



SWISS GOLF

2024
MEDIA-
KIT



COMPLEMEDIA

SWITZERLAND'S GOLF MAGAZINE

- 100% reach, over 100 000 readers.
Two editions: German and French.
Postal delivery, personally addressed
to all licensed golfers in Switzerland.
- Target group: members of all 98 Swiss Golf
golf clubs and public ASGI and
Migros GolfCard golfers
- 33% female golfers and 67% male golfers
- One copy per household
- WEMF certified



wemf

SWISS GOLF 100% SUBSCRIBED CURRENT, EXCLUSIVE

PRINT RUN 2023

Total	75 000 copies
German	60 000 copies
French	15 000 copies

CERTIFICATION 2022

Total	71 851 copies
German	56 773 copies
French	15 078 copies



CONTENT

GOLF SCENE SWITZERLAND

- Background reports, interviews
- Events: previews, reports
- Professional golf, amateur golf, juniors
- People & golf courses

INTERNATIONAL GOLF

- Top tournaments
- Experience the top tournaments up close
- Highlights & stories

GOLF IN GENERAL

- Technique & equipment
- Training, health, rules

TRAVEL

- Golf courses & resorts
- Destinations & travel tips
- Golf & gourmet

AGENDA 2024

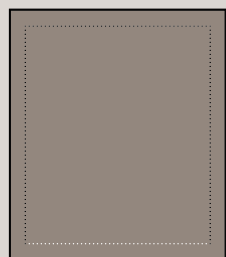
MAGAZINE	PUBLICATION DATE	DISPLAY CLOSURE	DEADLINE DATES
N° 1	4 MARCH	9 FEBRUARY	16 FEBRUARY
N° 2	6 MAY	12 APRIL	19 APRIL
N° 3	24 JUNE	31 MAY	7 JUNE
N° 4	20 AUGUST	26 JULY	2 AUGUST
N° 5	7 OCTOBER	13 SEPTEMBER	20 SEPTEMBER
N° 6	25 NOVEMBER	1 NOVEMBER	9 NOVEMBER



ADVERTISEMENT FORMATS + PRICES

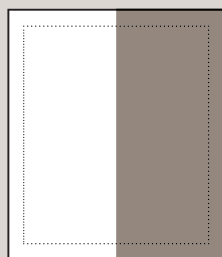
All prices in CHF, plus VAT. No commission.

1/1 PAGE



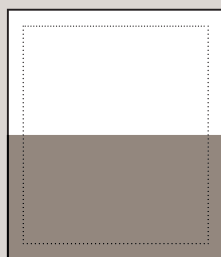
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7100.-

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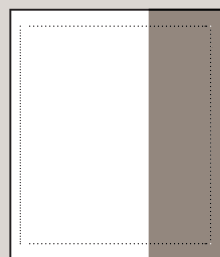
VERTICAL
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110 × 300 mm
Print space
87 × 246 mm
3900.-

1/2 PAGE



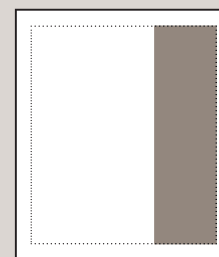
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Print space
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3900.-

1/3 PAGE



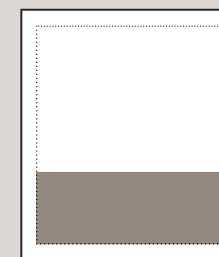
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76 × 300 mm
2800.-

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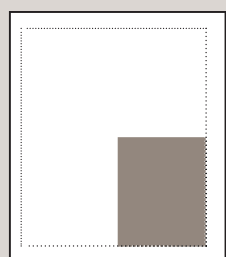
VERTICAL
Print space
55 × 246 mm
2600.-

1/3 PAGE



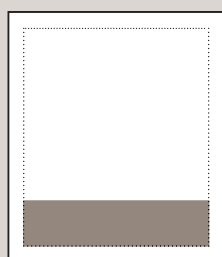
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180 × 78 mm
2600.-

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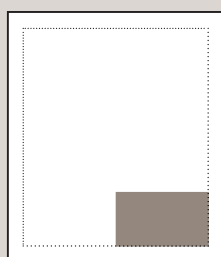
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2000.-

1/4 PAGE



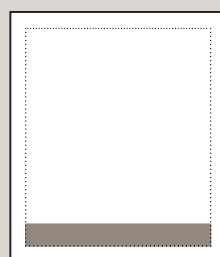
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2000.-

1/8 PAGE



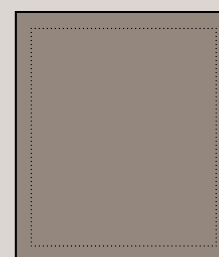
VERTICAL
Print space
87 × 57 mm
900.-

1/8 PAGE



HORIZONTAL
Print space
180 × 26.5 mm
900.-

1/1 PAGE



COVER PAGE
220 × 300 mm
2th 8900.-
3th 7800.-
4th 9500.-

All formats
+ 3 mm bleed
margin on
all sides

DISCOUNT

REPEATS

3 issues 5% discount
5 issues 8% discount
6 issues 10% discount

ADVERT PLACING

10% surcharge

SUPPLEMENTS

Single booking German/French possible.

