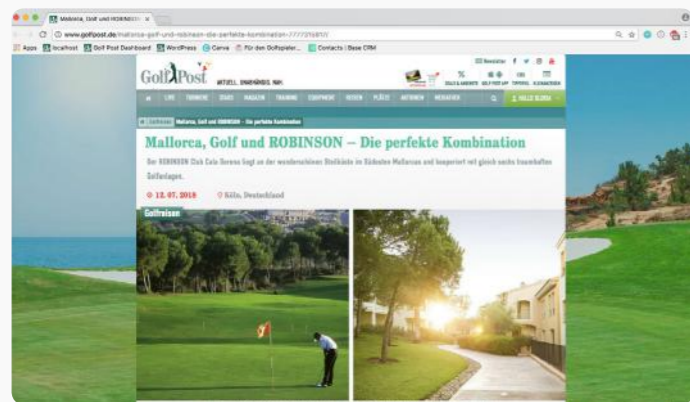
Inspirations, information and quick tips around the topics golf clubs and golf trips

NATIVE ADVERTISING

Sponsored Post

Tell a story in a native environment

Golf Post creates editorial content about a product and pushes it throughout all communication channels to guarantee highest awareness

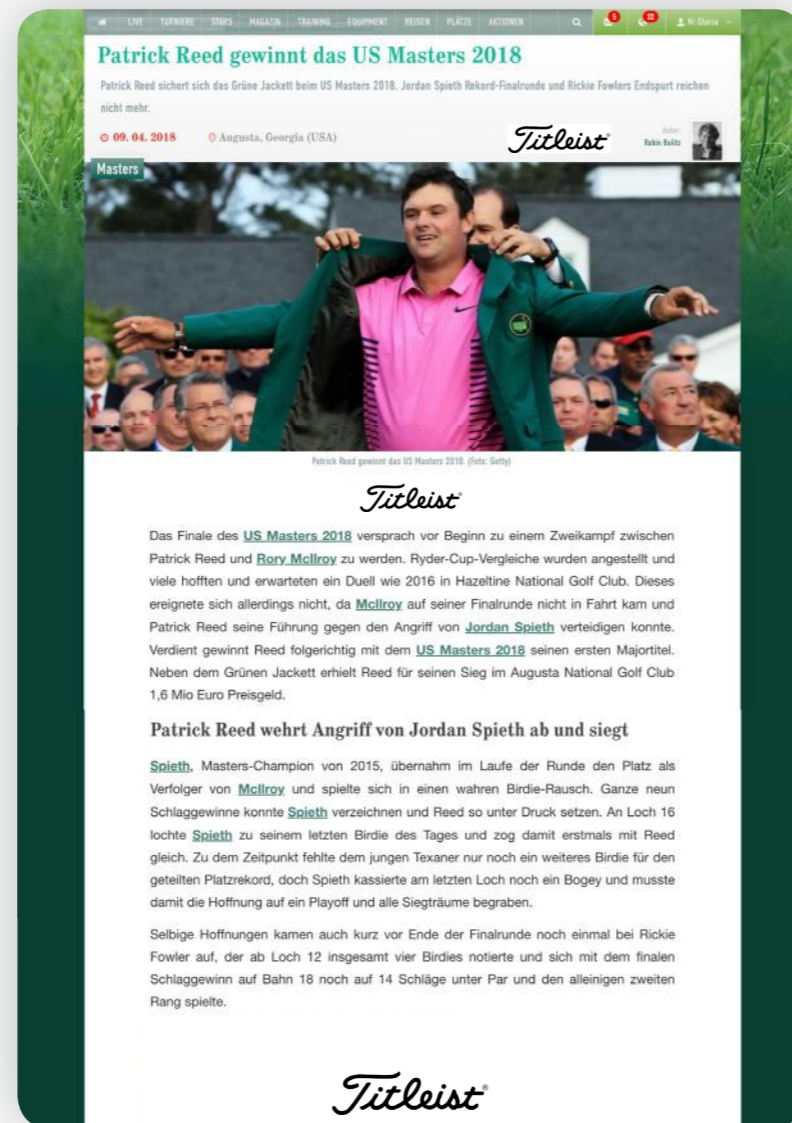


Our services

One in-depth editorial coverage	✓
One week integration on the front page	✓
Native editorial push like any other story, plus	✓
<ul style="list-style-type: none"> ● One week integration in all newsletters 	✓
<ul style="list-style-type: none"> ● Social media push 	✓
<ul style="list-style-type: none"> ● Push to all users within the Golf Post Community App 	✓
Editorial coverage will be archived and always visible	✓
Any content of partner (video/slideshow) can be integrated in editorial coverage	✓
Links to partner pages are highlighted in editorial coverage	✓
Price	4,000€

Branded Content

Awareness and Push in the context of certain editorial contents



Our services

A placement in the environment of certain editorial articles	✓
● above, below and in content	✓
● Possible as a banner in the article environment	✓
● Possible as textual hints	✓
Creation by Golf Post	✓
All placements and integration will link to one or multiple pages of your choice	✓
Price	from 1,000€

User Activity

Engage users and inspire influencers in a native environment

Golf Post users test new products, write an article about their experiences and post in different social media about the product.



