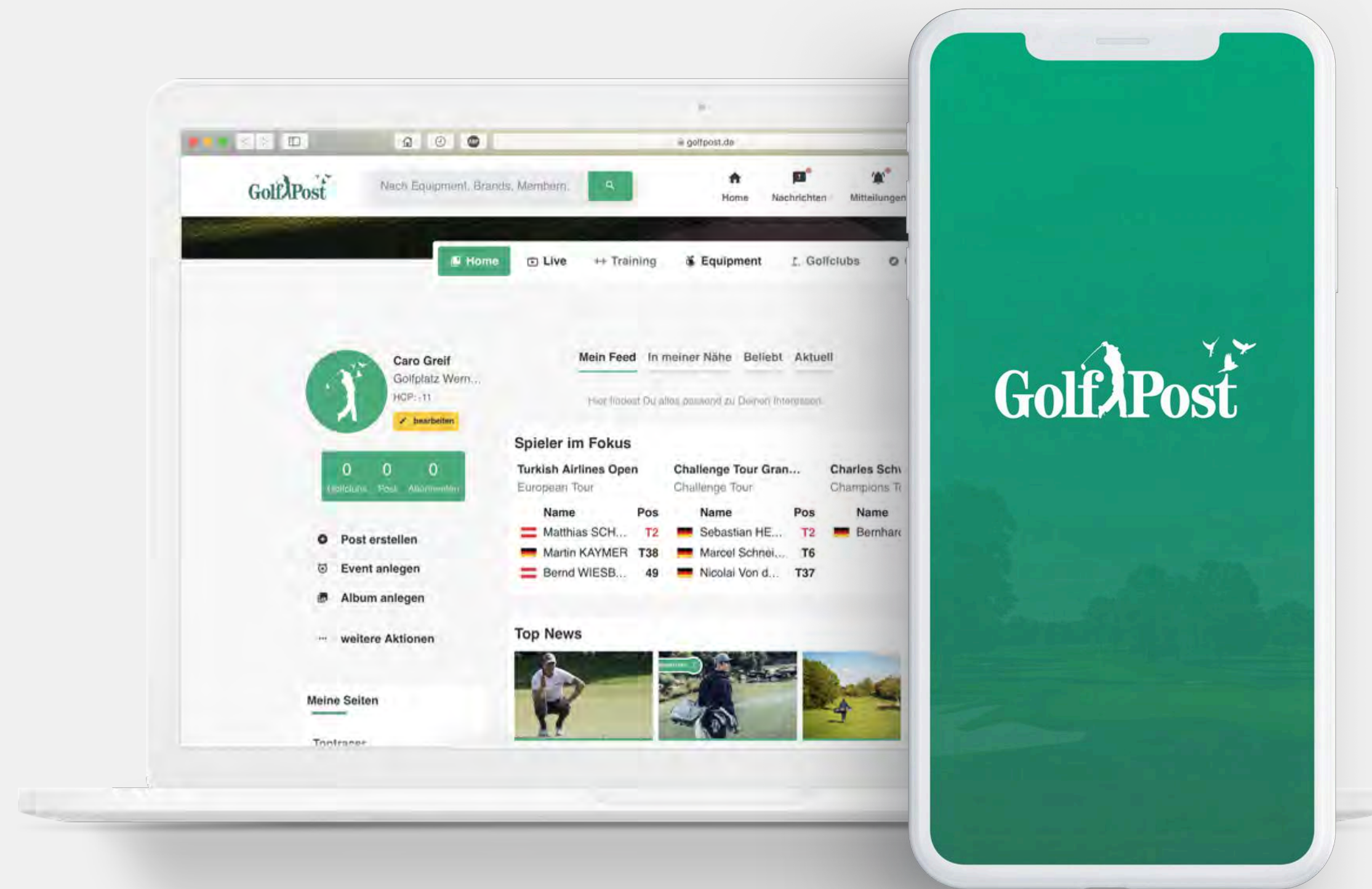


THE DIGITAL HOME FOR GOLFERS

MEDIA KIT 2020

Content



Our vision

Facts & KPIs

Target group

Strong growth

Our Platform

Advertising opportunities

Storytelling & User activation

Conversion & Customer acquisition

Reach & Branding

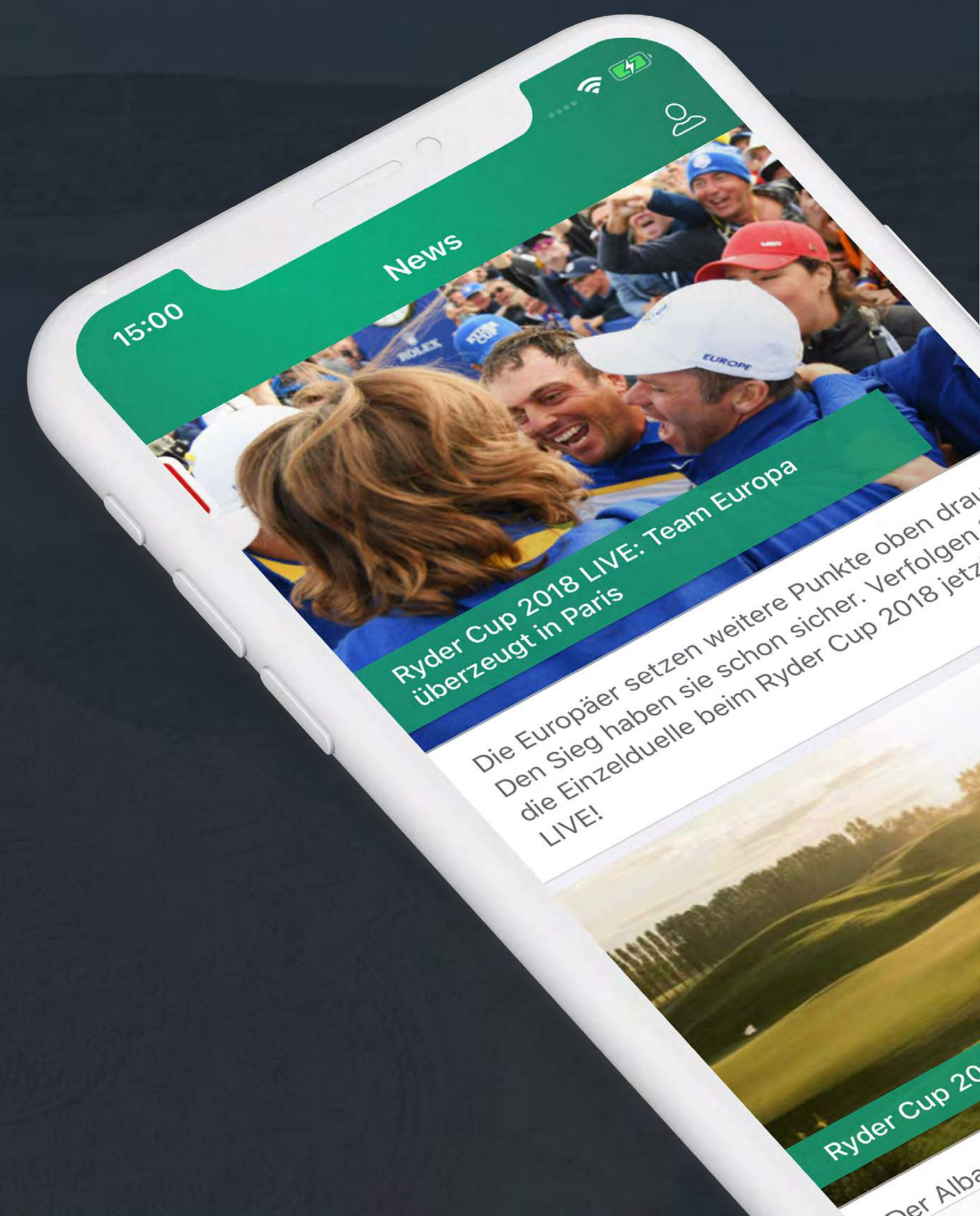
Local Activation & Relevance

Partners & Contact

Product details

Our Vision

We are the digital home for golfers. We talk about golf, connect golfers with each other and their golf clubs resulting to create many more unforgettable golf moments.



Top relevance for golf



Golf Post is the digital home for golfers. Our vision is to provide the best experience for golfers to stay in touch with the game of golf.

We offer a one-stop platform for passionate golfers and provide them with personalized and curated content. They can follow their favorite topic, player, brand or golf course and get their personalized content from our editorial team and users of our community.

Our passion is what drives us. It is not only our passion for the game of golf but also our passion to change an antiquated sports and help bring golf into the next generation by making it attractive for the younger generations.

Ø Reach per month



250k

Unique User*



500k

Visits*



2.5M

Page Impressions*

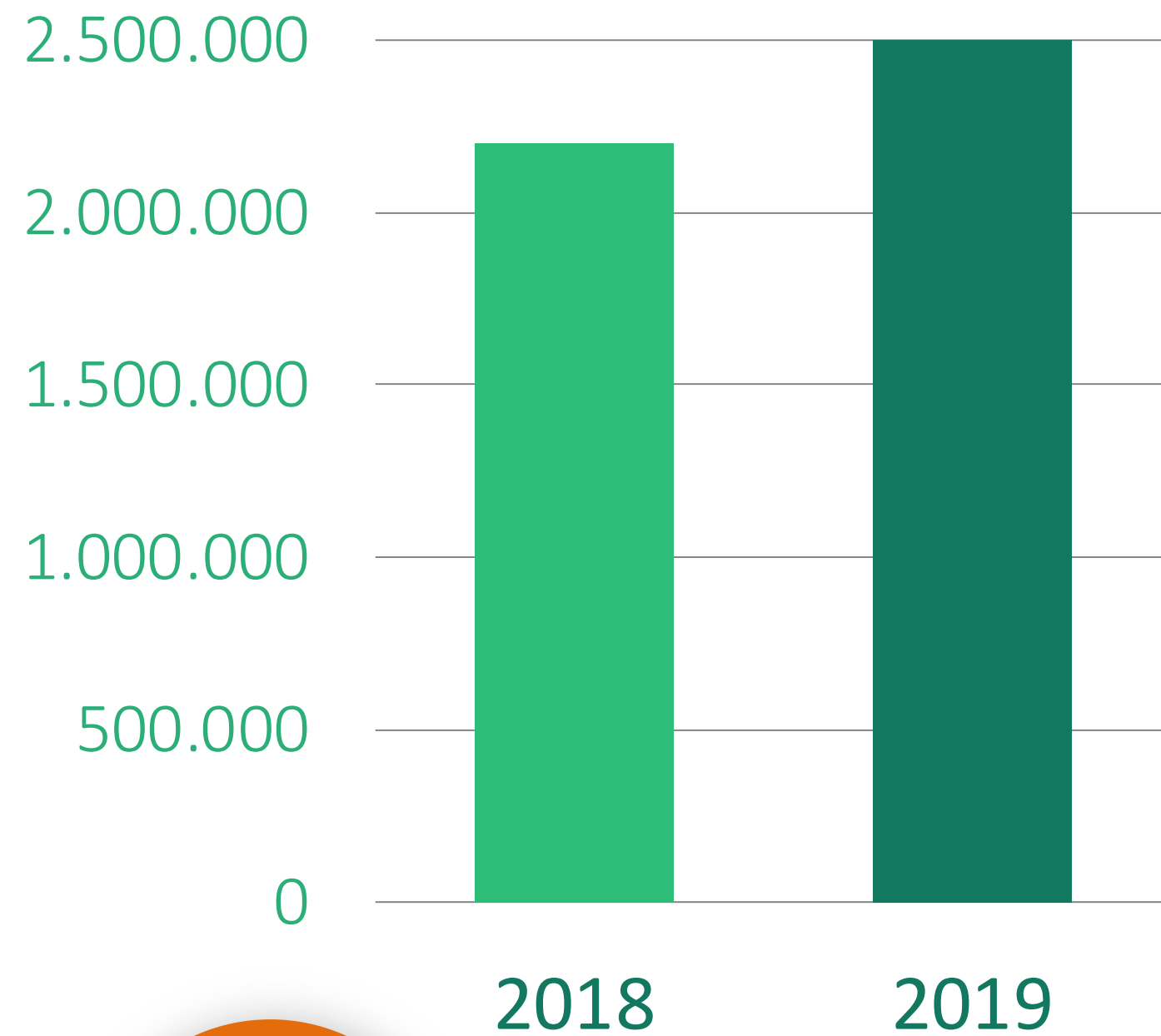


* Google Analytics

Strong growth

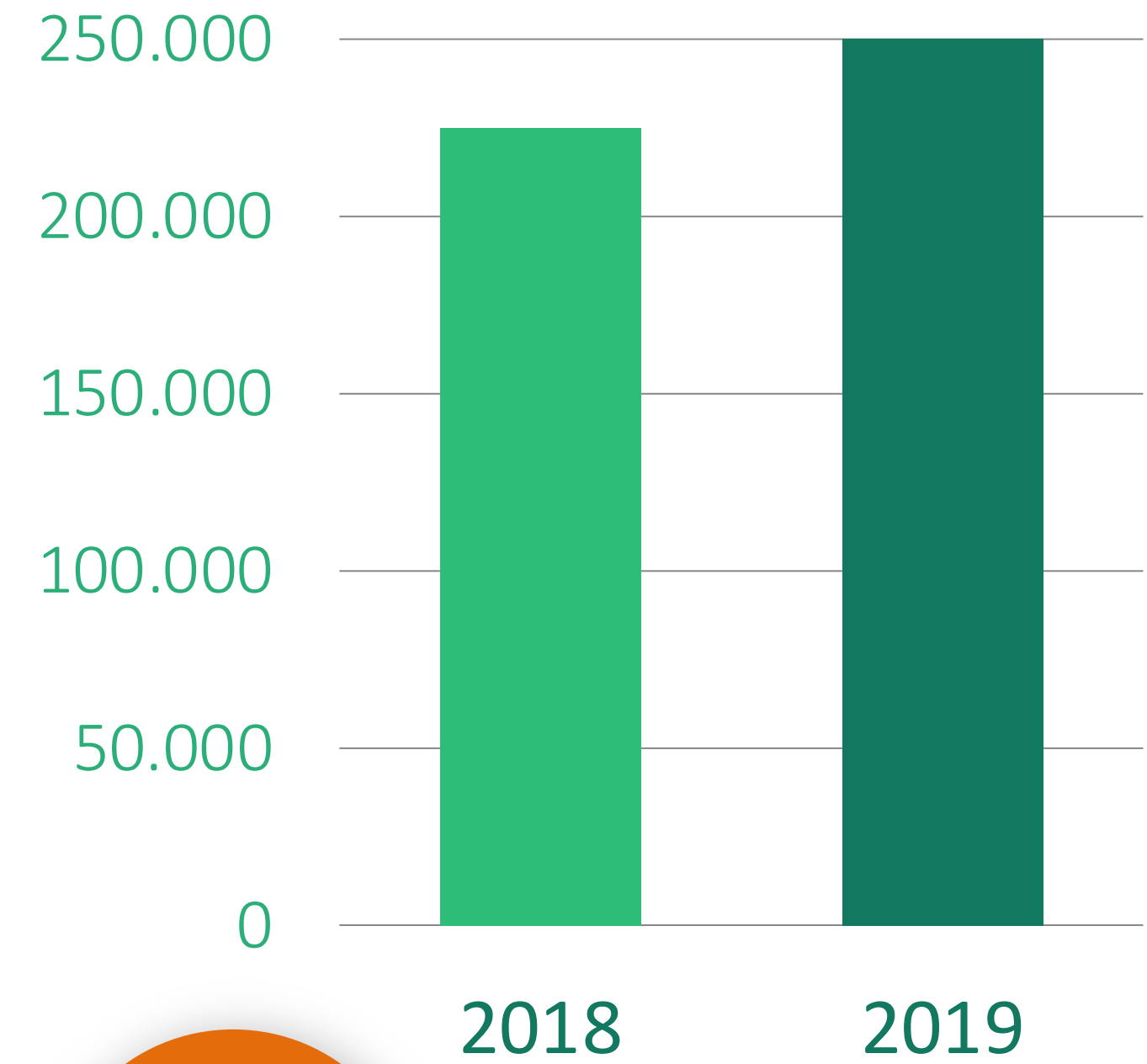
- Golf Post reaches more than 250,000 golfers per month
- Over 50% of our users visiting Golf Post via their mobile phone
- High target group-relevance in the golf sector
- Very loyal community

Ø PAGE IMPRESSIONS PER MONTH



⊕
25%

Ø UNIQUE USER PER MONTH



⊕
14%

* IVW & Google Analytics

Most active social golf platform in Europe



60k
Users



20k
App User



10k
Instagram Followers



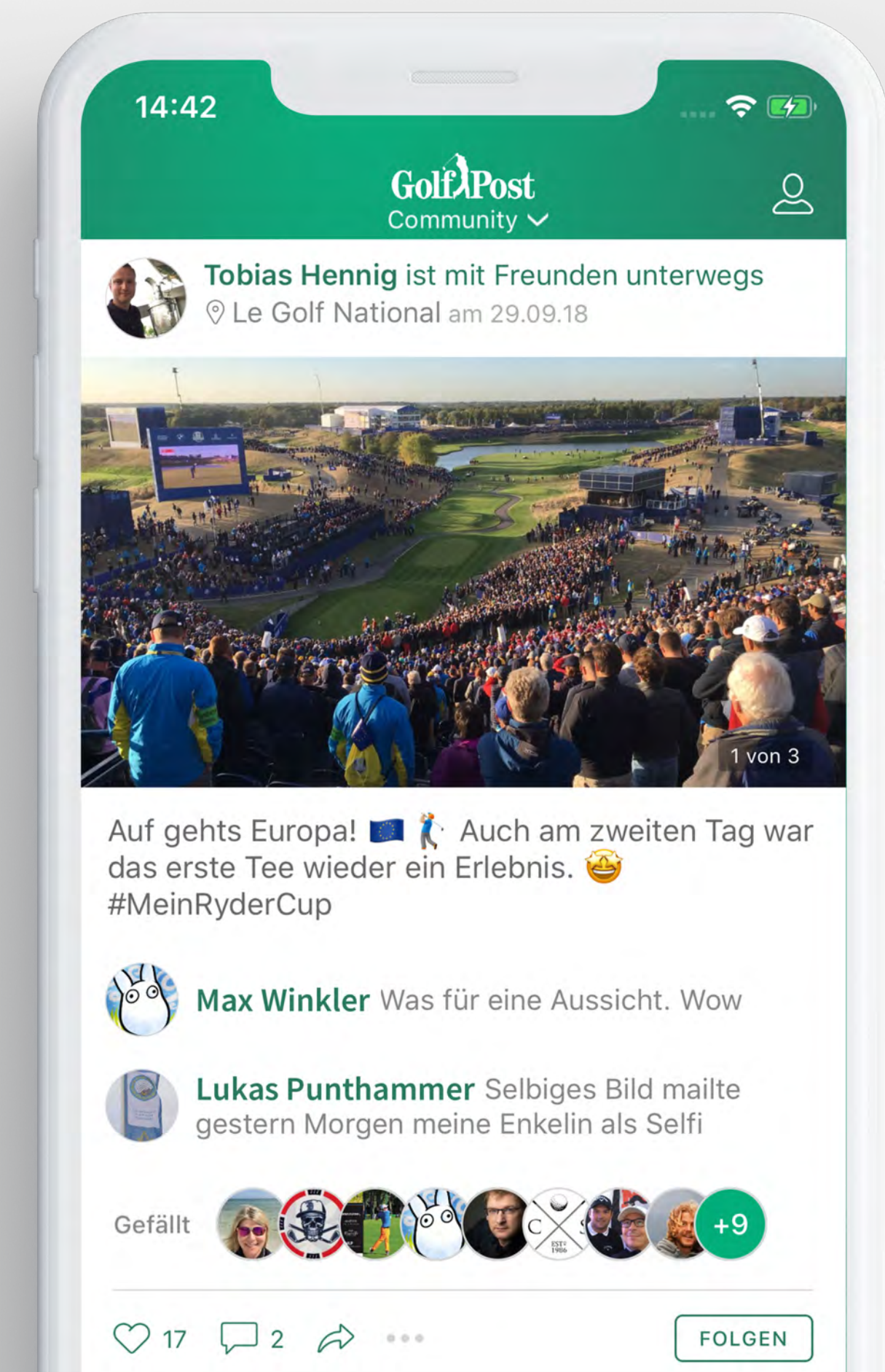
55k
Facebook Followers



450k
Interactions in the
Golf Post App



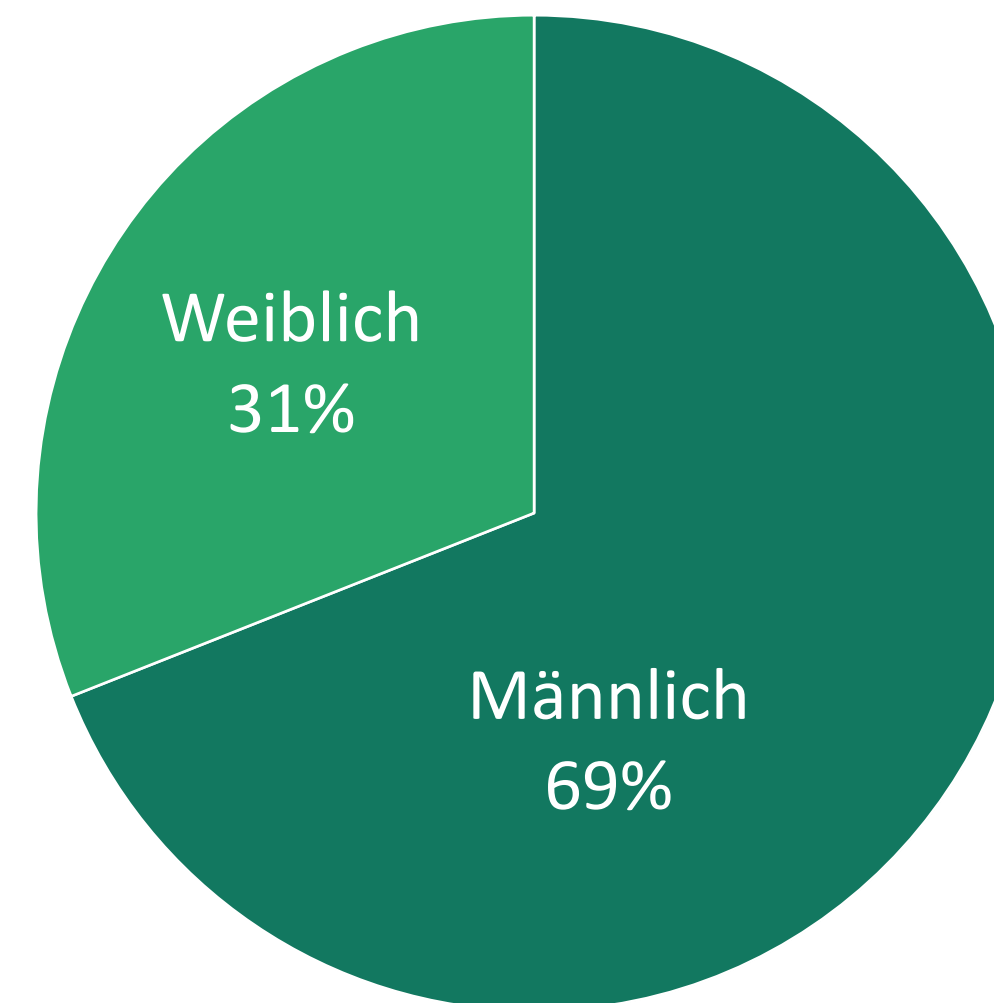
270k
Participants at Golf
Post activities



