

Die Fachzeitschrift für Führungskräfte und Betreiber  
**golfmanager**  
Ausgabe 4/21 • G 14043

**Digitalisierung im Golf längst angekommen?**

**Konzepte  
für modernes Golf**

**Zukunftsträchtige Investitionen zur Kapazitätserweiterung  
Rangesysteme auf dem Vormarsch**

**Weitere Themen:**

- Wenn Kundendaten zum Angriffsziel werden
- Golf zwischen Sport und kommerzieller Freizeitgestaltung
- Wen interessiert Kostenmanagement im Greenkeeping?

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# MEDIA DATA 2022

Die Fachzeitschrift für Führungskräfte und Betreiber

**golfmanager**



## PUBLISHING COMPANY

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## Magazine Profile

The trade journal *golfmanager* reports on current topics around the management of golf courses. Managers, operators, architects and initiators of golf course projects in Germany, Austria and Switzerland see the reading of *golfmanager* magazine as indispensable.

The same applies to the golf supply industry, outfitter of golf courses and service providers in this area, who use *golfmanager* as a targeted advertising medium to present their offers to this interesting readership.

*golfmanager* appears as the official organ of the Golf Management Verband Deutschland e.V. (GMVD) and the Bundesverband Golfanlagen e.V. (BVGA) six times a year with a circulation of 4.200 copies.

In addition, there is close contact and exchange with other associations, like Deutscher Golf Verband e.V. (DGV), Greenkeeper Verband Deutschland e.V. (GVD) and Professional Golfers Association of Germany e.V. (PGA).

The *golfmanager* is supplemented by the specialist portal [gmgk-online.de](https://www.gmgk-online.de), true to the motto: Competence in golf! The claim: MORE topicality, MORE specialist articles, MORE practical tips, MORE subject areas, MORE portraits, MORE Company presentations and news, MORE news from our golf courses. With almost 3.000 visitors per month, [gmgk-online.de](https://www.gmgk-online.de) is the largest specialist portal in the German-speaking golf market.



## Target Group

Executives and operators of golf companies.



## Distribution Area

International with focus on Germany, Austria, Switzerland



# Publication Schedule

Issue	Publication data	Booking deadline	Print document deadline
1/2022	01.03.2022	01.02.2022	15.02.2022
2/2022	06.05.2022	08.04.2022	22.04.2022
3/2022	08.07.2022	10.06.2022	24.06.2022
4/2022	05.09.2022	08.08.2022	22.08.2022
5/2022	04.11.2022	07.10.2022	21.10.2022
6/2022	30.12.2022	02.12.2022	16.12.2022

*Inquiries also possible after the booking deadline  
(subject to change without notice)*

Exciting articles in the areas of management and marketing, tourism, golf, names and news.

Well-researched articles by experts, i.a. from the jurisdiction and personnel management, interviews and columns.

Personal details and news from the golf associations.



Each magazine has about 80 pages.

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## Ad Formats & Prices

Width x height in millimeters

<p><b>1/1 Seite</b></p> <p><b>210 x 297 mm</b></p> <p>+ 3 mm cut all around</p>	<p><b>1/1 Seite</b></p> <p><b>178 x 260 mm</b></p>	<p><b>2/3 Seite</b></p> <p><b>178 x 170 mm</b></p>	<p><b>2/3 Seite</b></p> <p><b>117 x 260 mm</b></p>	<p><b>1/2 Seite</b></p> <p><b>178 x 128 mm</b></p>
Agency Price: <b>2.700 €</b> Direct Price: <b>2.300 €</b>	Agency Price: <b>2.700 €</b> Direct Price: <b>2.300 €</b>	Agency Price: <b>1.890 €</b> Direct Price: <b>1.610 €</b>	Agency Price: <b>1.890 €</b> Direct Price: <b>1.610 €</b>	Agency Price: <b>1.455 €</b> Direct Price: <b>1.240 €</b>
<p><b>1/2 Seite</b></p> <p><b>86 x 260 mm</b></p>	<p><b>1/3 Seite</b></p> <p><b>178 x 81 mm</b></p>	<p><b>1/3 Seite</b></p> <p><b>56 x 260 mm</b></p>	<p><b>1/4 Seite</b></p> <p><b>86 x 128 mm</b> <b>178 x 62 mm</b></p>	<p><b>1/6 Seite</b></p> <p><b>178 x 41 mm</b> <b>117 x 62 mm</b> <b>56 x 128 mm</b></p>
Agency Price: <b>1.455 €</b> Direct Price: <b>1.240 €</b>	Agency Price: <b>1.055 €</b> Direct Price: <b>900 €</b>	Agency Price: <b>1.055 €</b> Direct Price: <b>900 €</b>	Agency Price: <b>755 €</b> Direct Price: <b>645 €</b>	Agency Price: <b>505 €</b> Direct Price: <b>430 €</b>
<p><b>1/8 Seite</b></p> <p><b>178 x 30 mm</b> <b>86 x 62 mm</b></p>	<p><b>1/12 Seite</b></p> <p><b>56 x 62 mm</b></p>	<p><b>1/16 Seite</b></p> <p><b>86 x 30 mm</b></p>	<p><b>Industrie Reports:</b></p> <p>For comprehensive content and editorial processing of industrie reports, we charge: 1 page 300 € / 2 pages 500 € (only in combination with advertisements)</p> <p><b>Online advertising opportunities:</b></p> <p>Individual online placements (in / without combination with print ads) at <a href="http://gmgk-online.de">gmgk-online.de</a> on demand.</p>	
Agency Price: <b>385 €</b> Direct Price: <b>330 €</b>	Agency Price: <b>270 €</b> Direct Price: <b>230 €</b>	Agency Price: <b>211 €</b> Direct Price: <b>180 €</b>		



## Technical Specifications

<b>Edition:</b>	4.200 copies	<b>Printing material:</b>	Printable PDF files, minimum resolution 300 dpi. Ad design, elaborate typesetting work will be charged separately at cost.
<b>Magazine format:</b>	210 mm wide x 297 mm high	<b>E-mail:</b>	anzeigen@koellen.de
<b>Type area:</b>	178 mm wide x 260 mm high	<b>Data request profile:</b>	Please request by mail.
<b>Printing process:</b>	Sheet offset – four-color printing according to Euro scale		



## Supplements/Discounts

<b>Supplement:</b>	Fixed price. Direct price 1.610 € / agency price 1.890 € (supplements must be of a type and design so that they can be enclosed by machine).
<b>Bound inserts:</b>	Prices and processing instructions on request
<b>Placement charge:</b>	3rd cover = 10 %    2nd cover = 15 %    1st cover = 20 %
<b>Quantitative scale:</b>	For direct acceptance within a year of 2 advertisements = 5 %; 4 ads = 10 %, 6 ads = 15 %
<b>Job market discount:</b>	20 %
<b>Subscription Price:</b>	In the annual subscription Germany = 60 € plus VAT; Abroad = 66 € plus VAT