Around 500 participants take part in our user activities.

Our services

Dedicated landing page with registration for users	✓
Coordination and execution of activity	✓
Communications push in format sponsored post	✓
Social-Media-Push / Integration in all newsletters	✓
Editorial coverage of the whole activity	✓
SEO Check	✓
User-Generated Content (Articles, Posts) about activity	✓
Price	5,000€

Sweepstake

Engage users about the product or service

Golf Post creates and communicates an online sweepstake about a product and pushes it throughout all communication channels to guarantee the highest awareness



Around 2,500 participants take part in our sweepstakes.

Our services

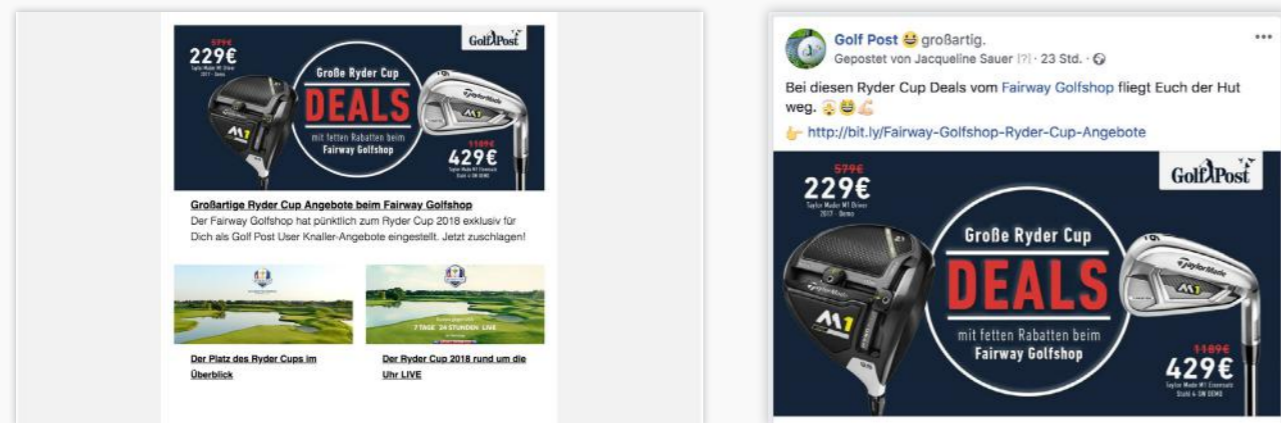
Creation and communication of online sweepstake	✓
Push like any editorial story, plus	✓
● One week communication push across all Golf Post communication channels	✓
Social-Media-Push / Integration in all newsletters	✓
Editorial coverage of the whole activity	✓
SEO Check	✓
Price	2,000€

COMMUNITY PUSH

Newsletter / Social Media

Great attention through direct push

We integrate your offer or your product in our newsletter and push it through our social media channels to reach as many of our users and followers and drive traffic towards your page.



Our services

High traffic	✓
Direct link to your page	✓
Integration in all newsletters	✓
Social-Media-Push	✓
Price	1,500€

Text-Image Teaser

Teaser that consists of thumbnail and text, integrated in the first paragraph.



Will be sent to ca. 53,000 newsletter subscribers

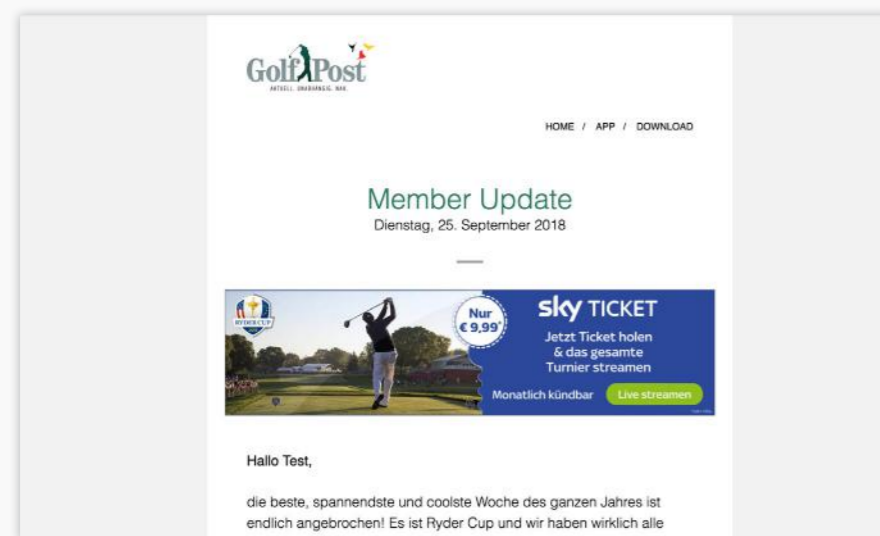
Our services

Daily (5x weekly)	12.000 Contacts
Weekly (1x weekly)	15.000 Contacts
Member-Update (1x weekly)	53.000 Contacts
A teaser text in close cooperation with the Golf Post editorial team	✓
Creation of a graphic	optional
Price	from 750€

Newsletter Billboard-Banner

Best Performing Newsletter Ads on Golf Post

Billboard banner that is placed at the top of the newsletter.