*Quelle: Instagram, Facebook, Golf Post Analytics, Google Analytics

High target group relevance

- Golf Post addresses already the most relevant and critical mass of golfers in Germany
- Golf Post users are passionate and active golfers
- 30% of our users started playing golf within the last three years
- > 50% of our users play golf at least twice a week

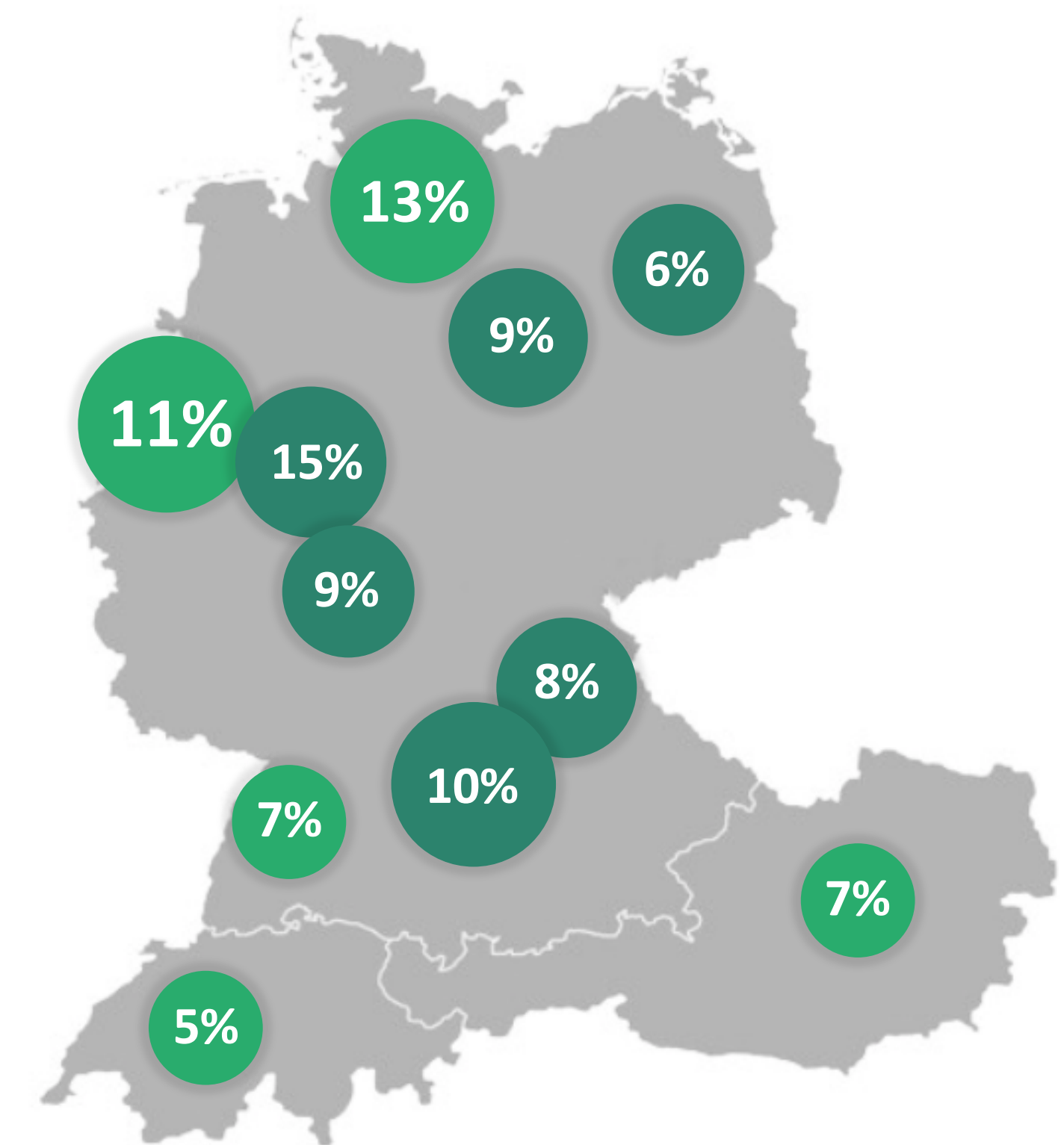


53 years

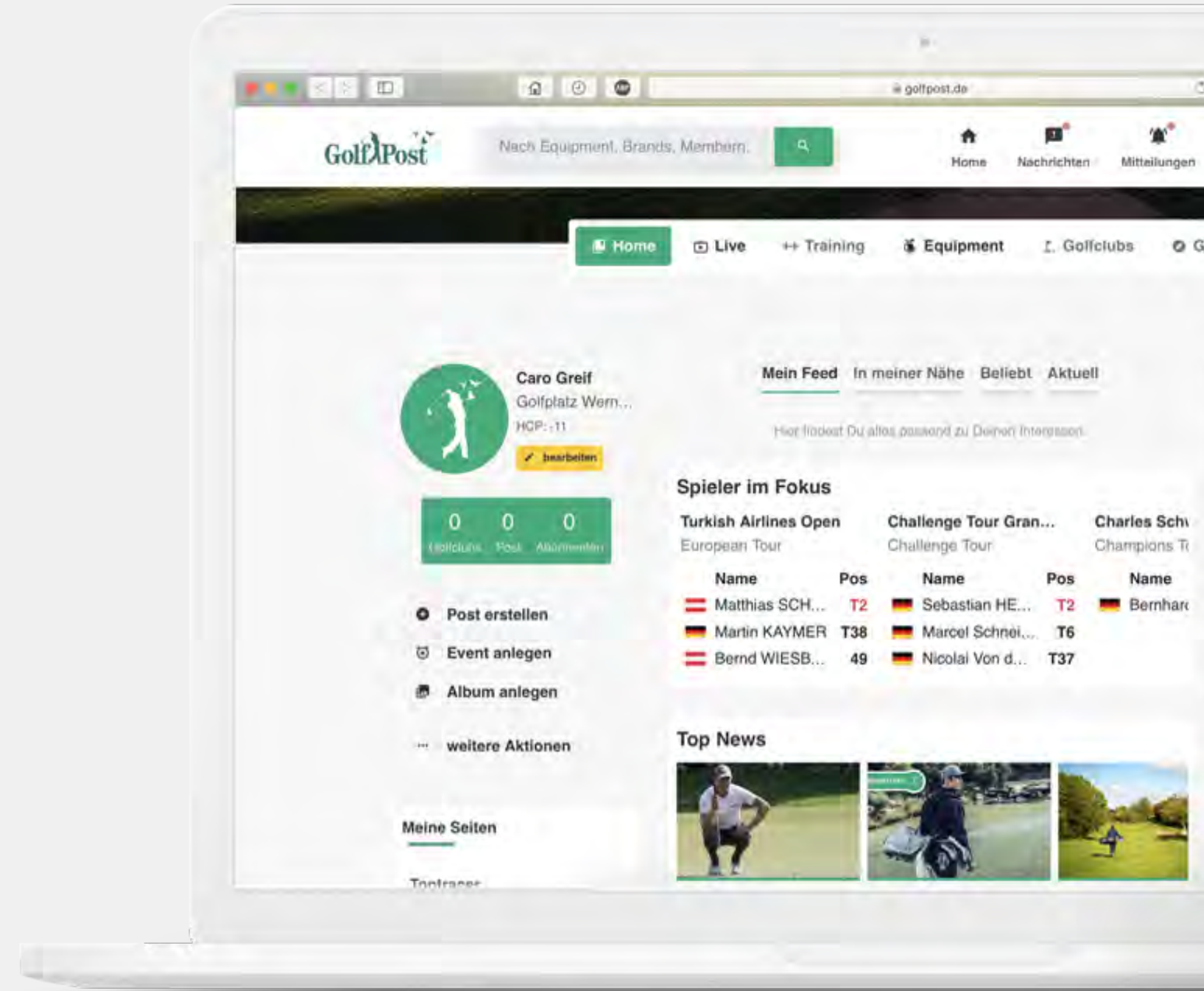
Ø Age

-23,2

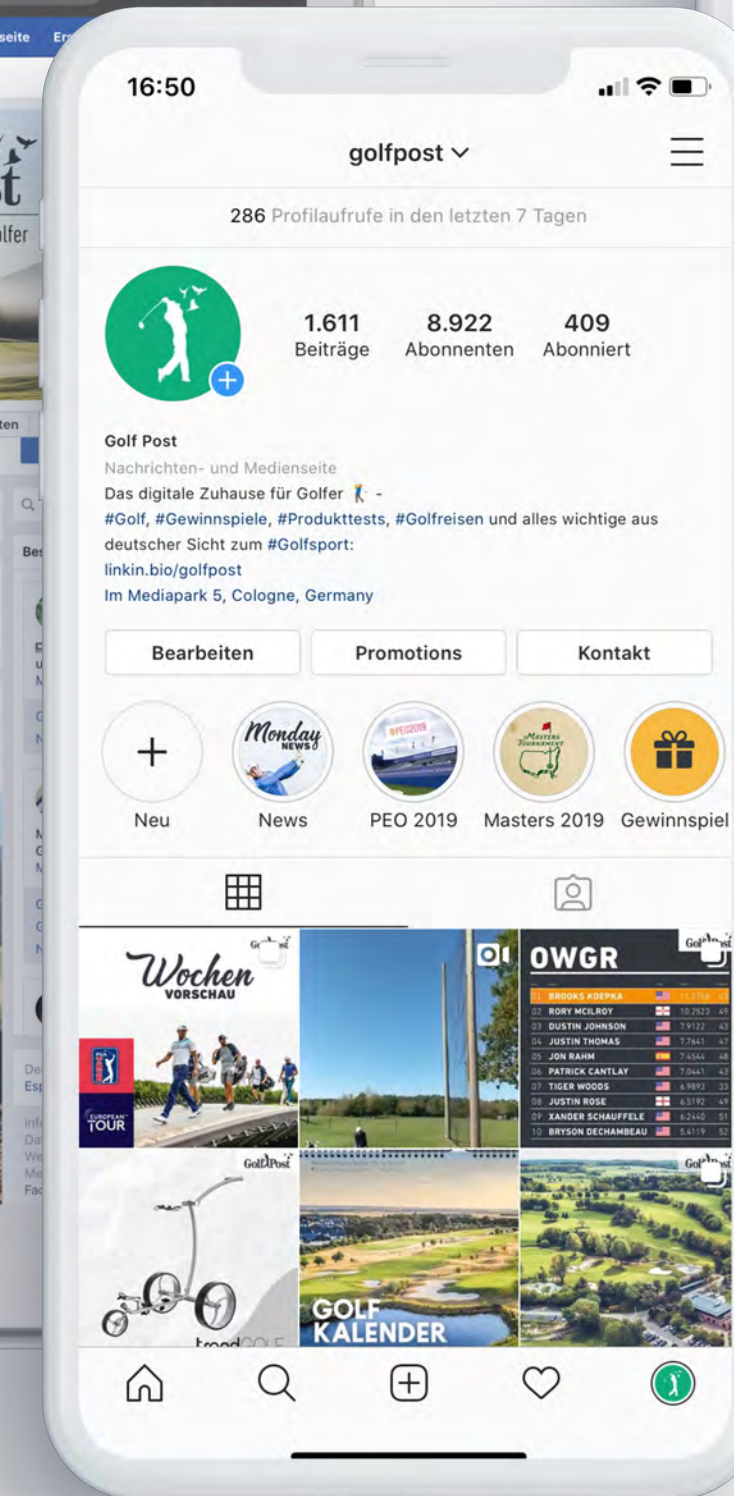
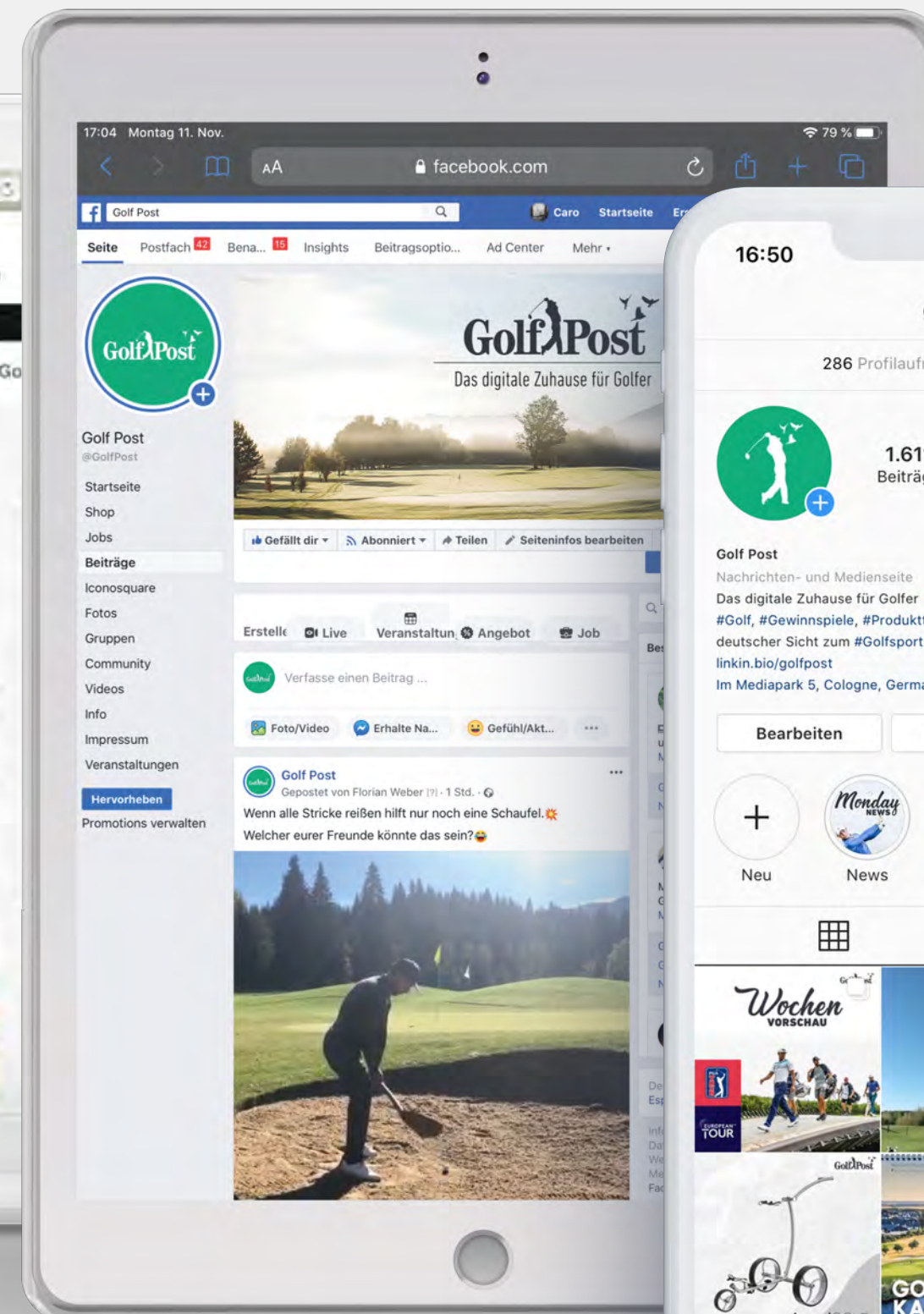
Ø Handicap



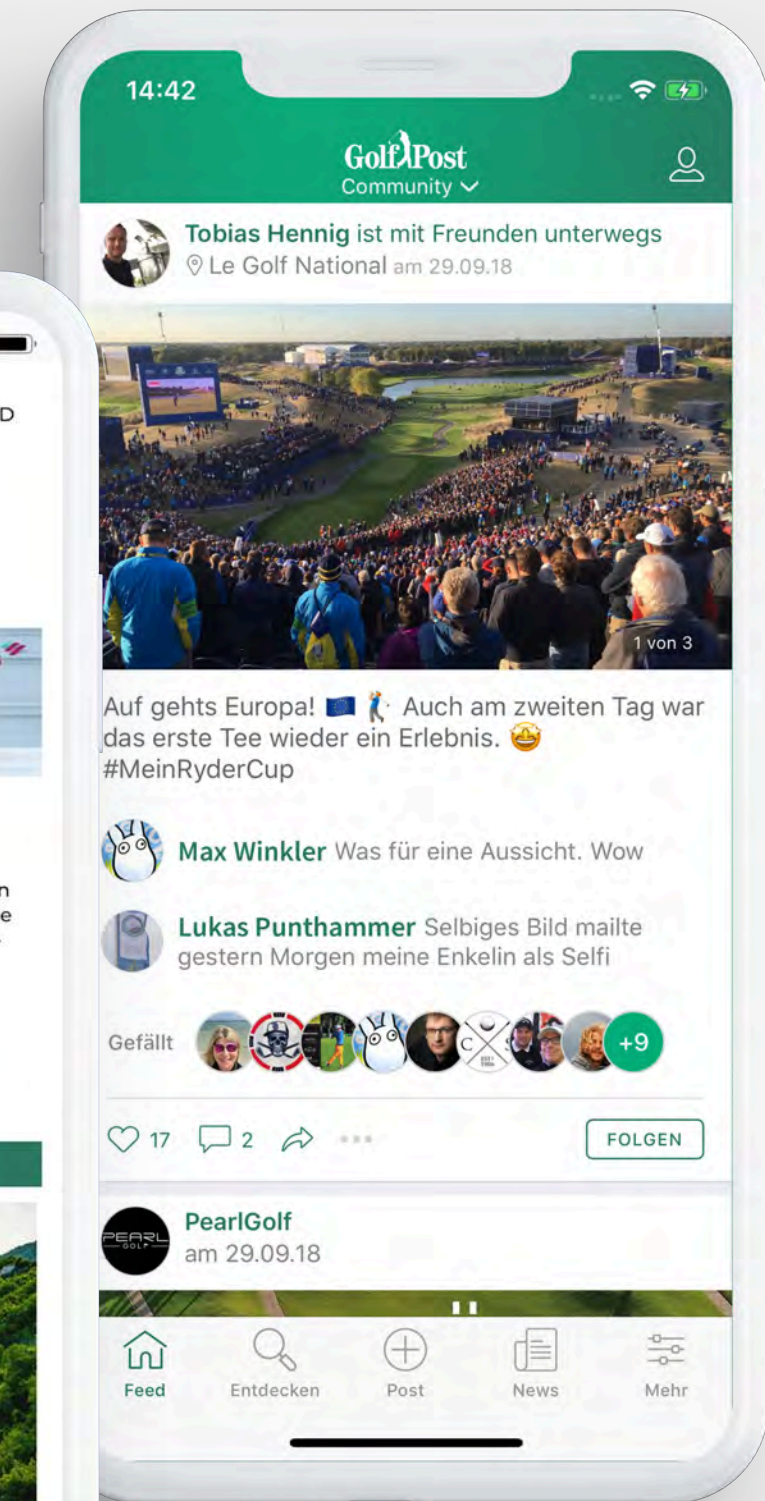
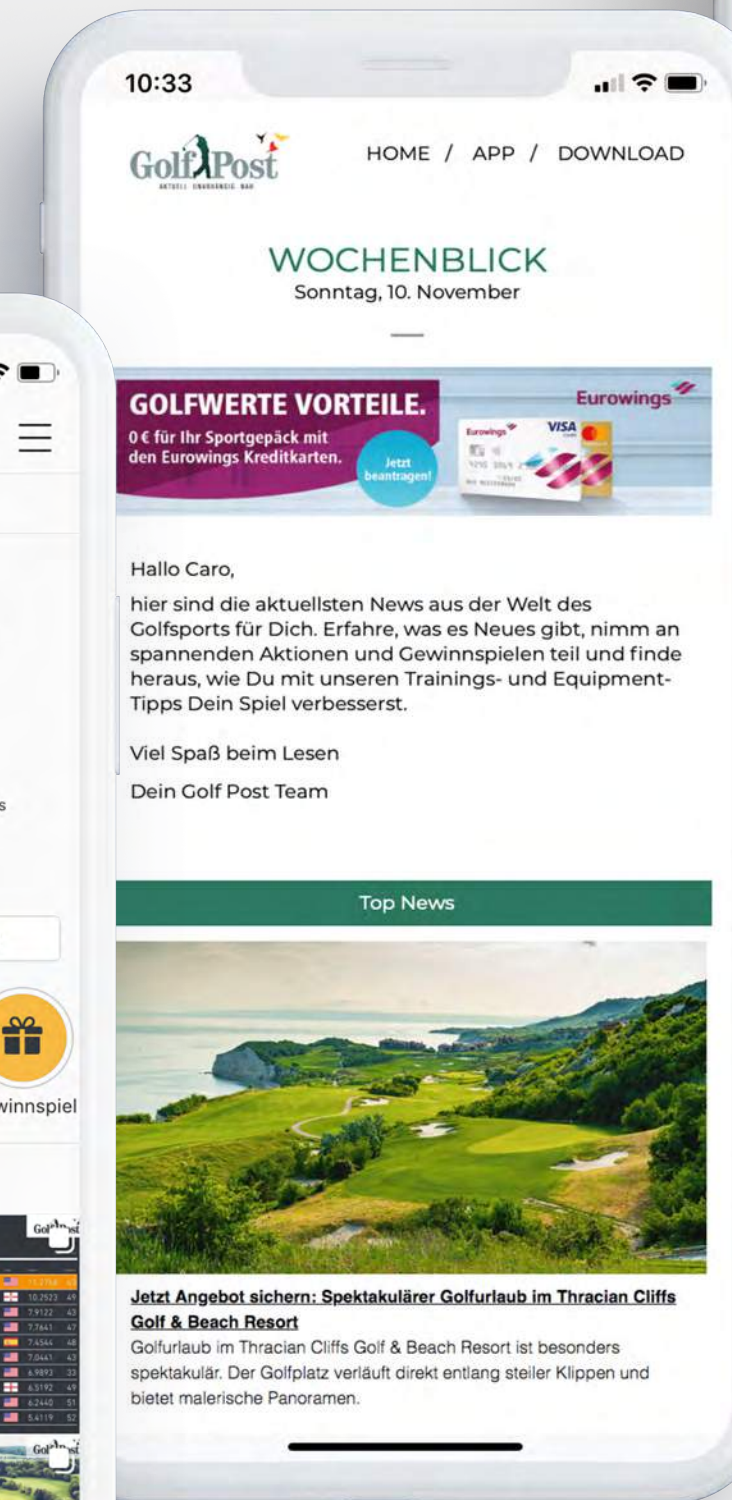
Our Platform



