MEDIA-KIT 2021

swissgolf.ch

the official magazine

24rd YEAR

SWISS GOLF

SWITZERLAND'S GOLF MAGAZINE

- 100% distribution, over 100'000 subscribers.
- Two different editions: German and French.
- Postal delivery, personally addressed to each licensed golfer in Switzerland.
- Target group: members of all 98 Swiss Golf golf clubs and of public golf organisations (ASGI and ASG Migros GolfCard).
- 33% female readers, 67% male readers, one copy per household.
- Distribution figures certified by WEMF.

2020 PRINT RUN

Total	67'300 issues
German	54'000 issues
French	13'300 issues

WEMF

CERTIFICATION 2019/20

Total	66'573 issues
German	53'276 issues
French	13'297 issues

SWISS GOLF 100% SUBSCRIPTION ONLY, TOPICAL, EXCLUSIVE, CERTIFIED BY WEMF

CONTENTS

GOLF SCENE SWITZERLAND

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

INTERNATIONAL GOLF

- Golf worldwide and its stars
- Top tournaments
- Highlights and stories

GOLF IN GENERAL

- Technology and equipment
- Training, health, rules
- Planet Golf: news in brief, lifestyle, fashion, accessories, ladies' special

TRAVEL

- Golf courses and resorts
- Destinations, travel tips

PUBLICATION

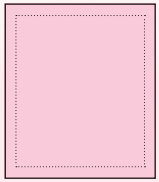
ISSUE	DATE OF POSTING	CLOSING DATES	TEXT/IMAGE DATA
1/2021	01 March	05 February	12 February
2/2021	03 May	09 April	16 April
3/2021	21 June	28 May	04 June
4/2021	09 August	16 July	23 July
5/2021	27 September	04 September	10 September
6/2021	26 November	03 November	10 November

* Delivery time 2–3 days

ADVERTISING FORMATS AND PRICES

ALL FORMATS + 3 MM BLEED MARGIN ON ALL SIDES

1/1 PAGE



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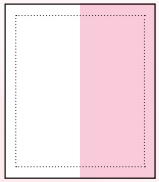

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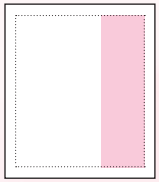

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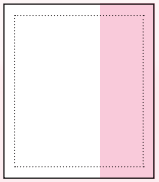

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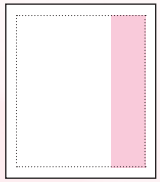

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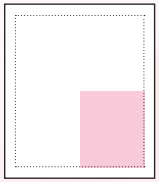

2 COLUMNS
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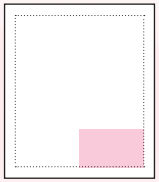

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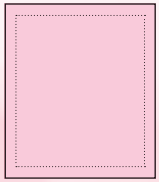
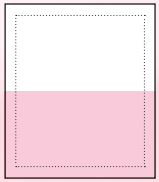
COVER PAGE



Front inside cover
8900.–
Back cover 9500.–
Back inside cover
7800.–



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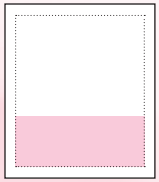

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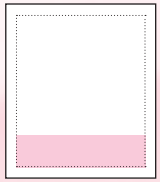

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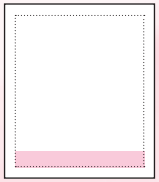

HORIZONTAL
print space
195 × 29 mm
900.–

DISCOUNT

Prices plus 7.7% VAT. No commission.

REPEAT DISCOUNT

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

ADVERT PLACING

Placing indications (if possible):
10% surcharge
Placing requests will be met if possible.

SUPPLEMENTS

Single bookings of the German or French issues are possible.
Price on request.