Our services

Daily 5x weekly	12.000 Contacts
Weekly 1x weekly	15.000 Contacts
Member-Update 1x weekly	53.000 Contacts
Presenting Sponsor all Newsletters	✓
Creation of a graphic	optional
Price	from 1,250€



EUROPE

- Paul CASEY
- Tommy FLEETWOOD
- Sergio GARCIA
- Tyrrell HATTON
- Rory MCILROY
- Francesco MOLINARI
- Alex NOREN
- Thorbjorn OLESEN
- Ian POULTER
- Jon RAHM
- Justin ROSE
- Henrik STENSON
- Thomas BJORN, Captain

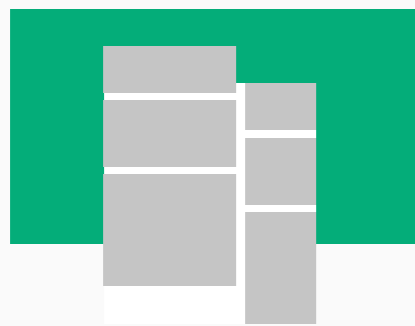
Welcome to the 2018 Ryder Cup

DISPLAY ADVERTISING

All ad formats

Special formats

Fireplace Ad

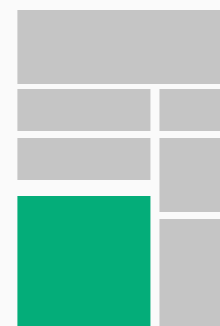


Floor Ad



Video formats

Outstream Ad

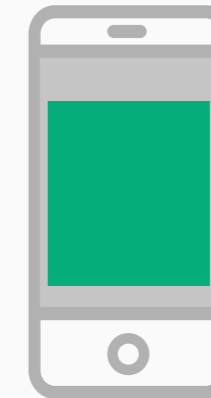


Mobile formats

Mobile Content Ad

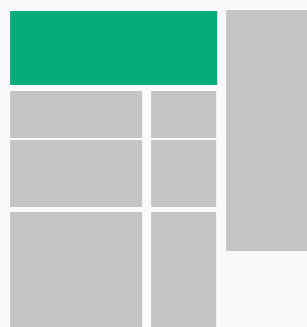


Mobile Interscroller



Standard formats

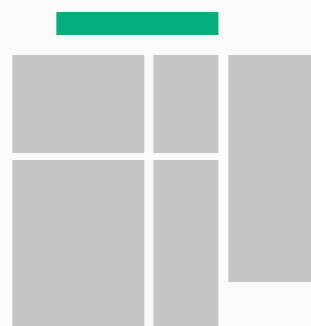
Billboard



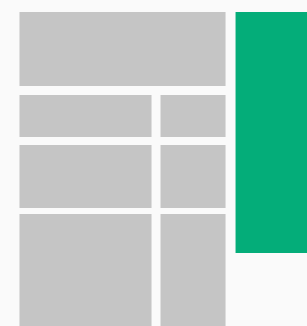
Wallpaper



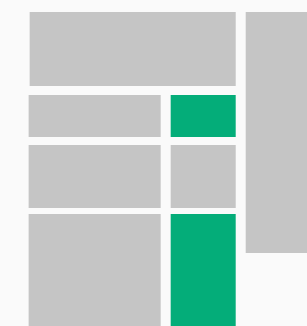
Leaderboard



Skyscraper



Medium Rectangle / Halfpage Ad



Price

All display ads can be targeted to specific regions or topics. Targeting add-on for regional or topic targeting: 5 €

Type	Ad format	Formats	CPM in Euro	Desktop	Tablet	Mobile
STANDARD FORMATS	Billboard	970 x 250 px	40,-	✓	✓	
	Wallpaper	728 x 90 + 120 x 600 px	45,-	✓		
	Leaderboard	728 x 90 px	25,-	✓	✓	
	Skyscraper (sticky)	120/160 x 600 px	40,-	✓		
	Halfpage Ad	300 x 600 px	20,-	✓	✓	
	Medium Rectangle	300 x 250 px	20,-	✓	✓	
SPECIAL FORMATS	Fireplace	970 x 250 px + seitlich 200 x 600px	65,-	✓		
	Floor Ad (sticky)	970x200px (sticky)	60,-	✓	✓	
MOBILE FORMATS	Mobile Content Ad	300 x 250 px	35,-			✓
	Mobile Interscroller	320x480 px	65,-		✓	✓
MUTISCREEN	Ad Bundle	Billboard, Medium Rectangle, Halfpage	25,-	✓	✓	✓
VIDEO FORMATS	InText Outstream Ad	max. 1920x1080 - min. 640x360	70,-	✓	✓	✓

All prices are exclusive of the applicable value added tax.

References



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