Website




Social Media & Newsletter




Golf Post App


The new Golf Post Platform



News
Editorial News,
Live-Coverage



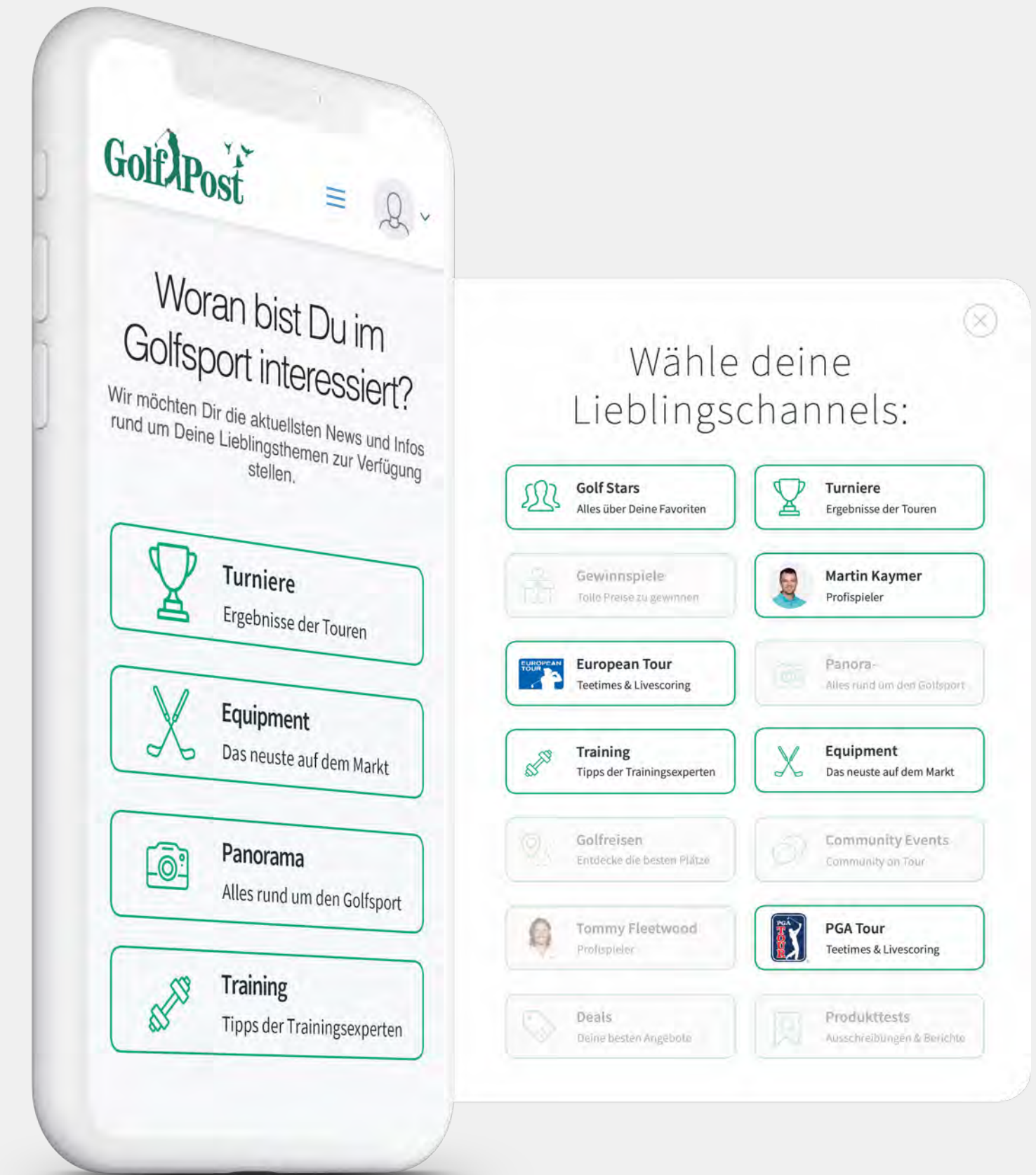
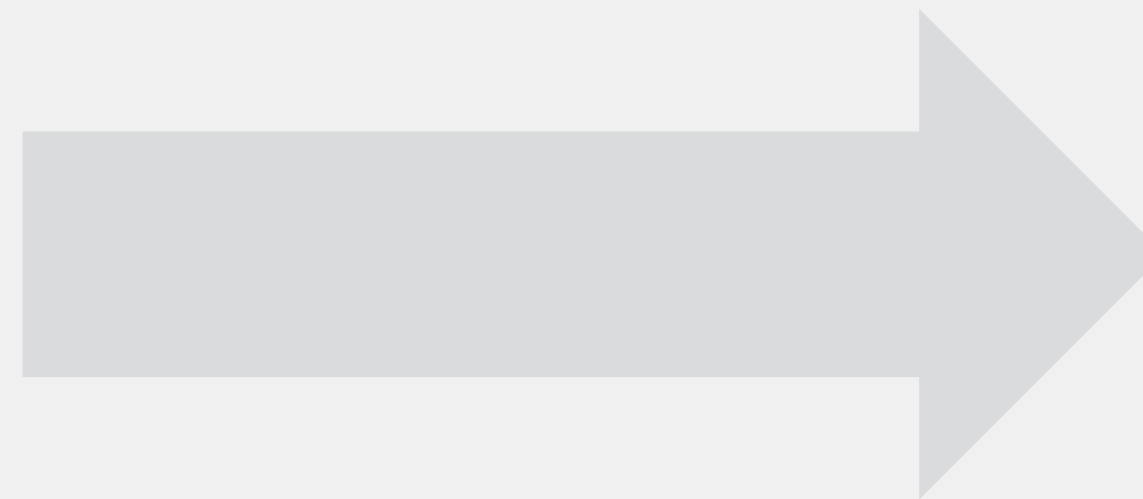
Local
Golf Club News,
Social Media
Content, Events



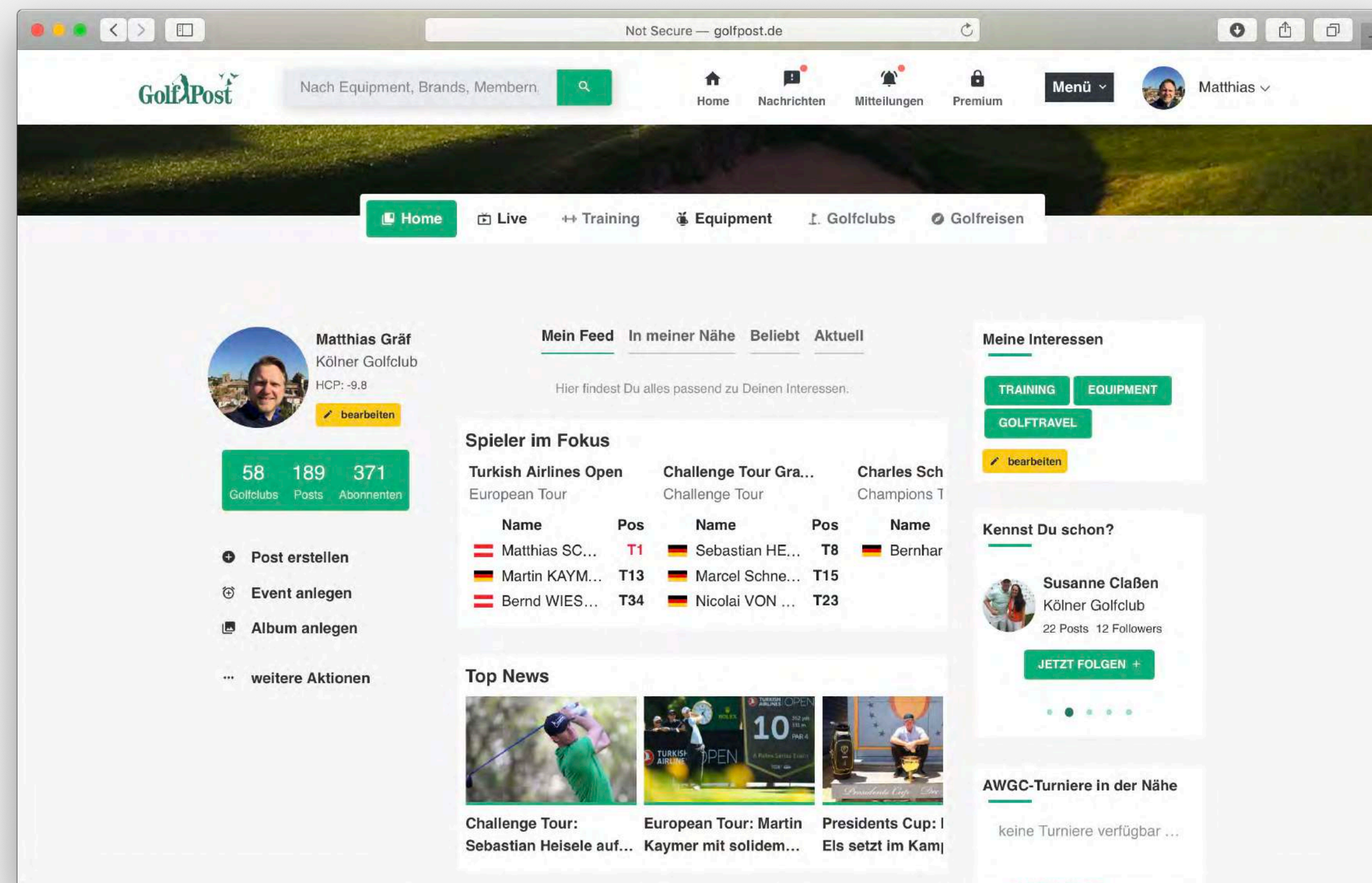
Community
User Postings,
Ratings,
Suggestions

USP:

Personalization based on
interests, Geo-location and
playing level

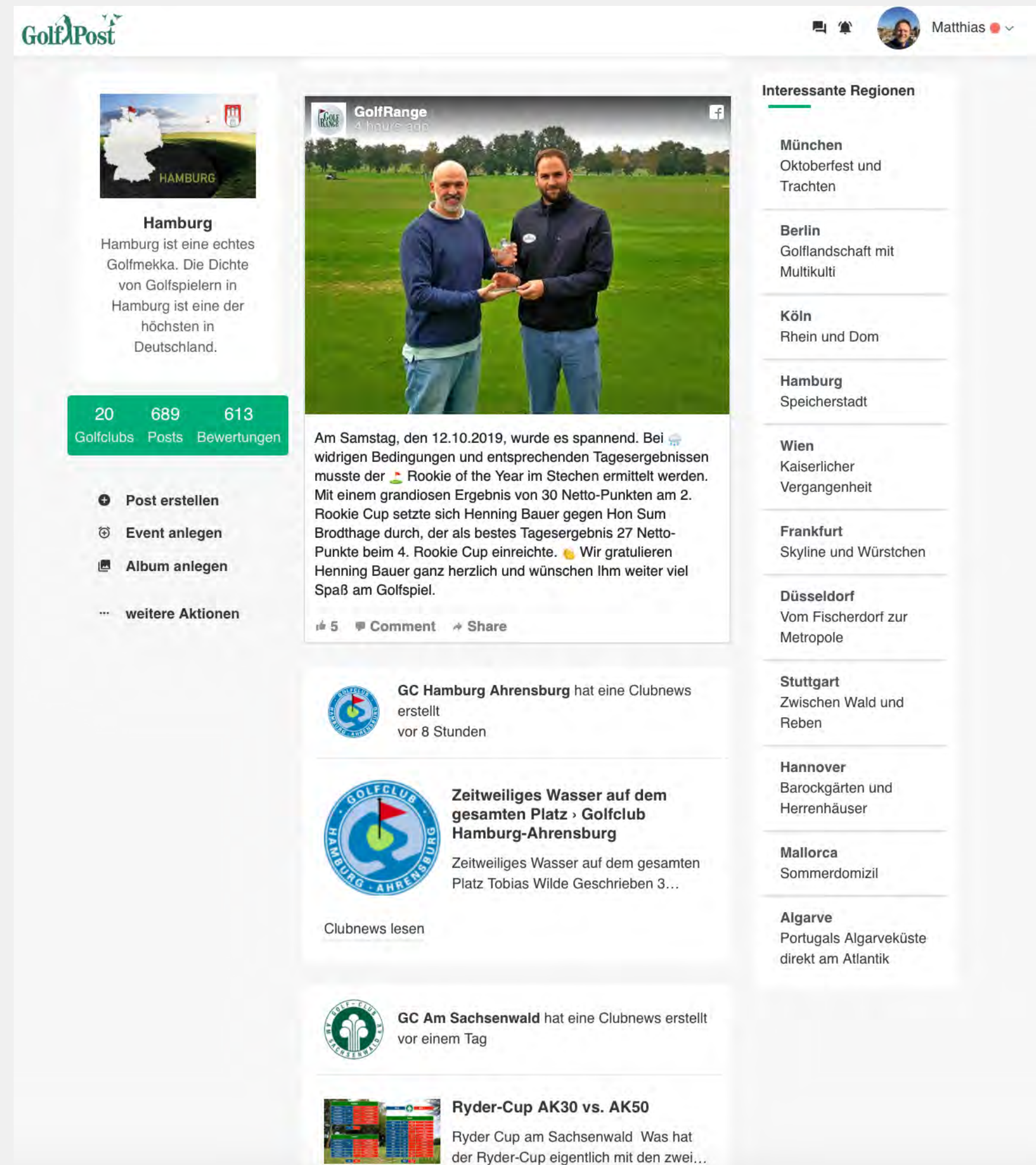


The personalized feed – What's new?



- We display and provide exactly the content and informations our users want based on their interests
- We curate and display the coverage and content based on the location of our users
- We inform and educate about events, tournaments and interesting activities nearby our users location
- User can generate content and interact with our platform
- The whole feed comes with a complete new look & feel

New: Golf Post with hyper-local content



The screenshot displays the GolfPost app interface for a user named Matthias. The main content area features a post from 'GolfRange' about a 'Rookie of the Year' award ceremony at a golf course in Hamburg. The post includes a photo of two men, Henning Bauer and Hon Sum Brodthage, and a detailed text description of the event. Below the main post are several 'Clubnews' items from local golf clubs like 'GC Hamburg Ahrensburg' and 'GC Am Sachsenwald'. A sidebar on the right lists 'Interessante Regionen' (Interesting Regions) such as München, Berlin, Köln, Hamburg, Wien, Frankfurt, Düsseldorf, Stuttgart, Hannover, Mallorca, and Algarve, each with a brief description of local golf culture or landmarks.

Hamburg
Hamburg ist eine echtes Golfmekka. Die Dichte von Golfspielern in Hamburg ist eine der höchsten in Deutschland.

20 Golfclubs 689 Posts 613 Bewertungen

Post erstellen
Event anlegen
Album anlegen
weitere Aktionen

Interessante Regionen

- München**
Oktoberfest und Trachten
- Berlin**
Golflandschaft mit Multikulti
- Köln**
Rhein und Dom
- Hamburg**
Speicherstadt
- Wien**
Kaiserlicher Vergangenheit
- Frankfurt**
Skyline und Würstchen
- Düsseldorf**
Vom Fischerdorf zur Metropole
- Stuttgart**
Zwischen Wald und Reben
- Hannover**
Barockgärten und Herrenhäuser
- Mallorca**
Sommerdomizil
- Algarve**
Portugals Algarveküste direkt am Atlantik

GolfRange
4 hours ago

Am Samstag, den 12.10.2019, wurde es spannend. Bei widrigen Bedingungen und entsprechenden Tagesergebnissen musste der Rookie of the Year im Stechen ermittelt werden. Mit einem grandiosen Ergebnis von 30 Netto-Punkten am 2. Rookie Cup setzte sich Henning Bauer gegen Hon Sum Brodthage durch, der als bestes Tagesergebnis 27 Netto-Punkte beim 4. Rookie Cup einreichte. Wir gratulieren Henning Bauer ganz herzlich und wünschen Ihm weiter viel Spaß am Golfspiel.

5 Comment Share

GC Hamburg Ahrensburg hat eine Clubnews erstellt vor 8 Stunden

Zeitweiliges Wasser auf dem gesamten Platz · Golfclub Hamburg-Ahrensburg
Zeitweiliges Wasser auf dem gesamten Platz Tobias Wilde Geschrieben 3...
Clubnews lesen

GC Am Sachsenwald hat eine Clubnews erstellt vor einem Tag

Ryder-Cup AK30 vs. AK50
Ryder Cup am Sachsenwald Was hat der Ryder-Cup eigentlich mit den zwei...