PROMOTIONS/ADVERTORIAL

Price on request

EDITORIAL/

TRANSLATION SERVICE

Price on request

DATA

FORMAT

220 X 300 mm closed
440 x 300 mm open

SCOPE

4 pages Cover
80 to 96 pages content

PAPER

Cover: White, matt coated, 170 g/m²
Content: White, matt coated, 80 g/m²

PRINT

4/4 colour, web offset

PRINTING MATERIAL

High-end PDF
CMYK, 300/1200 DPI

CONTACT

ADVERTISEMENT

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9000 St. Gallen
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NEWSLETTER

TYPE OF ADVERTISING

Editorial contribution looking the same as other editorial articles, but indicated as promotion.

NEWSLETTER DETAILS

62 000 in German / 12 000 in French
Total: 74 000 subscribed newsletters

PUBLICATION DATES

(mailing dates)

22 january
5 + 19 february
4 + 11 + 25 march
8 + 22 april
6 + 21 may
3 + 17 june
1 + 15 + 29 july
12 + 26 august
9 + 23 september
7 + 21 october
11 november
9 december

PRICE PER CONTRIBUTION

CHF 2900, + VAT, no VAT for clients from abroad.
Special price for magazine clients CHF 2000, + VAT.

DISCOUNT

For 2 booked contributions: 5%
From 3 booked contributions: 10%

DOCUMENTS

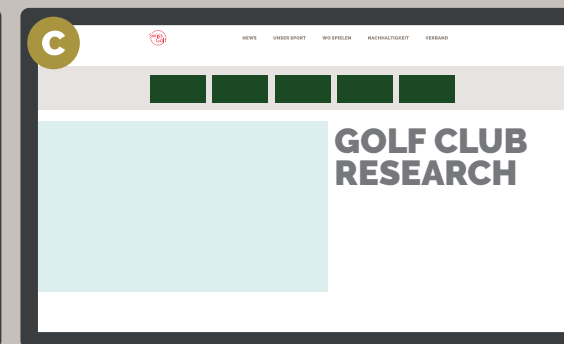
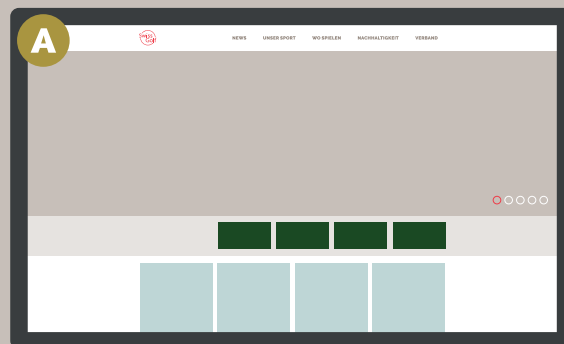
1 to 2 photos, text and link, delivery until
5 days before mailing date to:
umeier@medienverlag.ch

LINK

We will link the promotion with the client's advertorial on our homepage www.swissgolf.ch and from there with the client's homepage. Or the promotion will be linked directly with the client's homepage.



ONLINE PRICES



PAGE SELECTION BY CALENDAR	JANUARY FEBRUARY NOVEMBER DECEMBER	MARCH APRIL SEPTEMBER OCTOBER	MAY JUNE JULY AUGUST
A) HOME TOP / SMALL TOP LINE 4 banners	600.-	1800.-	2500.-
B) HOME MEDIUM / SMALL BEFORE TOP STORY 5 banners	500.-	1500.-	2200.-
C) SUBPAGES NEWS / GOLF CLUB RESEARCH 5 banners	400.-	1400.-	2000.-
ABC• SURCHARGES Banners on subpages with simultaneous booking on HOME	200.-	700.-	1000.-

PRICES PER MONTH IN CHF

The general terms and conditions and the current price list apply.
All prices (CHF) are exclusive of VAT.

FORMATS

300 × 150 pixel
470 × 235 pixel
720 × 360 pixel

DISCOUNTS

2 to 3 months 10%
from 4 months 15%
all year 20%

DATA DELIVERY

umeier@medienverlag.ch

Colour mode RGB: 72 DPI
JPG, GIF or PNG

For any questions, please contact:

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