



# Factsheet 2023

## Magazine, Web Newsletter

### **GOLF, WITH A DIFFERENCE**

MagazinGolf.ch is the Swiss golf magazine to replace 'Golf & Country' after 70 years. While everything is to do with the little white ball in MagazinGolf.ch, it is the people who are the focal point – successful superstars or quirky outsiders, experienced pros or young talents, veterans or beginners. Interviews, portraits and background stories provide a rather different kind of insight into the fascinating sport. In addition, recognised experts give instructive tips on topics such as technique, nutrition, fitness and mental aspects of the game.

The magazine is published eight times a year with a web supplement on [magazingolf.ch](http://magazingolf.ch) featuring up-to-date reports (tournaments, equipment, etc.).

Make your advertising campaign more dynamic with MagazinGolf.ch, the somewhat different Swiss golfing magazine!



### Publication dates 2023

Issue 10/1:	03 december 2022
Issue 2/3:	03 february 2023
Issue 4:	17 april 2023
Issue 5:	20 May 2023
Issue 6:	15 July 2023
Issue 7:	02 September 2023
Issue 8:	21 October 2023
Issue 9/10:	18 December 2023

### Deadline for advertisements

Issue 10/1:	11 November 2022
Issue 2/3:	14 January 2023
Issue 4:	25 March 2023
Issue 5:	29 April 2023
Issue 6:	24 June 2023
Issue 7:	12 August 2023
Issue 8:	30 September 2023
Issue 9/10:	27 November 2023

### Golfers

- \*\* 94'000 registered golfers in Switzerland
- \*\*\* 143'000 registered golfers in the border regions of neighbouring countries (Germany and Austria)

### Edition

Print: 14'500 issues  
 Online (e-magazine): 60'000 issues

### Distribution

Subscriptions: 4'821 issues  
 Golf courses: 2'640 issues  
 Kiosk: 1'000 issues  
 Golf tournaments: 1'200 issues  
 Others (Lounges, Hotels etc.) 5'000 issues

### Format

213 x 280 mm, blend off

### Papier

Cover: uncoated paper, bright white, matt 250 g/m<sup>2</sup>  
 Contents: uncoated paper, bright white, matt 150 g/m<sup>2</sup>

### Print

Sarganserländer Druck AG  
 Zeughausstrasse 50, 8887 Mels

### Editor

Swiss Golf Sports GmbH  
 Mülistrasse 3, 8852 Altendorf  
 info@magazingolf.ch

### Advertising

Goldbach Publishing AG  
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\*\* Source: Swiss Golf Association 2021

\*\*\* Source: DGV & ÖGV 2021



## PRINT

Format	W x H	Gross price
2nd cover page	213 x 280	CHF 6'600
3rd cover page	213 x 280	CHF 6'600
4th cover page	213 x 280	CHF 7'250
2/1 page panorama	426 x 280	CHF 10'500
1/1 page	213 x 280	CHF 5'800
1/2 page display advert	213 x 140	CHF 3'100
1/3 page display advert	213 x 93	CHF 2'320
1/4 page display advert	213 x 70	CHF 1'750
Advertorial 1/1 page	213 x 280	CHF 6'800 <sup>+</sup>
Advertorial 2/1 pages	426 x 280	CHF 12'900 <sup>+</sup>
Advertorial 3/1 pages	213 x 280	CHF 14'900 <sup>+</sup>
Advertorial 1/1 page	213 x 280	CHF 6'000 <sup>*</sup>
Advertorial 2/1 pages	426 x 280	CHF 10'900 <sup>*</sup>
Competition		CHF 2'500 <sup>**</sup>

<sup>+</sup> We provide advice, text, layout and image

<sup>\*</sup> Text and image supplied!

<sup>\*\*</sup> plus a price of at least CHF 1'000

## NEWSLETTER

Monthly mailing to around 60'000 contacts

Banner/image/text (exclusive)		CHF	6'500
Content banner	1200 x 215 pixels	CHF	3'000
Newsletter article	max. 2000 char.	CHF	3'000

## WEBSITE

	W x H		8 weeks	50 weeks
Halfpage	300 x 600 Pixel	CHF	1'000	CHF 6'000
Wideboard XL	994 x 500	CHF	2'000	CHF 12'000
Wideboard	994 x 250	CHF	1'000	CHF 6'000
Rectangle	300 x 250	CHF	800	CHF 4'600

## PRINT MATERIAL/PRINT ONLINE (technical requirements)

print-ready PDFs:	PDFX4 or X1a (ISO standards)
Printing conditions (profile):	PSO uncoated V3 (uncoated paper)
Images (optimal):	sRGB colour space
Blended out elements:	3 mm margin
Resolution	min. 300 ppi
Fonts:	embedded
Total colour application:	max. 300%