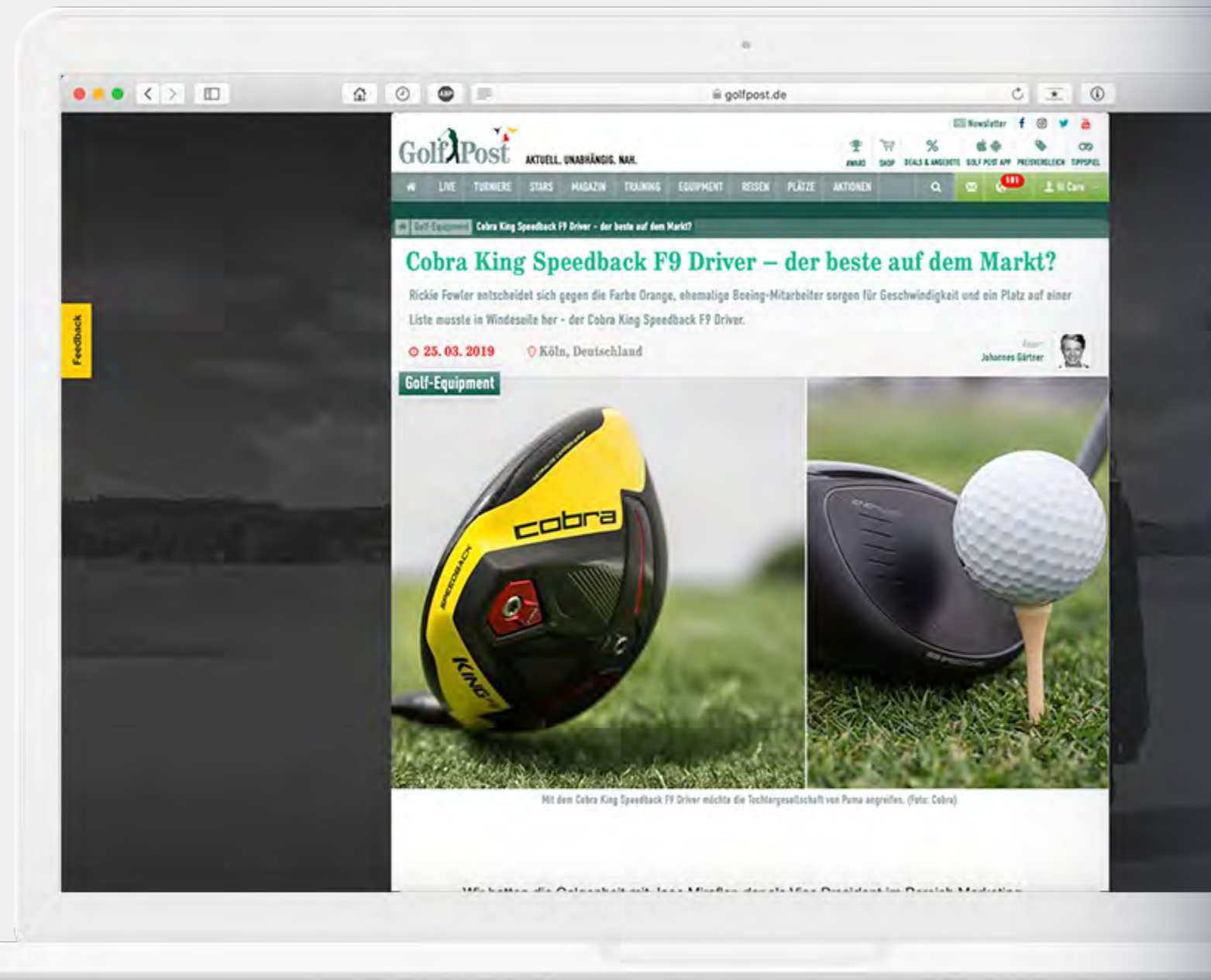
- We provide relevant, interesting and high-quality content for every region to all our users
- Based on his home course or his concrete location every single user will be provided with relevant hyper-local content
- Every user can discover other regions in which he's interested in as well

MEDIA SERVICES

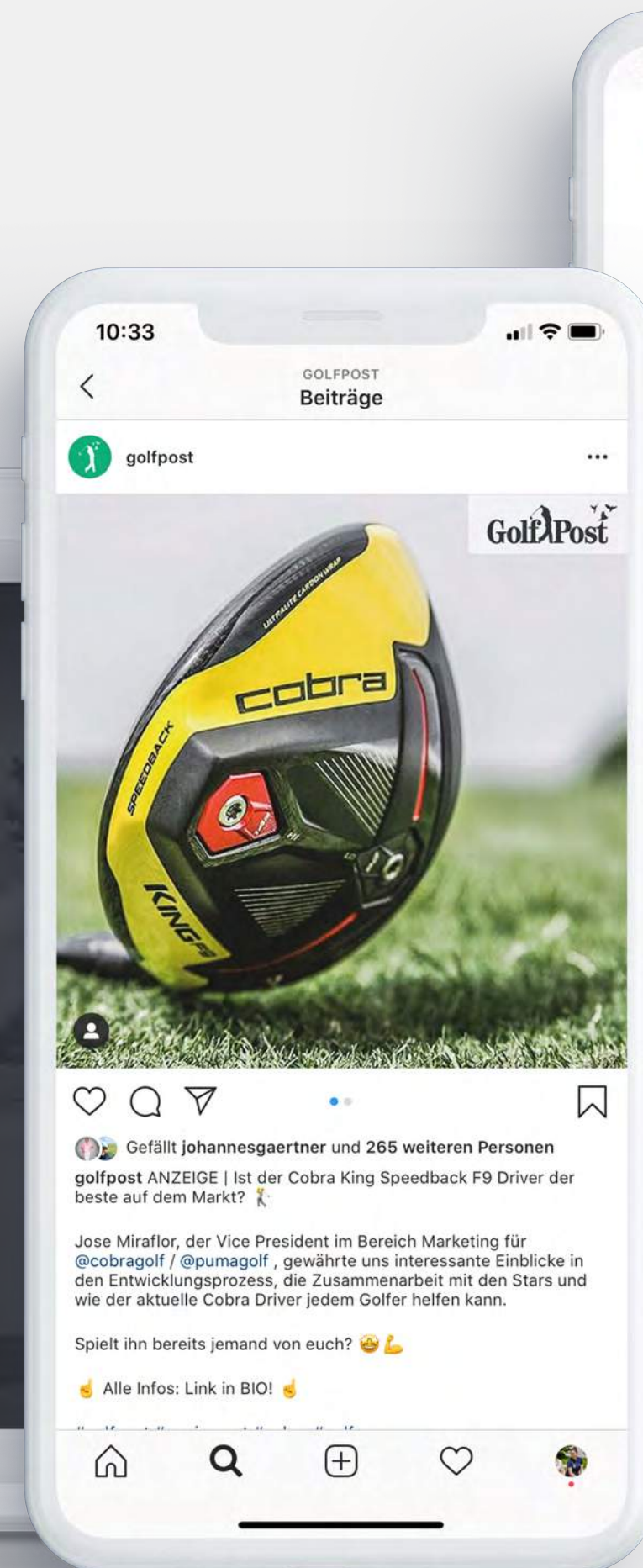


STORYTELLING & USER ACTIVATION

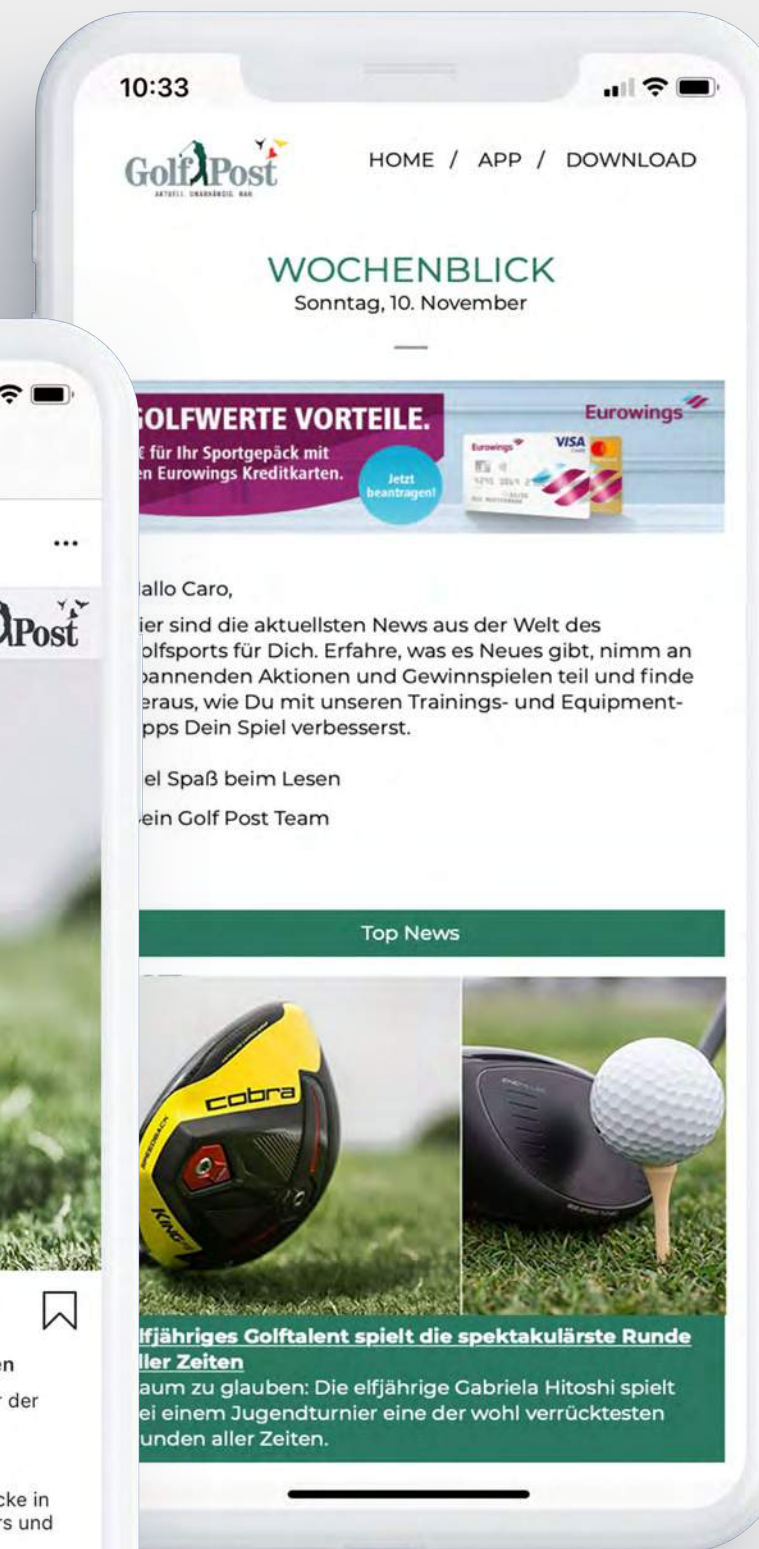
Sponsored Post



Bsp.: Editorial Push



Bsp: Social Media integration

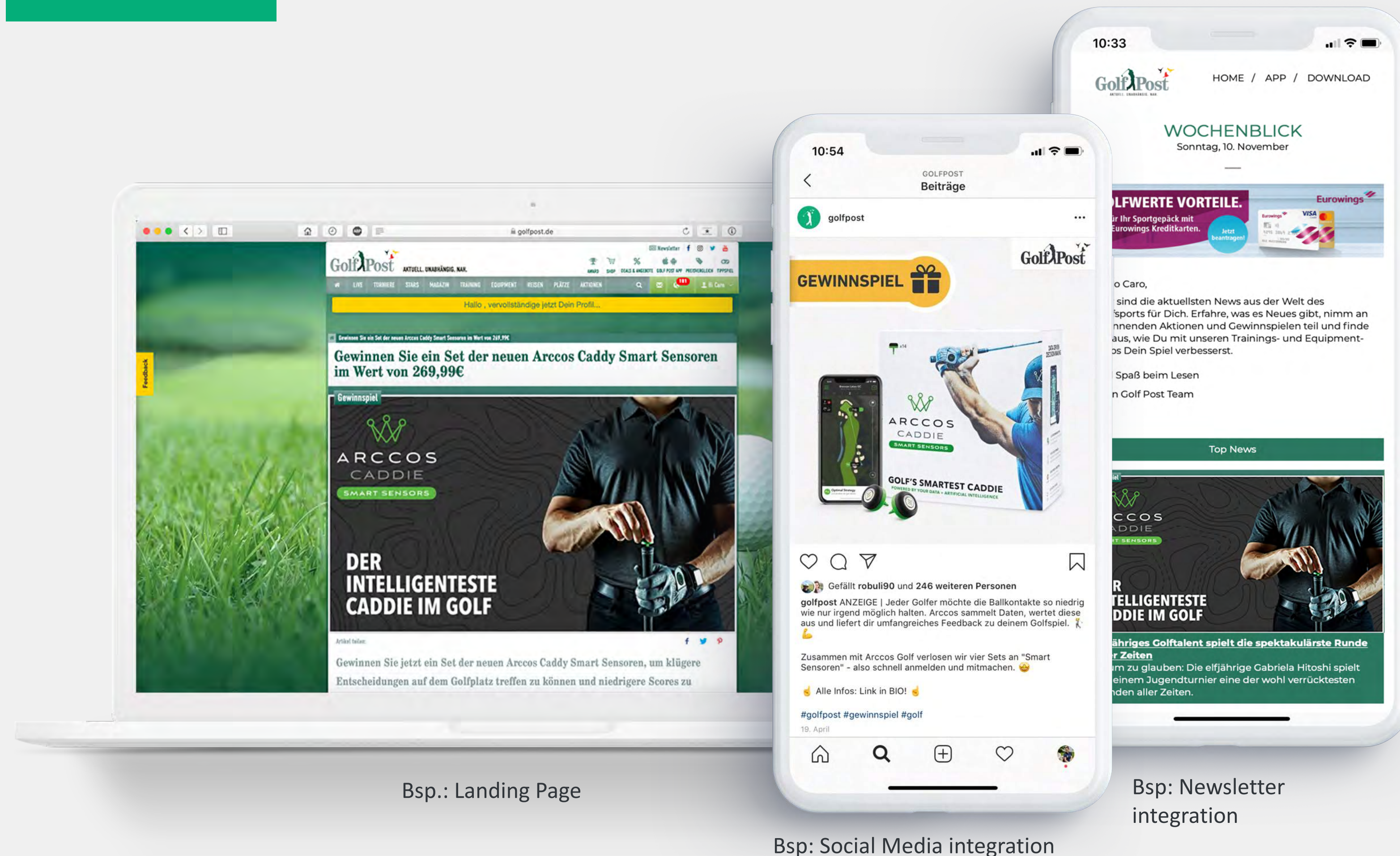
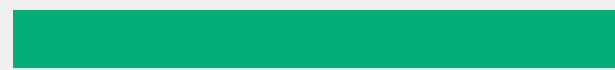


Bsp: Newsletter integration

Price & Reach

- 4,000,-€
- Reach: min. 100,000
- Integration in all Golf Post communication channels (Plattform, Newsletter, Social Media)
- Targeting of the Sponsored Post on users age, interest, sex and more is possible

Sweepstake



Bsp.: Landing Page

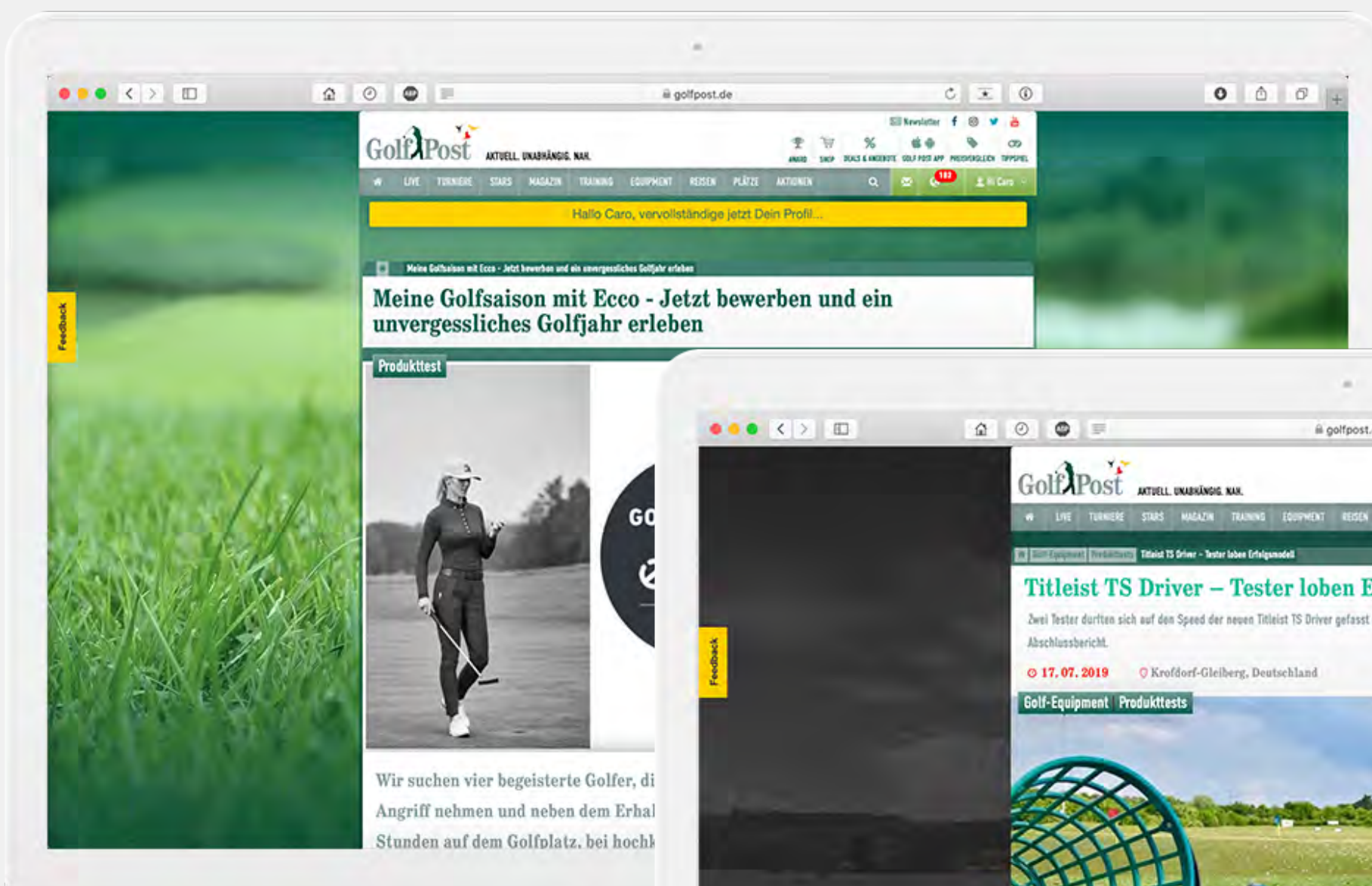
Bsp: Social Media integration

Bsp: Newsletter integration

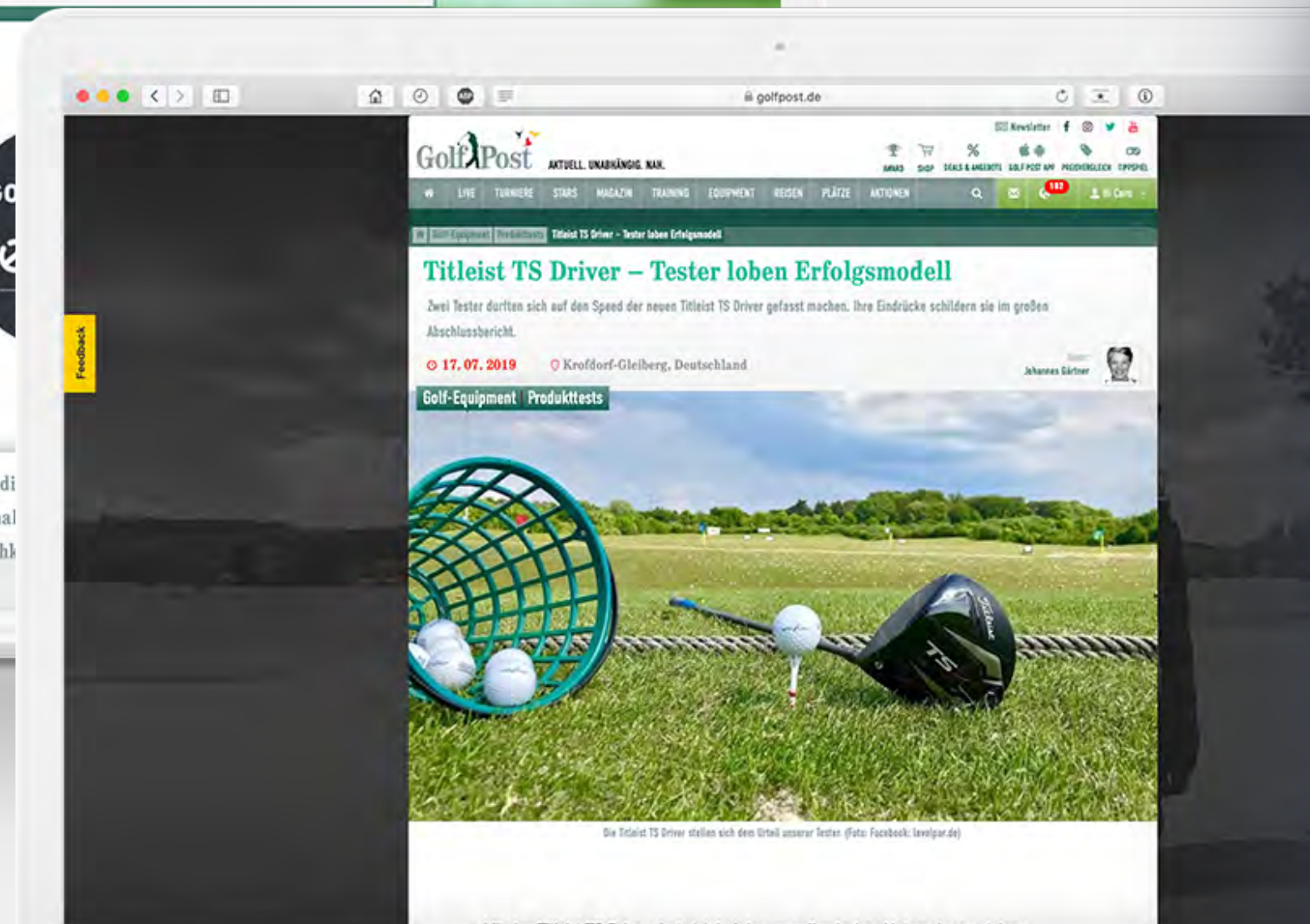
Price & Reach

- 2,000,-€ global / 500,-€ local
- Reach: min. 80,000 (global)
- Integration in all Golf Post communication channels (Plattform, Newsletter, Social Media)