PROMOTIONS/PUBLICITY

Price on request

EDITORIAL/TRANSLATION SERVICE

Price on request

DATA

FORMAT

230 × 300 mm closed
460 × 300 mm open

NUMBER OF PAGES

4 cover pages
80 to 96 content pages

PAPER

White coated, four-colour, wood-free
Cover 200 g, content pages 100 g

PRINTING

4/4 colours, role offset

PRINTING MATERIAL

High-end PDF
CMYK, 300/1200 DPI

DATA TRANSMISSION

ims@ims-sport.ch
Internet link

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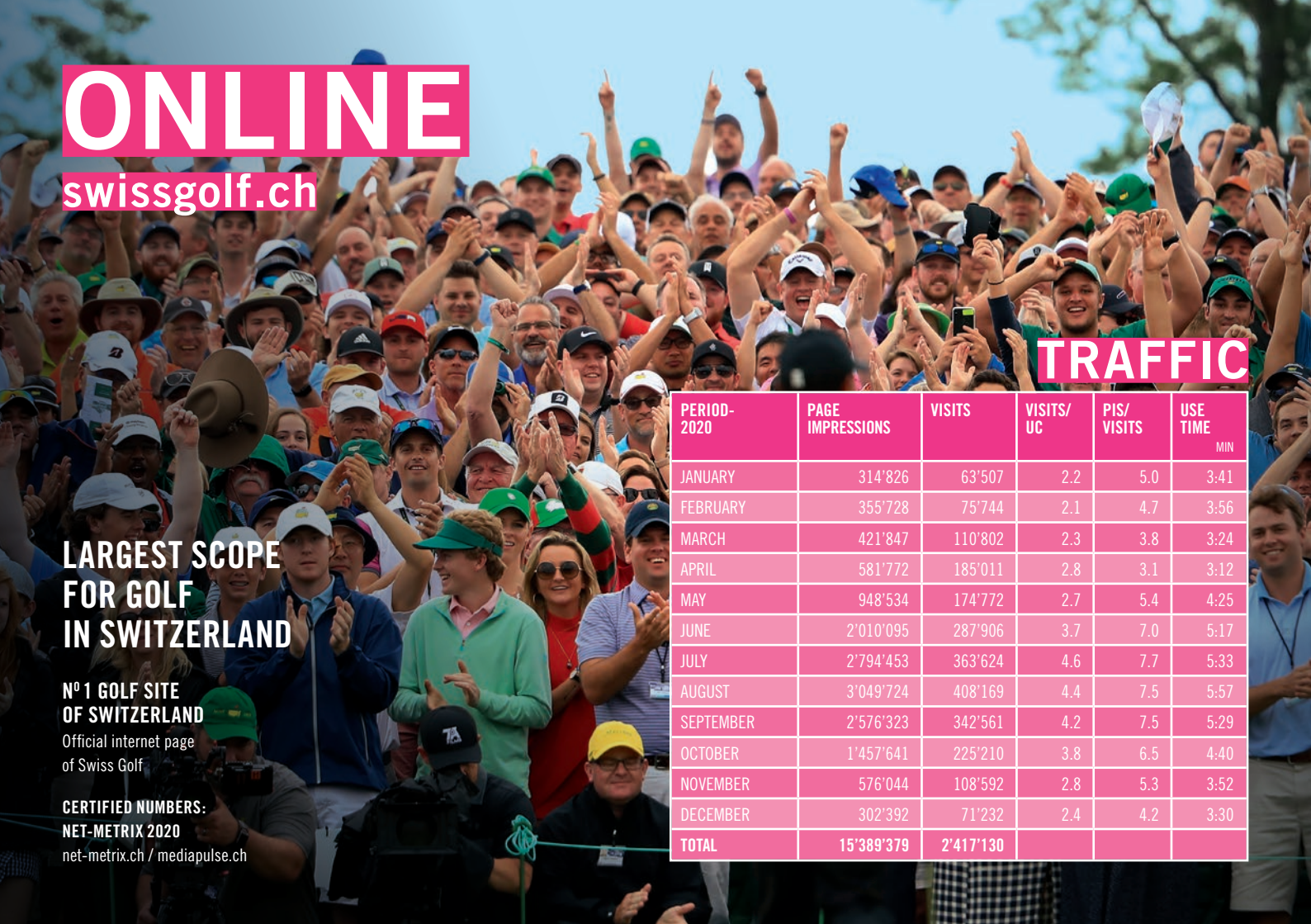


LARGEST SCOPE FOR GOLF IN SWITZERLAND

N⁰ 1 GOLF SITE OF SWITZERLAND
Official internet page of Swiss Golf

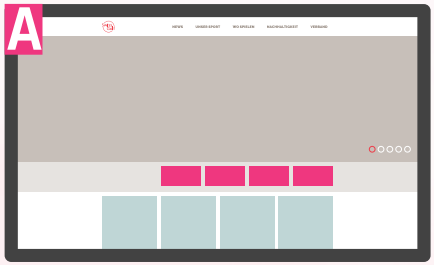
CERTIFIED NUMBERS: NET-METRIX 2020
net-metrix.ch / mediapulse.ch

