

General information about

GOLF aktuell

First published in 1988:

2012 is the 25th year of publication.

At the beginning of 2012, **GOLFaktuell** has the highest **print-run per issue** compared to other german-speaking golf-magazines.



Editorial Content:

All themes matching the standard of living of a first class target group of active golfers:

- GOLFaktuell is featuring articles on golf travel – the great classic destinations as well as secret hideaways including finest hotels and restaurants.
- In addition, we provide news on products such as fashion, accessories or books, financial investment and equipment.
- Brand new: health and fitness for golfers.
- Of course, you will also find coverage of most major golf-tournaments.

Editorial Power Points:

Equipment, Major Tournaments, Travel, Health, Cars, Lifestyle, News, Fitness.

Rate for 1/1 page full colour: 7.400,00 €

Rate for 1/2 page full colour: 3.800,00 €

Agency Commission: 15%

Print Run: 73.000 per issue (certified: 4th Quarter 2010)

Readers Structure:

- 59% male, 41% female
- 22% aged 40–49 years, 32% aged 50–59 years
- 16% have an average net income of over 7.500 €, 18% of 5.000 to 7.500 €
- Education/employment: 67% university, 57% employed, 48% self employed; 27% management

If there is anything else you need to know, please don't hesitate to contact us at redaktion@golfaktuell.com