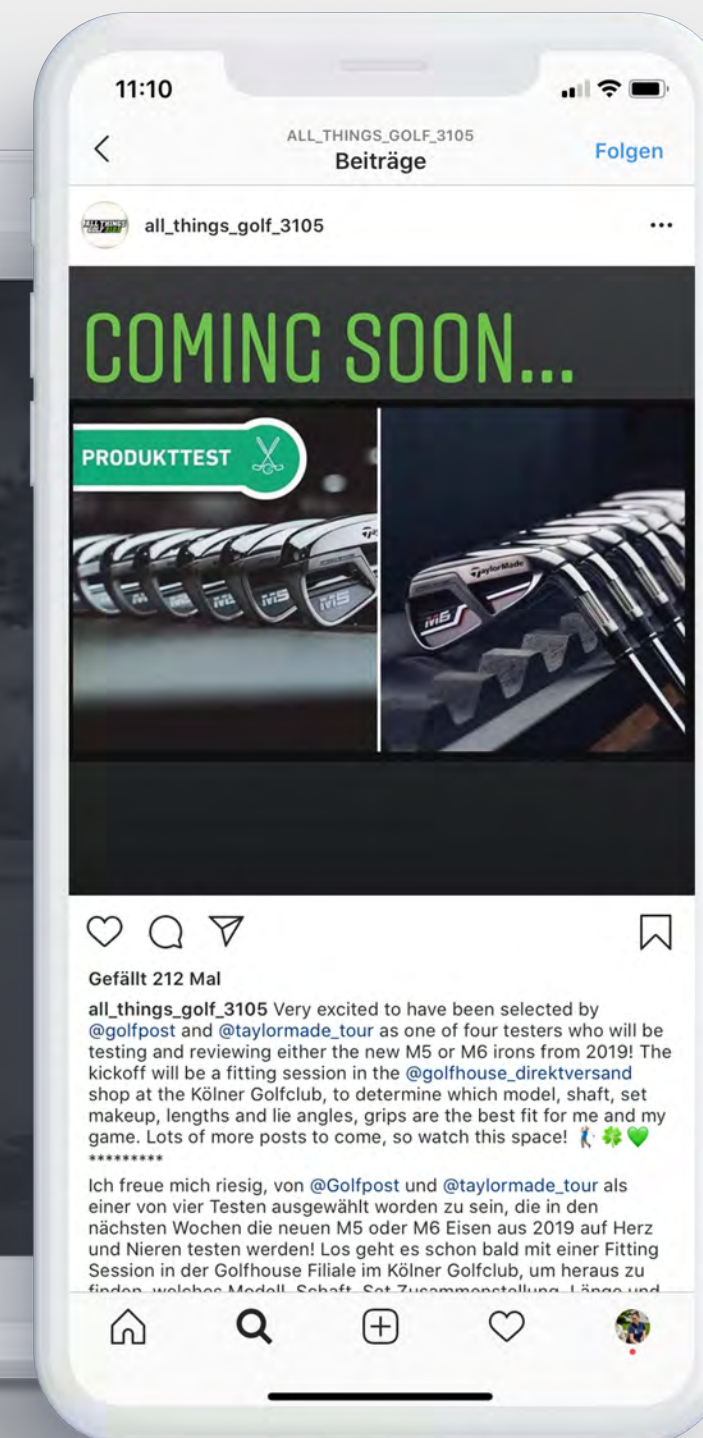
User Activity / Product Testing



Bsp.: Landing Page Ecco



Bsp: Landing Page Titleist



Bsp: User Generated Content

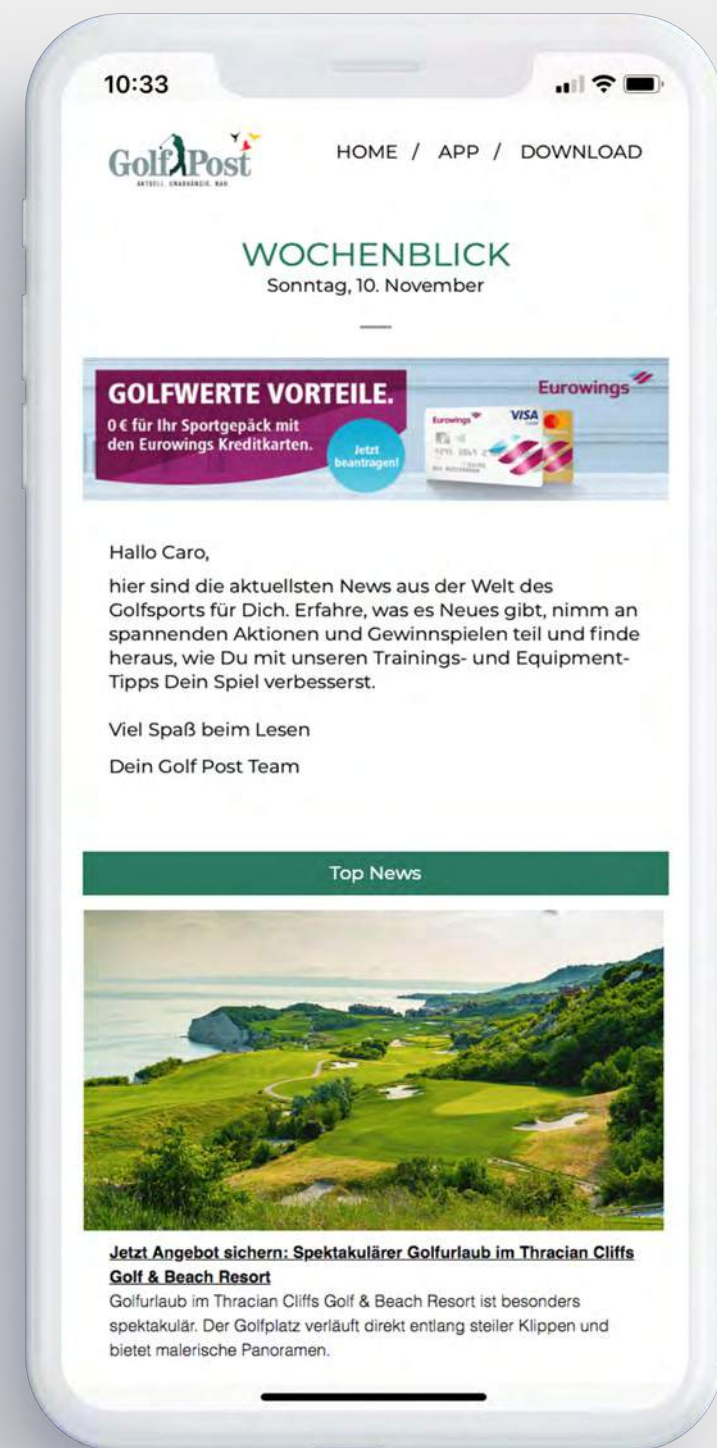
Price & Reach

- 5,000,-€
- Reach: min. 200,000
- Integration in all Golf Post communication channels (Plattform, Newsletter, Social Media)
- User Generated Content with branding via hashtags and more

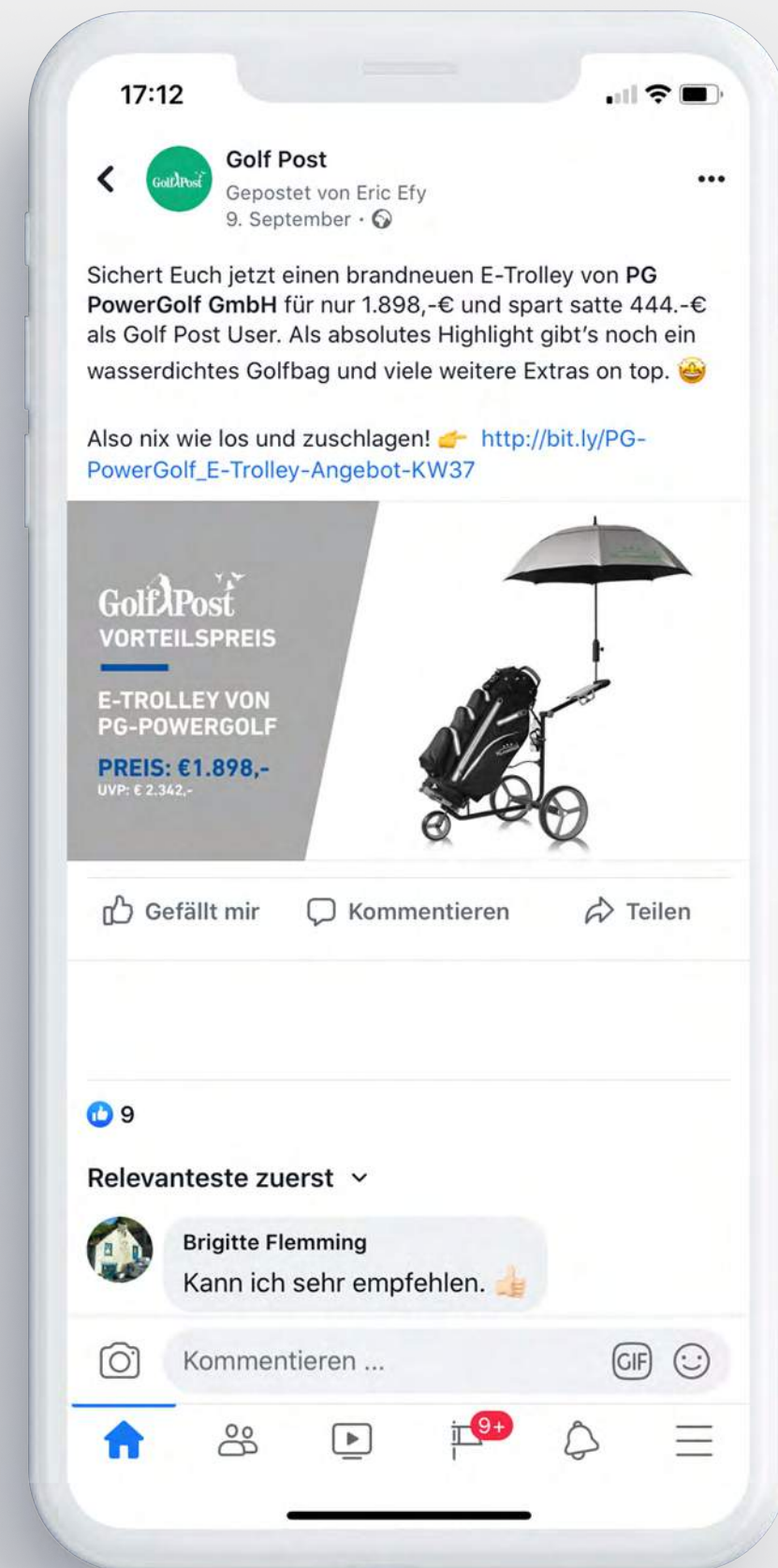


CONVERSION & CUSTOMER ACQUISITION

Newsletter & Social Media Campaign



Newsletter-Integration (here: Thracian Cliffs)



Facebook-Integration (here: PG PowerGolf)



Instagram-Integration (here: Thracian Cliffs)

Price & Reach Newsletter Push

- 1,000,-€
- Reach: min. 50,000
- Direct links to a Landing Page of your choice for maximum conversion

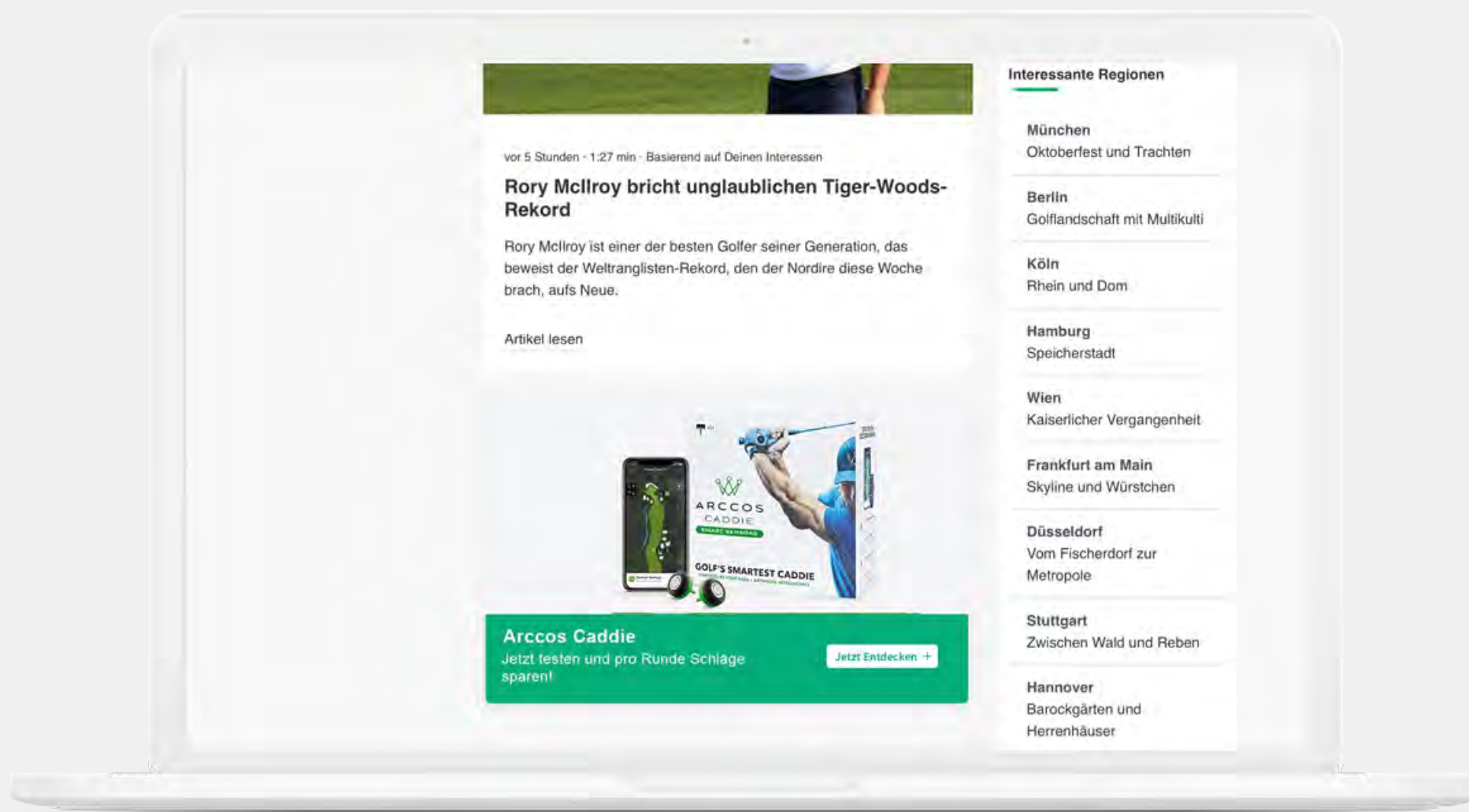
Price & Reach Newsletter & Social Media Push

- 1,500,-€
- Reach: min. 80,000
- Direct links to a Landing Page of your choice for maximum conversion

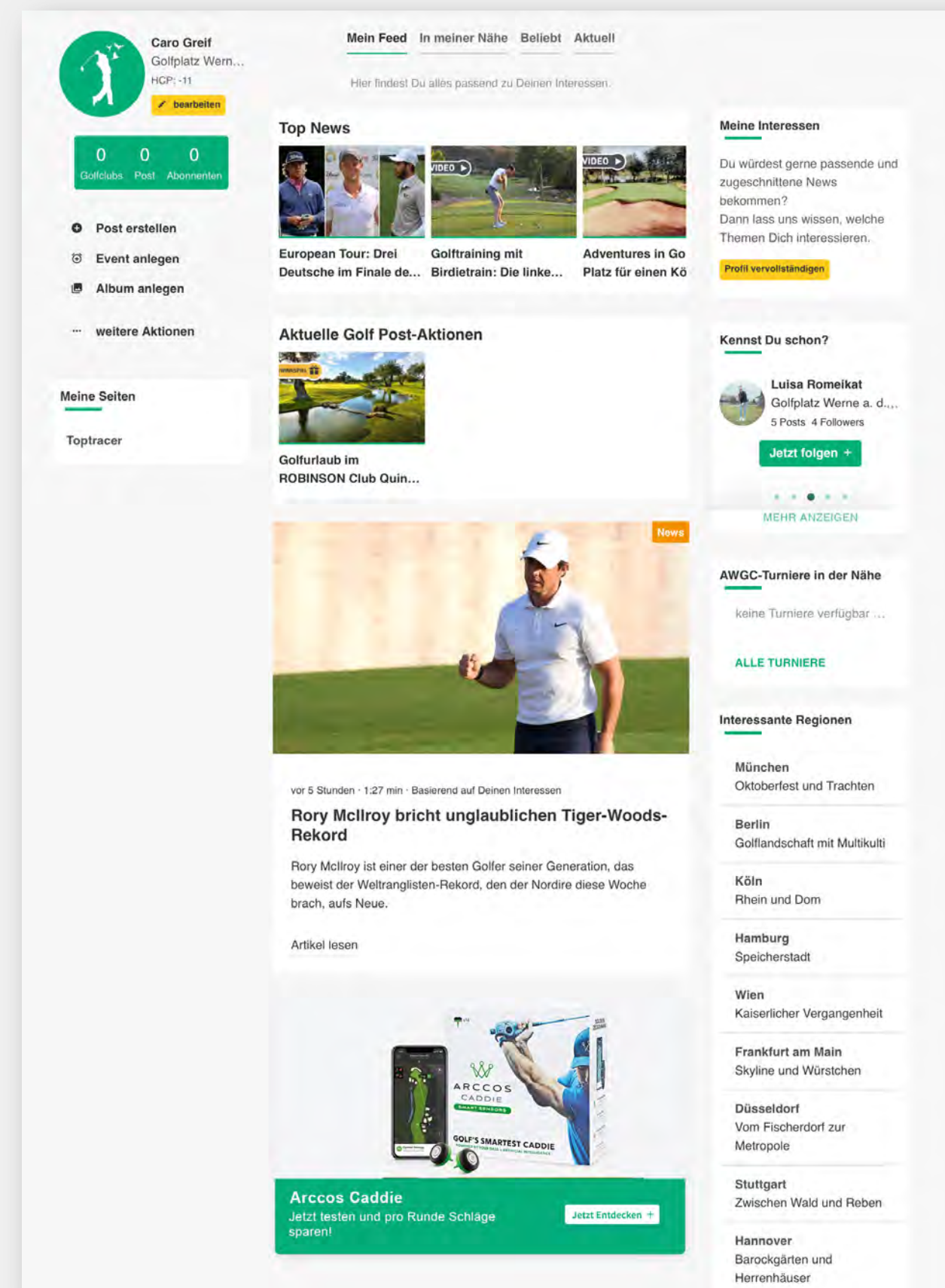
REACH & BRANDING



Native Ads



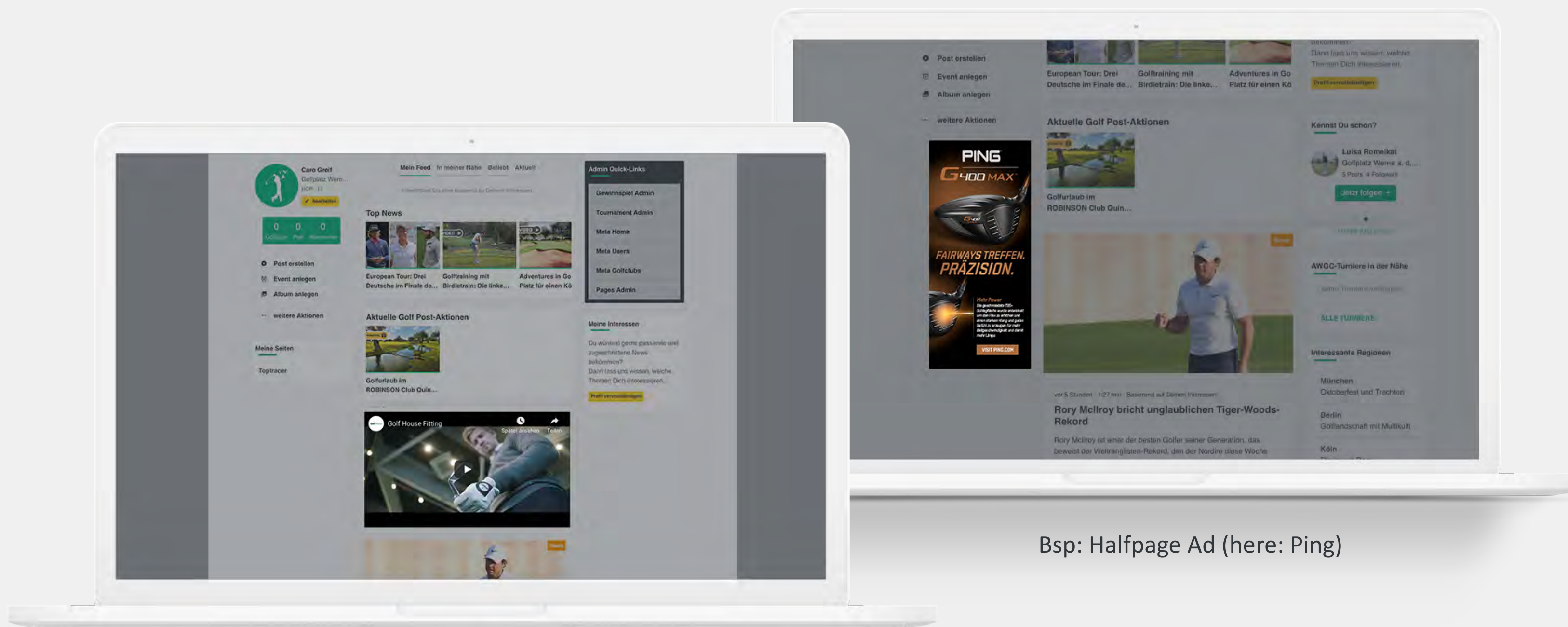
Bsp: Native Ad (hier: Arccos Golf)



Price & Reach

- CMP: 50,-€
- Reach: Booked impressions
- Targeting on location, sex, age and user interests is possible
- Direct links to a landing page of your choice
- Available in all formats (video, GIF, .jpg, etc.)