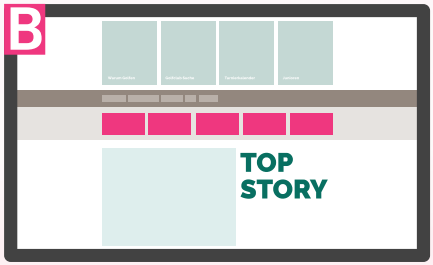
TRAFFIC

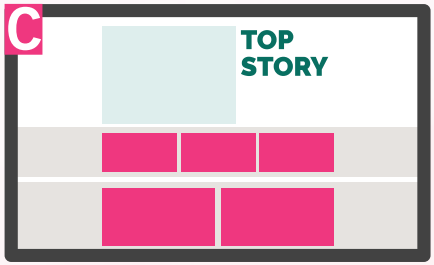
PERIOD-2020	PAGE IMPRESSIONS	VISITS	VISITS/UC	PIS/VISITS	USE TIME MIN
JANUARY	314'826	63'507	2.2	5.0	3:41
FEBRUARY	355'728	75'744	2.1	4.7	3:56
MARCH	421'847	110'802	2.3	3.8	3:24
APRIL	581'772	185'011	2.8	3.1	3:12
MAY	948'534	174'772	2.7	5.4	4:25
JUNE	2'010'095	287'906	3.7	7.0	5:17
JULY	2'794'453	363'624	4.6	7.7	5:33
AUGUST	3'049'724	408'169	4.4	7.5	5:57
SEPTEMBER	2'576'323	342'561	4.2	7.5	5:29
OCTOBER	1'457'641	225'210	3.8	6.5	4:40
NOVEMBER	576'044	108'592	2.8	5.3	3:52
DECEMBER	302'392	71'232	2.4	4.2	3:30
TOTAL	**15'389'379**	**2'417'130**			

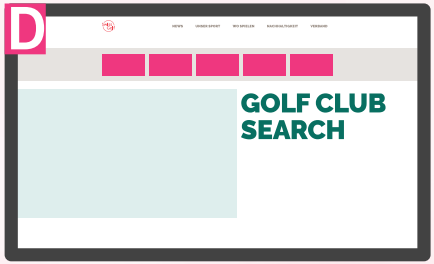
2021 ONLINE PRICES

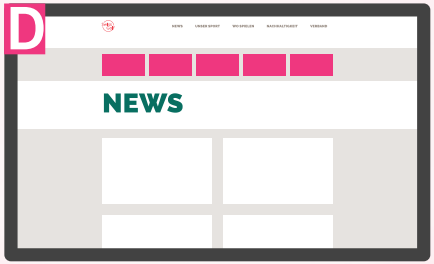
swissgolf.ch











DATA DELIVERY

umeier@medienverlag.ch

RGB colour mode; 72 DPI
JPG, GIF or PNG

For any question, please contact

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Mobile +41 79 421 32 39

FORMATS

300×150 pixels
470×235 pixels
720×360 pixels

DISCOUNT

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

PRICES P.M. (CHF)

General business conditions as well as the current price list are valid.
The prices are exclusive of VAT.

JANUARY	FEBRUARY	NOVEMBER	DECEMBER
MARCH	APRIL	SEPTEMBER	OCTOBER
MAY	JUNE	JULY	AUGUST

A	B	C	C	D	ABC+
HOME	**HOME**	**HOME**	**HOME**	**SUBPAGES**	**SURCHARGES**
Top / small Top line 4 banners	Medium / small Before TOP STORY 5 banners	Down / Medium After TOP STORY 3 banners	Down / Big After TOP STORY 2 banners	NEWS or GOLF CLUB SEARCH 5 banners	Banners on subpages with simultaneous booking on HOME
600.–	500.–	500.–	500.–	400.–	200.–
1800.–	1500.–	1500.–	1500.–	1400.–	700.–
2500.–	2200.–	2200.–	2200.–	2000.–	1000.–