Display Ads



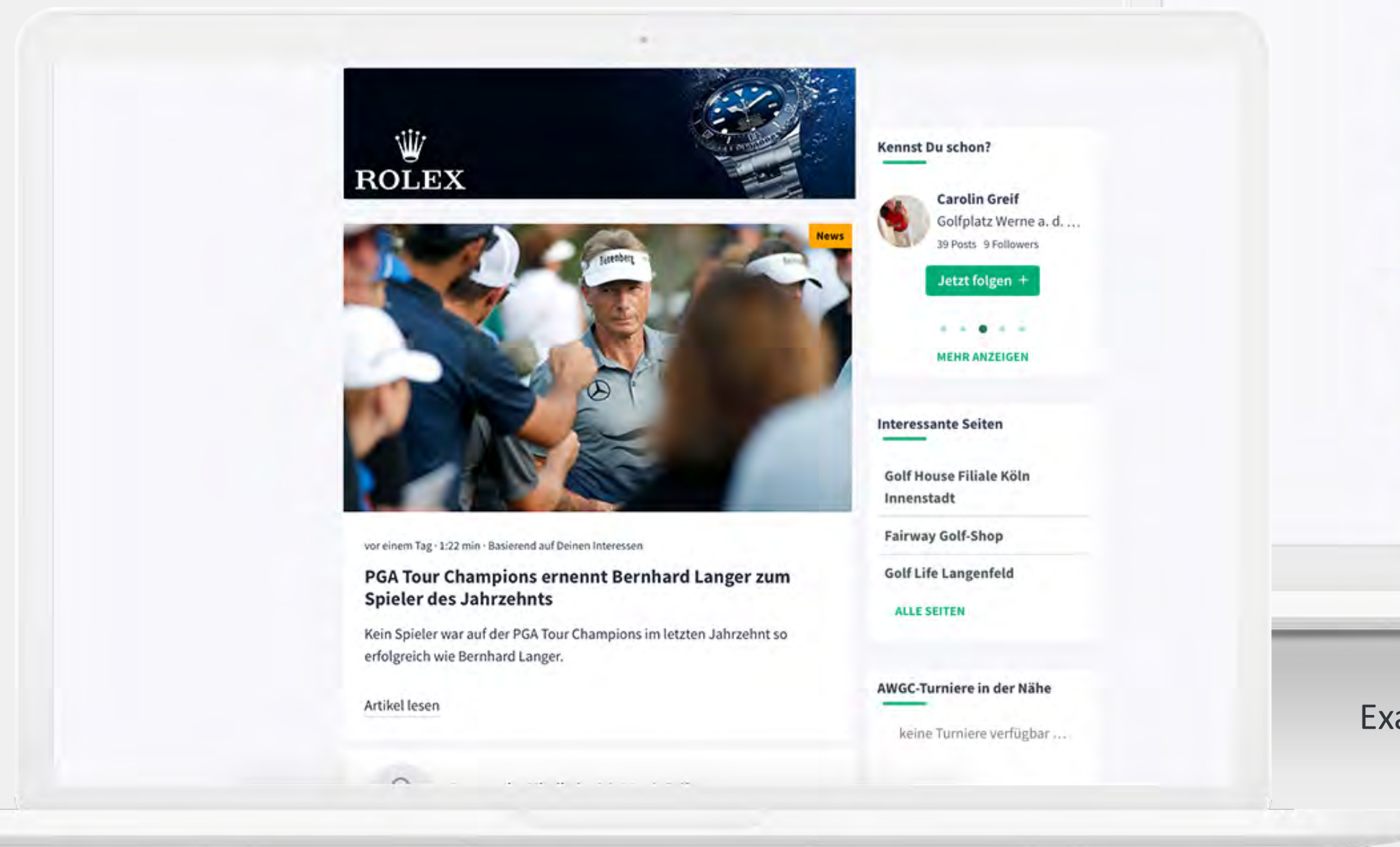
Bsp: Video Outstream Ad (here: Golf House)

Bsp: Halfpage Ad (here: Ping)

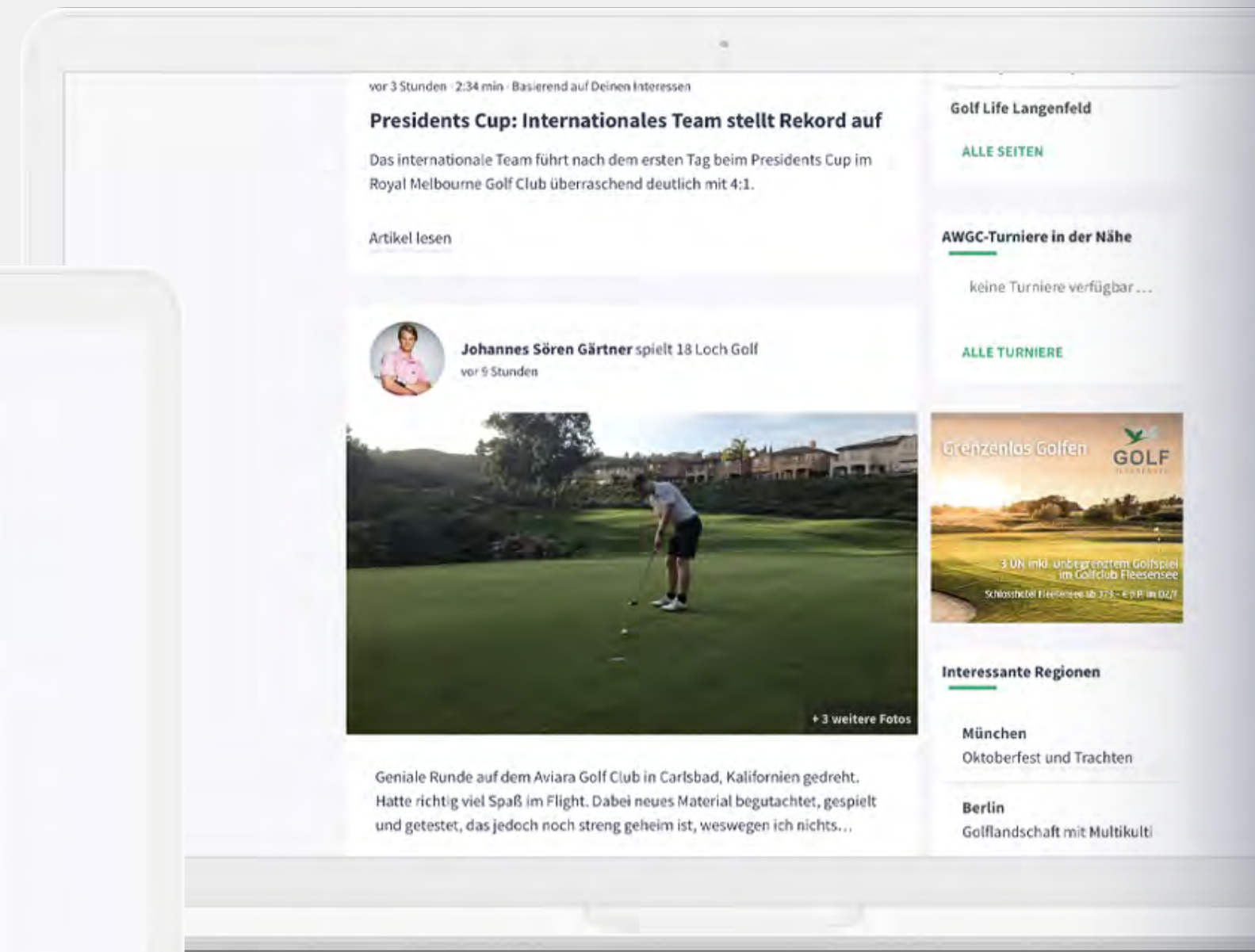
Price & Reach

- CPM: 20,-€ - 70,-€
- Reach: Booked impressions
- Targeting on different topics and thematic areas is possible
- Direct links to a landing page of your choice

Display Ads – Formats



Example: Billboard (here: Rolex)



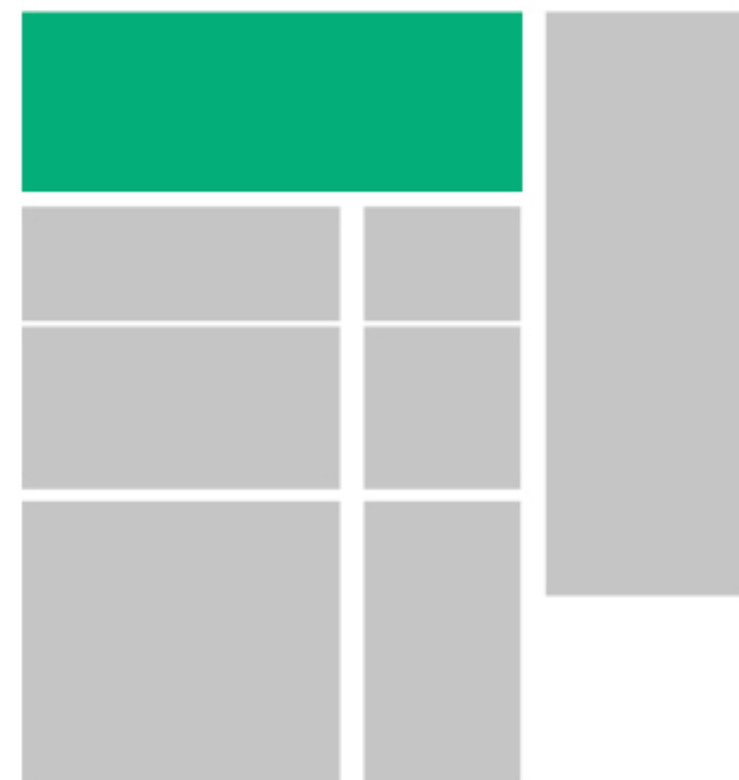
Example: Medium Rectangle (here: Fleesensee Golf)



Example: Mobile Interscroller (here: Cobra)

Display Ads – Formats

Billboard



Price: 30€ CMP

Specs: 970x250px

Medium Rectangle/ Halfpage Ad



Price: 30€ CMP

Specs: 300x250px / 300x600px

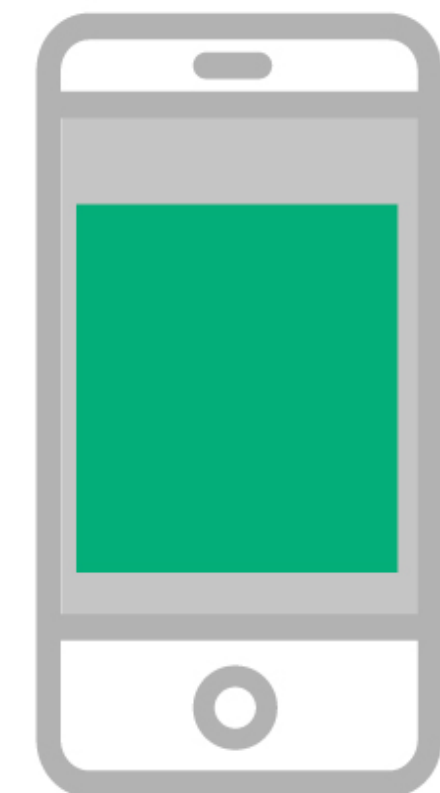
Video Outstream Ad



Price: 70€ CMP

Specs: 16:9 (.mov/.mp4/VAST 2.0)

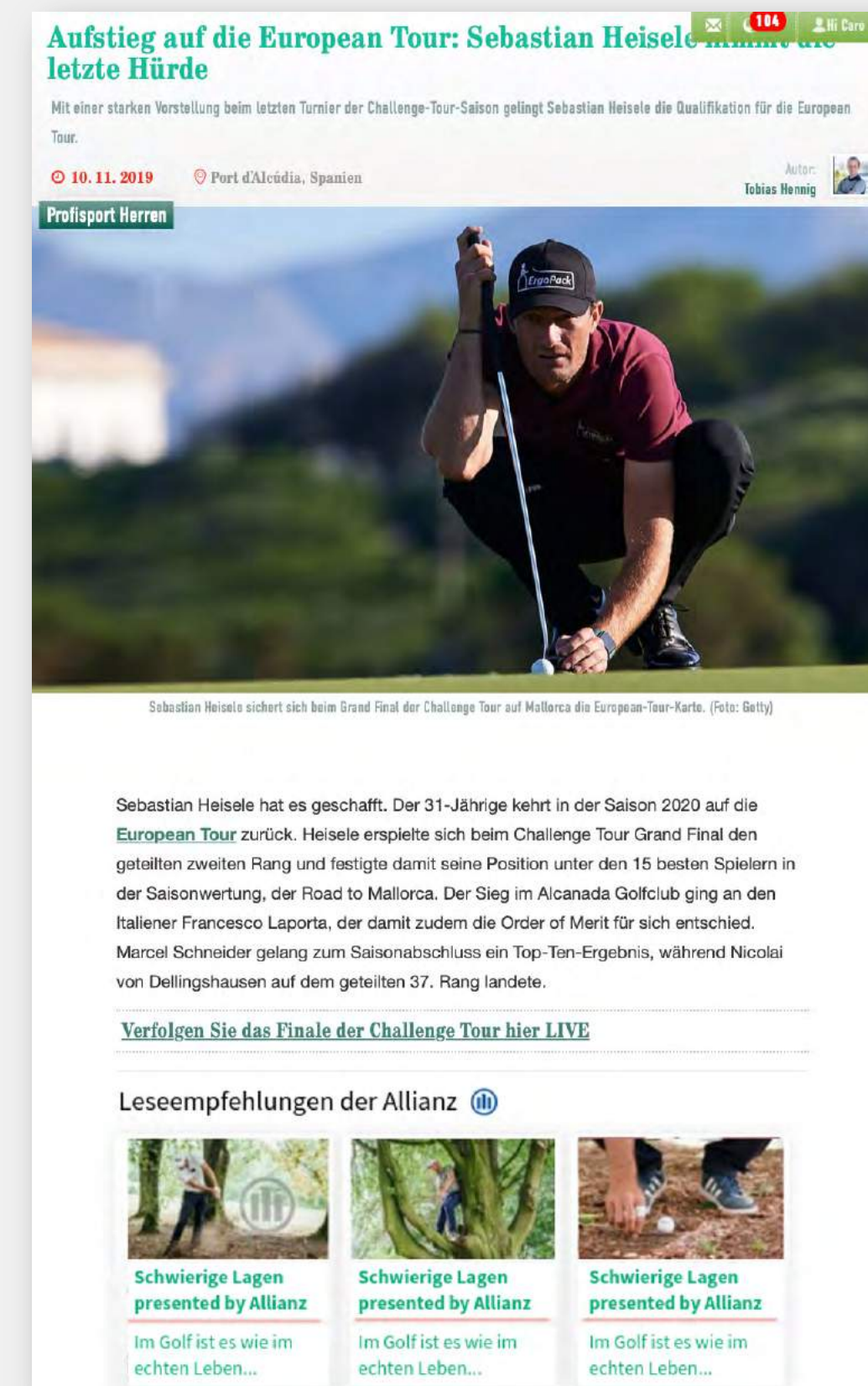
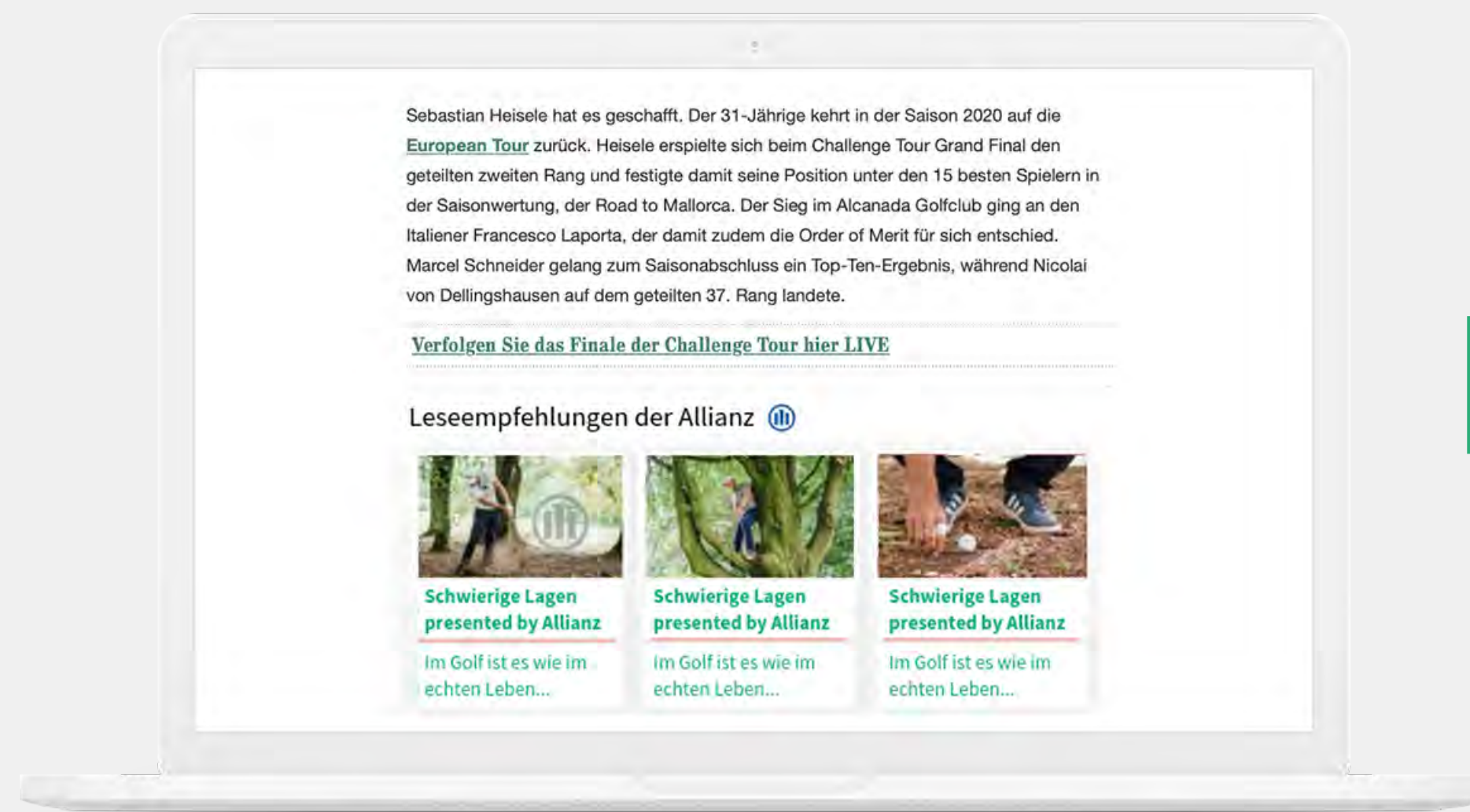
Mobile Interscroller



Price: 45€ CMP

Specs: 320x480px

Editorial recommendations



Price & Reach

- CMP: 50,-€
- Reach: Booked impressions
- Targeting on different topics and thematic areas is possible
- Direct links to a landing page of your choice

Bsp: Editorial recommendations
(here: Allianz)

Branded Content – Classic Branding




Bitter: Jason Day zieht vom Presidents Cup im Heimatland zurück

Wegen Rückenproblemen ist Jason Day gezwungen, vom Presidents Cup 2019 in seinem Heimatland Australien zurückzuziehen. Byeong Hun An springt ein.

29. 11. 2019 Köln, Deutschland Alexandra Capoen

Profisport Herren



Jason Day zieht vom Presidents Cup zurück, das erklärte die PGA of America gegenüber Golf Post. Grund dafür ist eine Rückenverletzung. Der Koreaner Byeong Hun An tritt für den Australier im Internationalen Team an.

Jason Day zieht vom Presidents Cup 2019

Day, der sich schon sehr darauf freute, wieder beim Presidents Cup anzutreten, wie bereits 2011, 2013 und 2015, ist durch wieder auftretende Rückenprobleme gezwungen, seine Teilnahme an dem Teamwettbewerb abzusagen. Day hat immer wieder mit seinem Rücken zu kämpfen. Besonders bitter ist diese Verletzung für den 32-Jährigen, da der Presidents Cup in diesem Jahr in Days Heimatland stattfindet.

ROLEX
JETZT ENTDECKEN!

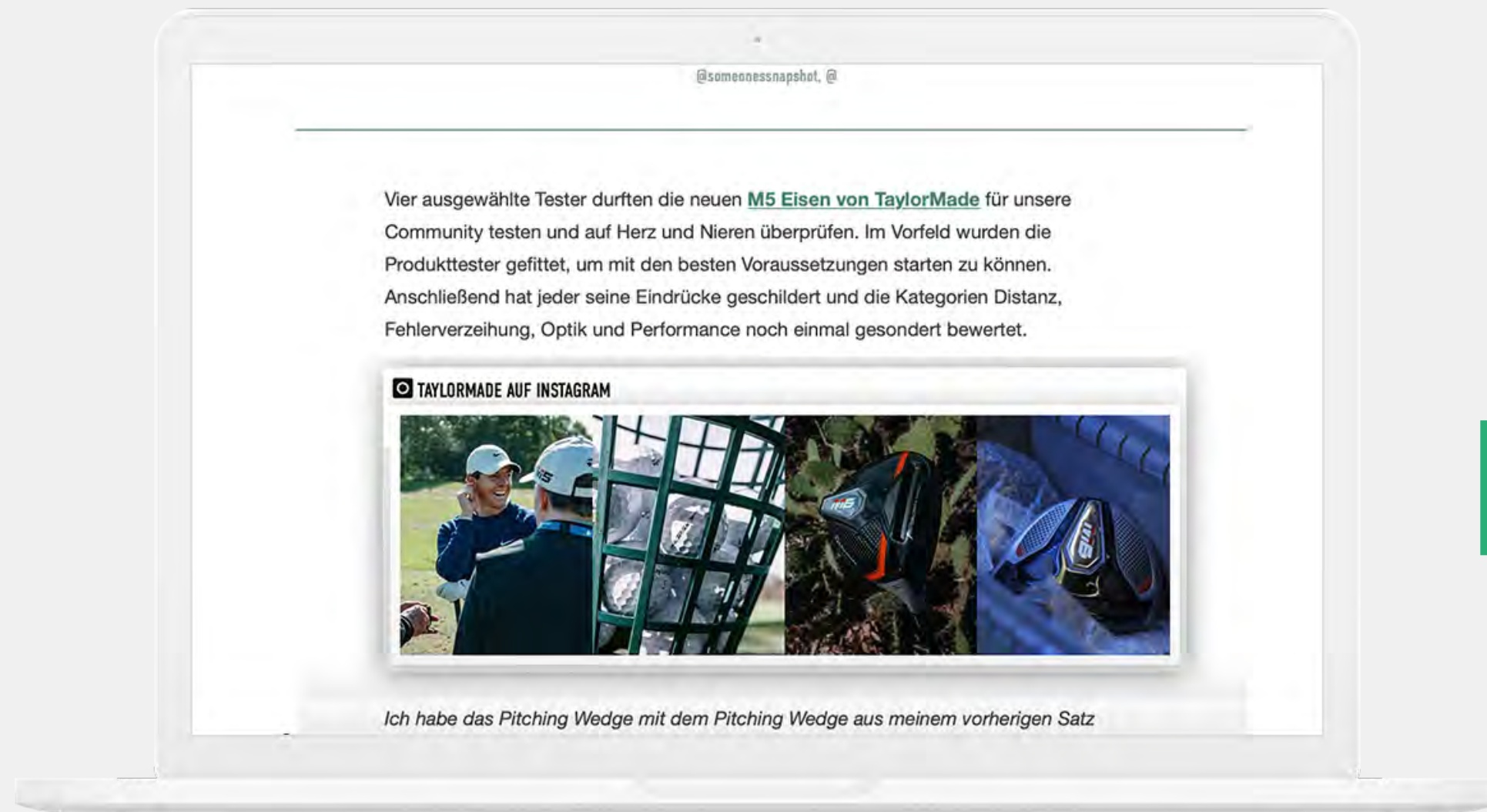
"Ich bin sehr enttäuscht, dass ich weder für die Australian Open in Sydney noch für den Presidents Cup in Melbourne in der darauffolgenden Woche nach Hause kommen werde", erklärte Jason Day. "Ich habe mich auf beide Turniere sehr gefreut. Ich habe mich die ganze Woche über in Palm Springs vorbereitet, wo ich mich verletzt habe. Frustrierender Weise hatte ich in der Vergangenheit schon Rückenprobleme und mein Medical Team hat entschieden, dass es das beste sei, komplett auf Training und Golfen zu verzichten. Deshalb will ich Golf Australia informieren und Ernie (Els) so viel Zeit wie möglich geben, unser Internationales Team für Royal Melbourne vorzubereiten. Ich freue mich darauf, in naher Zukunft wieder zu Hause antreten zu können. Ich wünsche allen Teilnehmern in Sydney und meinen Teamkameraden in Melbourne alles Gute."

Bsp: Branded Content (here: Rolex)

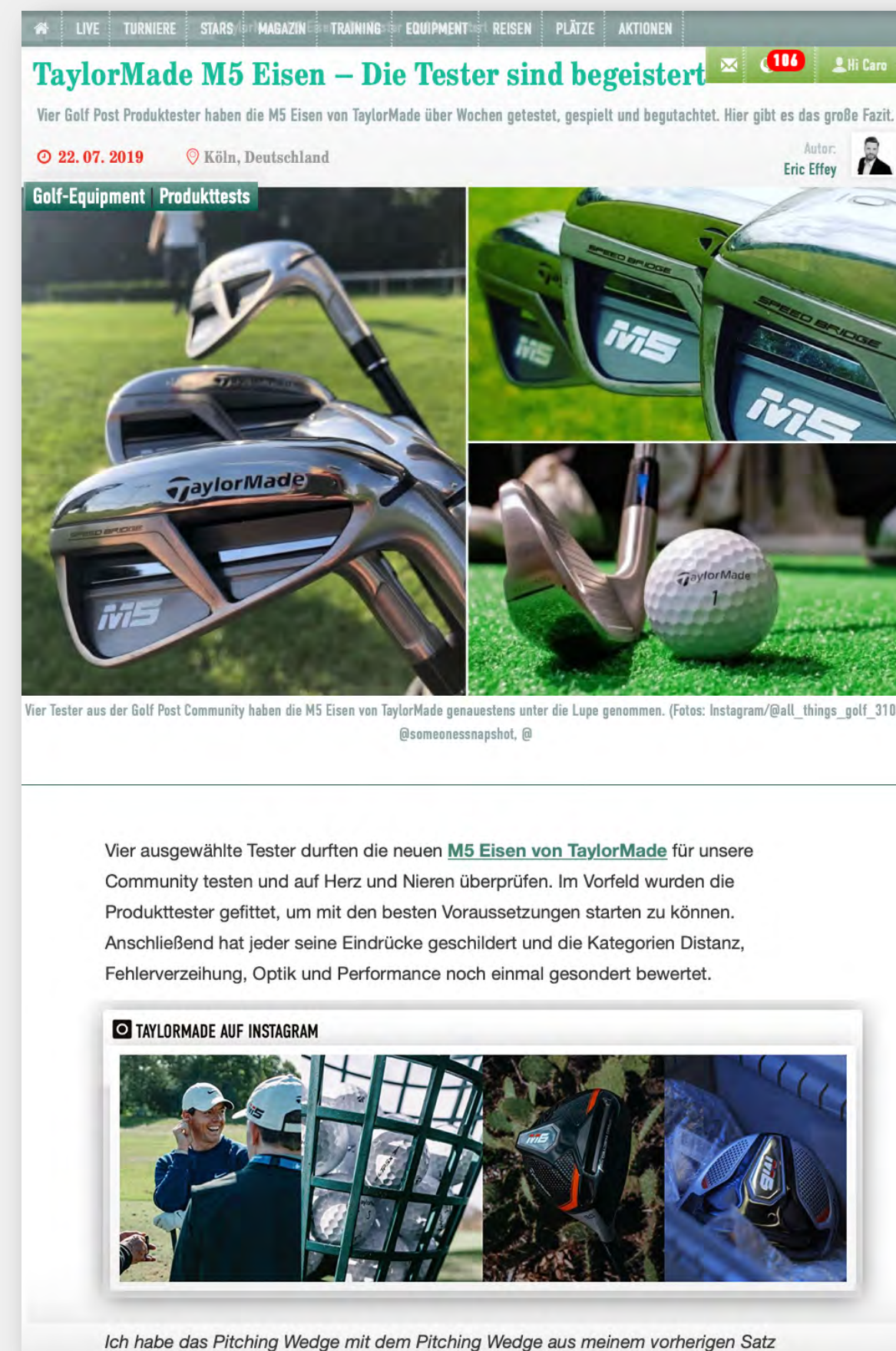
Price & Reach

- CMP: 50,-€
- Reach: Booked impressions
- Targeting on different topics and thematic areas is possible
- Direct links to a landing page of your choice

Branded Content – Social Media Branding



Bsp: Branded Content (here: TaylorMade Instagram-Integration)

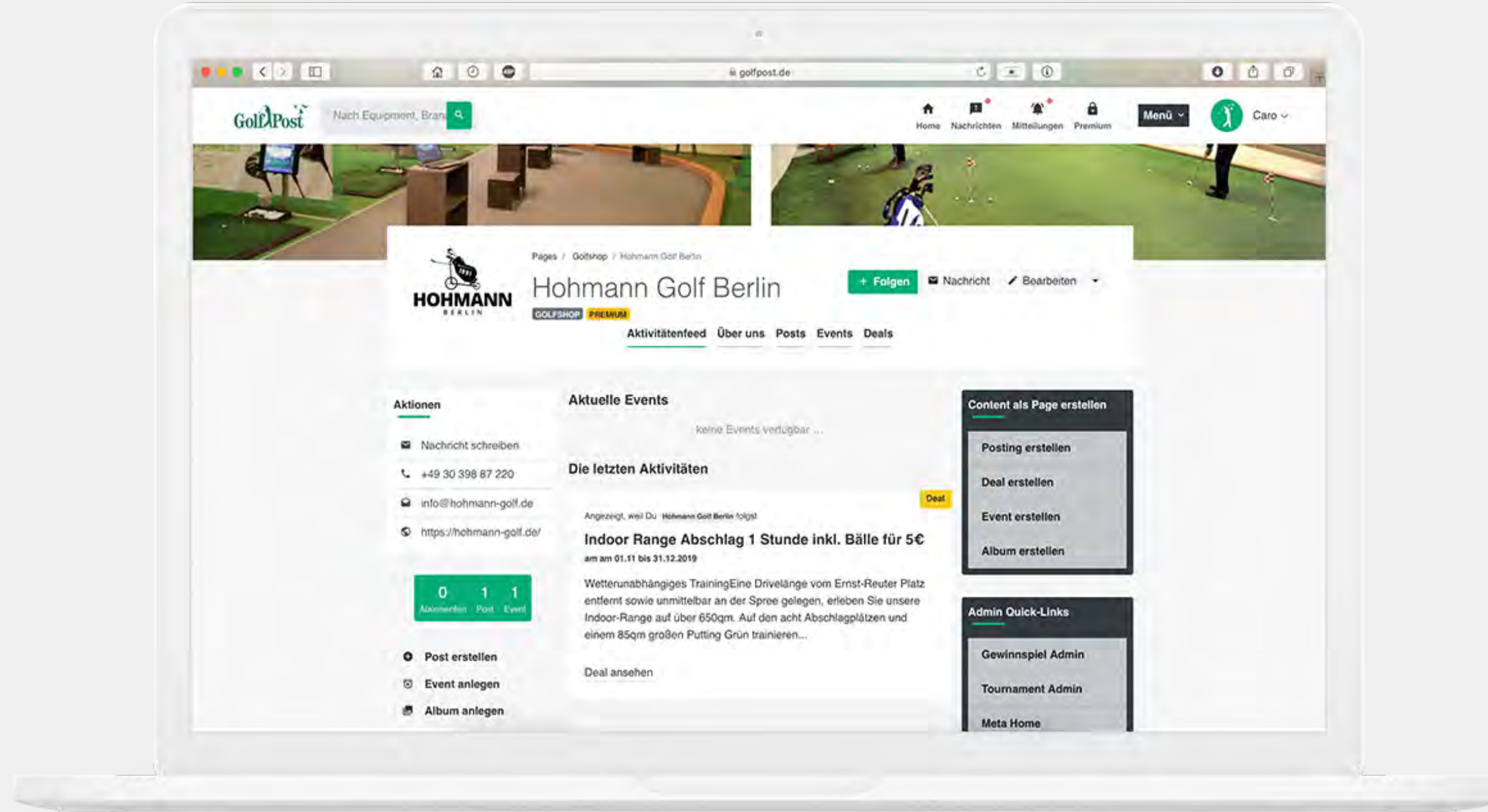


Price & Reach

- CMP: 50,-€
- Reach: Booked impressions
- Targeting on different topics and thematic areas is possible
- Direct links to a landing page of your choice

LOCAL ACTIVATION & RELEVANCE

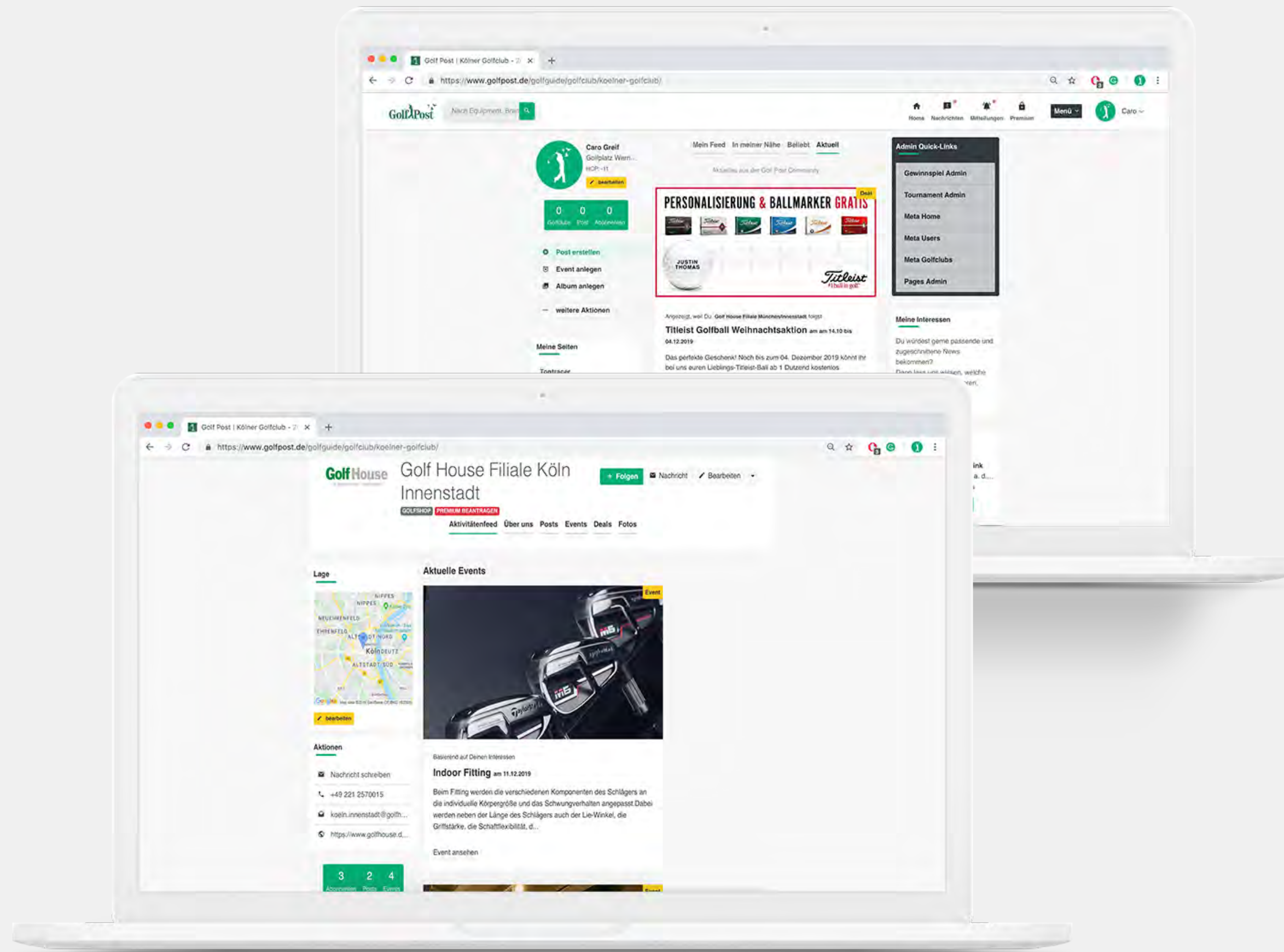
Local Business Account



- Golf Post offers you an own account for direct communication with golfers in your area
- Design your profile individually
- Benefit from direct links
- Promote your own events
- Your account will be proposed to all users in your area
- All activities on your account are played prominently to users in your region






Events & Promotion

- With the help of your own account at Golf Post you have the opportunity to create and communicate events and promotions
- The created events & promotions are prominently proposed to all users who follow your account and to all golfers within a 30km radius
- All golfers can mark the events and actions as "interesting" and import them directly into their event calendar
- There will be a reminder email for all events marked as "interesting"
- Communicate special discounts, demo days, special campaigns or special events in your club or company and reach your target group











Services in detail

The new integration on Golf Post

	Own Profile	<ul style="list-style-type: none"> • Own profile and landing-page with the possibility of a detailed description • Incl. Photo gallery, video & map • Your profile is targeted for content in your region 	Business Account	Business Account Premium
	Direct contact	<ul style="list-style-type: none"> • Direct link to your website • Mobile-optimized contact information for a quick call and website click • Follow and direct message options 		
	Communication	<ul style="list-style-type: none"> • Create your own posts and photo galleries • Use the event feature to publicize events, e.g. Demo days or tournaments • Use the action feature to communicate special offers, e.g. Summer sales 		
	Increased security	<ul style="list-style-type: none"> • All your contributions will be played to golfers within a 30km radius • Current content of your account are given priority to users in the area • Your posts will be visible longer than regular posts 		
	Special recommendation	<ul style="list-style-type: none"> • Your account will be recommended to all users within a radius of 30km • Users receive your events and promotions preferred • Your account will be suggested as recommended for new users, especially new golfers 		

Price

Business Account	
	Own Profile
	Direct Contact
	Communication
499€/year	

Business Account Premium	
	Own Profile
	Direct Contact
	Communication
	Increased security
	Special recommendation
999€/year	

Prices zzgl. Ust.

Partners

Titleist[®]

PING[®]

TaylorMade[®]

Callaway[®]
GOLF
✓


ROLEX

PORSCHE


Mercedes-Benz

sky

Eurowings 

ROBINSON[®] 


adidas[®]

Allianz 

Contact



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Price & Reach

Storytelling & User Activation

Product	Prices	Reach
Sponsored Post	4,000€	min. 100,000 – incl. Targeting option
Sweepstakes global	2,000€	min. 80,000
Sweepstakes local	500€	Displayed to all golfers within 30km of your chosen location
User Activity	5,000€	min. 150,000

Price & Reach

Conversion & Costumer Acquisition

Product	Price	Reach
One week Newsletter Push	1,000€	min. 50,000
One week Newsletter & Social Media Push	1,500€	min. 80,000

Price & Reach

Reach & Branding

Product	Price	Reach
Native Ads	CMP: 50€	Bookable: global & local – Targeting on location, sex, age and user interests is possible
Display Ads		Bookable: global & local – Targeting on categories and subject areas is possible
Billboard	CMP: 30€	Bookable: global & local
Medium Rectangle / Halfpage Ad	CMP: 20€	Bookable: global & local
Video Outstream Ad	CMP: 70€	Bookable: global & local
Mobile Interscroller	CMP: 45€	Bookable: global & local
Editorial Recommendations	CMP: 50€	Bookable: global & local – Targeting on categories and subject areas is possible
Branded Content	CMP: 50€	Bookable: global & local – Targeting on categories and subject areas is possible

Prices & Reach

Locale Activation & Relevance

Product	Price	Reach
(Local) Business Account	499€/999€ / year	All golfers within 30km of your chosen location – global promotions and pushes can be booked with extra charge

PRODUCT DETAILS



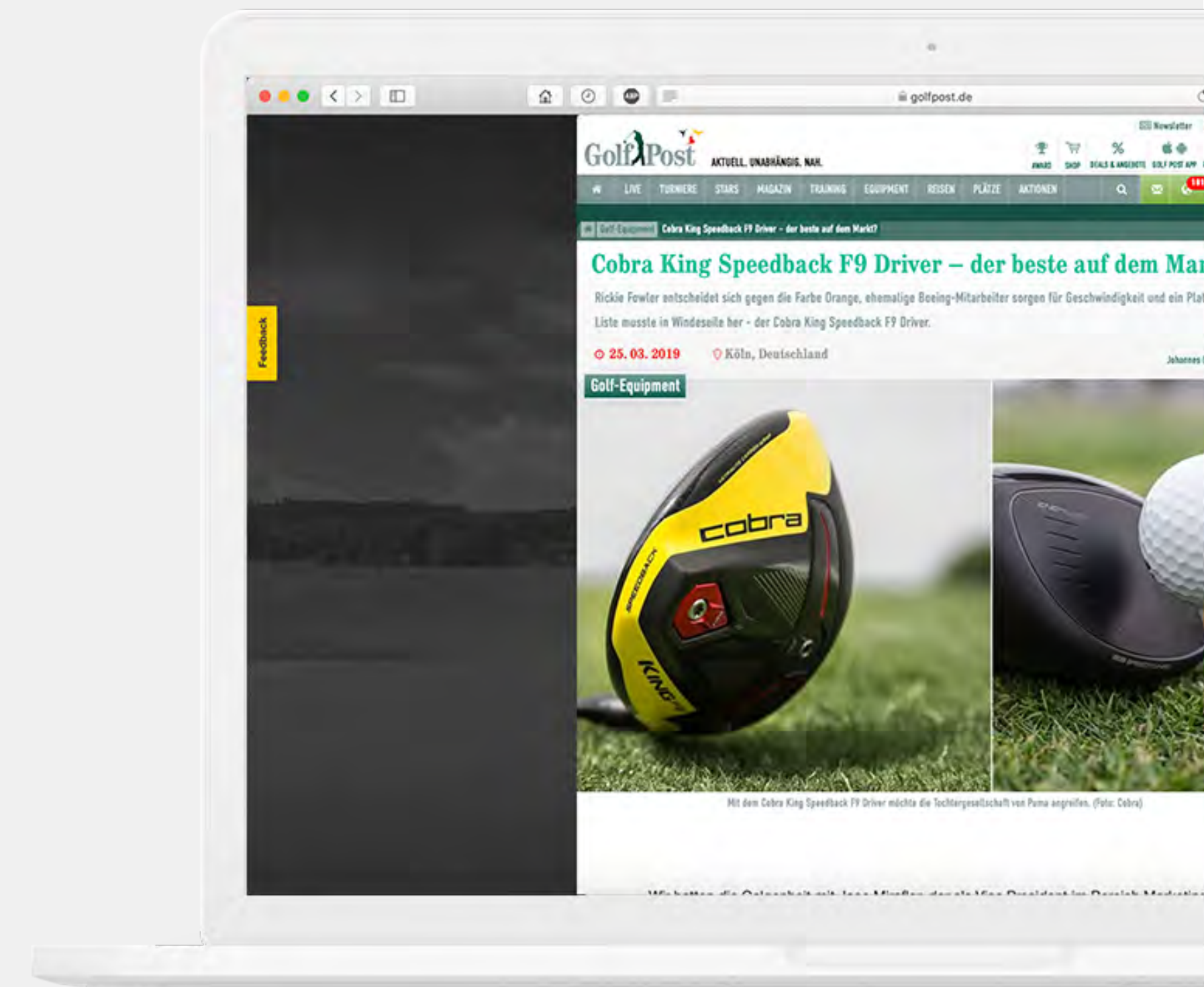
Sponsored Post

Content

- Your company / product / offer will be editorially and professionally prepared and presented to all Golf Post users
- Editorial reports and presentations present your company / product / offer in a transparent and exciting way
- In addition to the editorial presentation, direct links to landing pages of your choice are integrated in the sponsored post → Increase traffic to your website
- The content and creation of the sponsored post is done in close consultation with the responsible persons in your company

Services

- Editorial article & photo gallery is created by the excellent Golf Post editorial team
- Integration of direct links to landing pages of your choice
- Creation of an inquiry form including direct mail forwarding possible
- Communication via Golf Post Platform, Newsletter & Social Media
- Permanent placement on Golf Post including SEO optimization & search engine optimization for previously defined keywords



Sweepstakes

Content

- You place your product / service in a sweepstake on a dedicated landing page on the Golf Post platform
- Your company and the profit are presented on the landing page in text form, via video and a photo gallery
- All Golf Post users have to deal with the product / service and your business in order to answer the final sweepstake question

Services

- Own landing page on the Golf Post platform for a full week (Monday to Sunday)
- Integration of direct links to landing pages of your choice
- Communication of the landing page via Golf Post Plattform, Newsletter & Social Media
- Automated drawing of the winner and communication of the winner to all participants
- The sweepstake can also be held on a landing page of your choice so that you can collect new e-mail addresses



User Activity / Product Testing

Content - Announcement	Content – User Activity / Product Testing	Content – Final report
<ul style="list-style-type: none"> • You place your product / service or a special event as part of a user activity or a product test on a specially created landing page on the Golf Post platform • Your company and the product or event to be tested are presented on the landing page in text form, via video and a photo gallery • All Golf Post users can apply as product testers or as participants in the event or promotion • The users must reveal their social media activities and reaches • Golf Post selects the users with the highest reach and the most meaningful social media profiles 	<ul style="list-style-type: none"> • The selected users report via Facebook, Instagram and / or the Golf Post app about the campaign, the event or the test of the specific product (if products are tested, the test extends over 4 weeks) • User-generated content without influencing and therefore with honest and meaningful feedback and presentation of your product directly to the potential target group 	<ul style="list-style-type: none"> • After your event, your campaign or the test of your product, a follow-up report / feedback article will be created by the user in cooperation with our editorial team • The article contains photo spreads, user feedback and possibly videos • The article will be communicated on all Golf Post channels (platform, newsletter & social media)

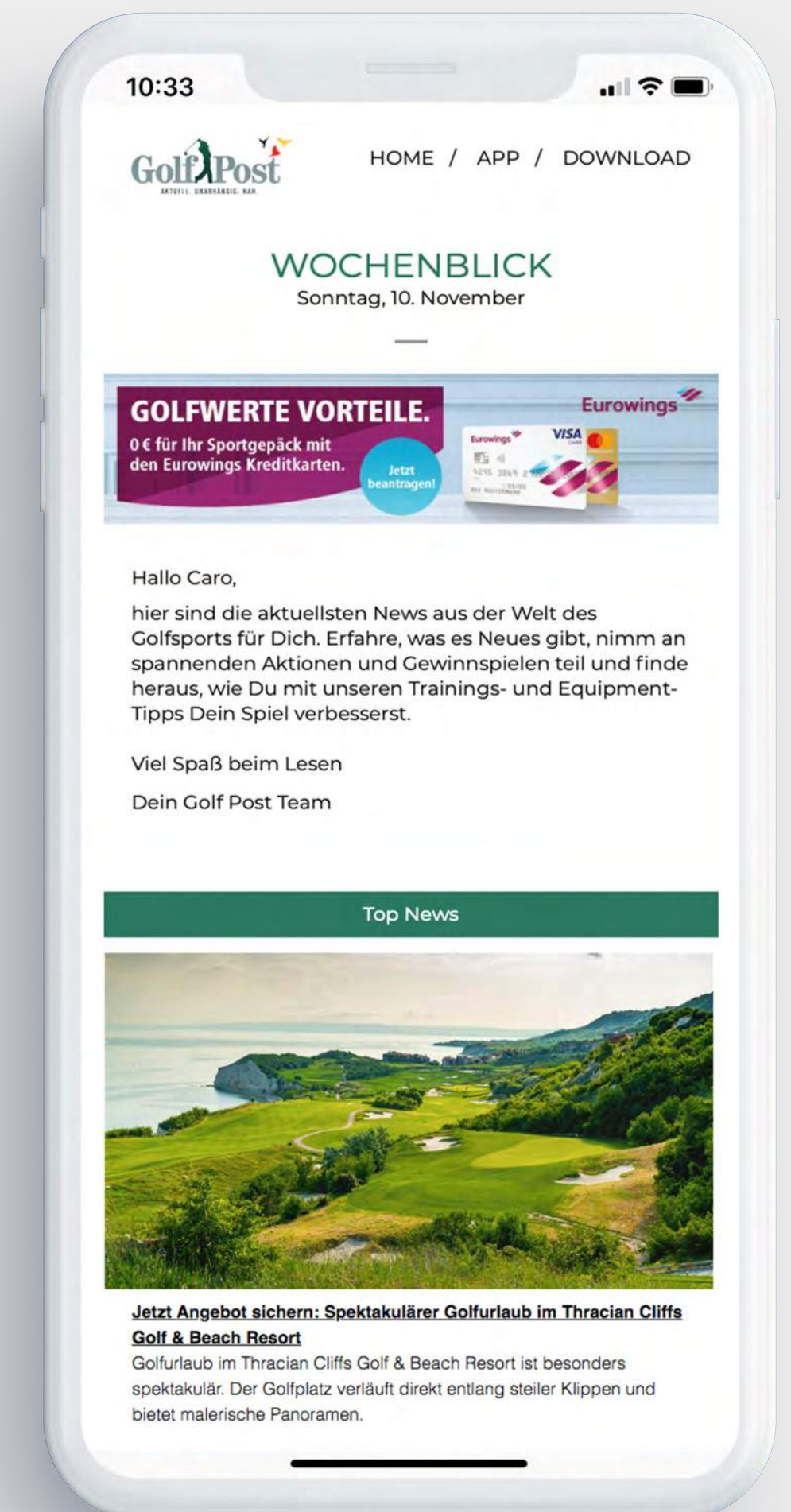
Newsletter & Social Media Campaign

Content

- Golf Post integrates your offers or products in all newsletters & social media seeding
- Via "picture-title-teaser" combination the offers or products in all newsletters and social media appearances are communicated directly and personally to the users
- The newsletters and social media channels are linked directly to a specific landing page of your choice so that users can directly request, buy or book your services or products

Services

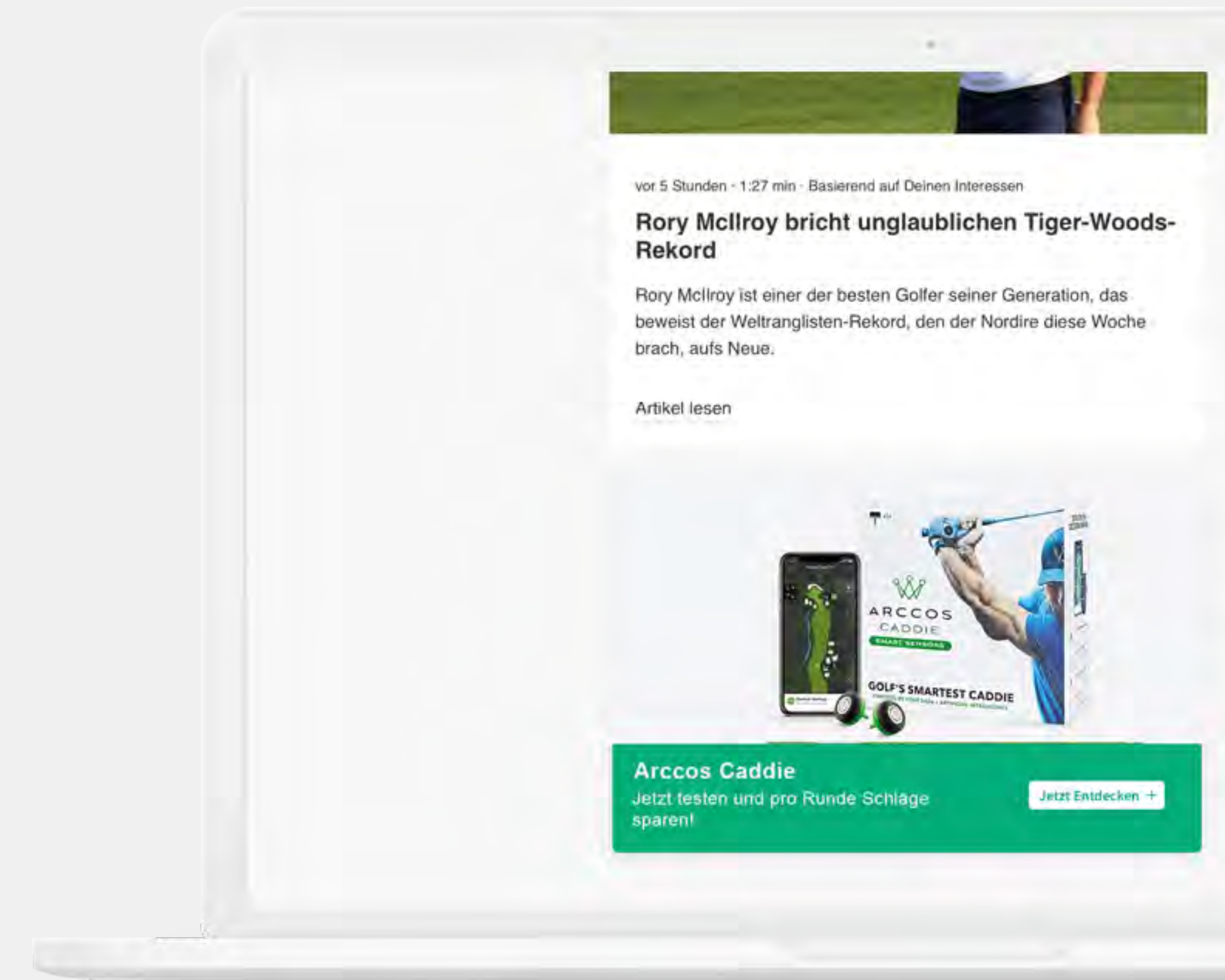
- Integration into any Golf Post Newsletters for a week
 - 5x Daily NL (9,000 subscribers)
 - 1x Weekly-NL (13,000 subscribers)
 - 1x Actions-NL (17,000 subscribers)
 - 1x Member Update (31,000 subscribers)
- Integration in all Golf Post social media channels
 - Facebook (55,000 Follower)
 - Instagram (10,000 Follower)
- Direct link to a landing page of your choice



Native Ads

Services

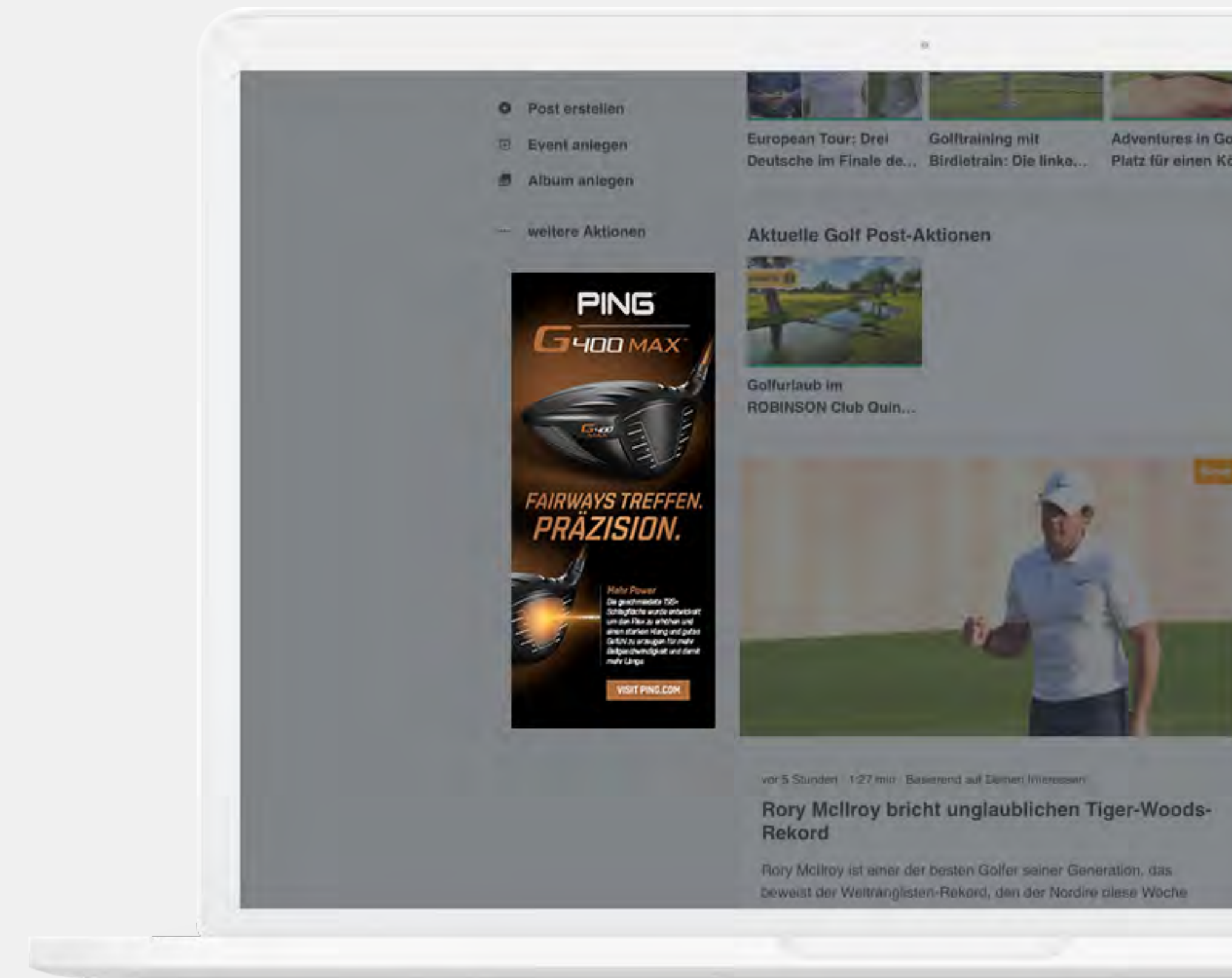
- Display of your products / services or offers throughout the Golf Post Feed (local display possible)
- Display as native placement in content / in editorial Golf Post articles
- Played as a picture-title-teaser or as a video-ad
- Direct link to a landing page of your choice
- Link to appropriate Golf Post content about your products / services or offers possible



Display Ads

Services

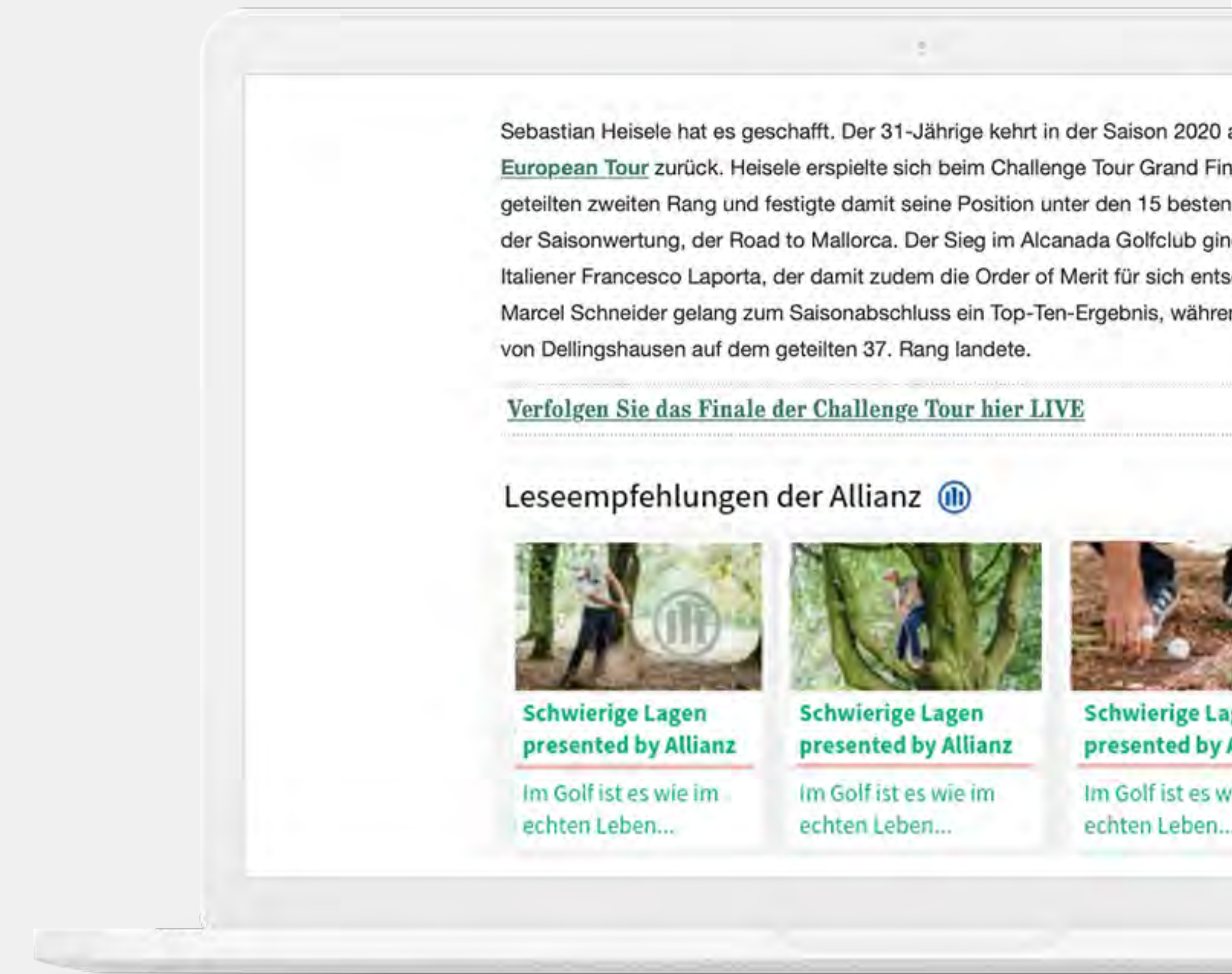
- Display of your products / services or offers throughout the Golf Post Feed (local display possible)
- Display as "classic" banner formats or as a video out-stream ad within the high-quality editorial Golf Post content
- Optimized and best placed banners for a maximum CTR
- Direct link to a landing page of your choice



Editorial Recommendations

Services

- Display content about your company and your products / offers / services prominently below the high-quality editorial Golf Post content
- Play as a native placement below the content with the note “editorial recommendations”
- Direct link to a landing page of your choice
- Link to appropriate Golf Post content about your products / services / offers or services possible
- The click rate after reading Golf Post articles is extremely high, which is why this placement promises a high CTR
- Placement in editorial categories such as training, equipment, professional sports, etc. possible
- Placement in all editorial Golf Post content possible for a certain period of time



Branded Content

Services

- Integration of your social media feed (Instagram / Facebook / Twitter) below the editorial Golf Post content
- Direct link to your social media profile
- Placement of expressive banners in our Golf Post CI Design
- Direct link to a landing page of your choice
- Allocation of selected Golf Post topics like Training, Equipment, ...

