

Süddeutsche Zeitung “golf spielen”

A magazine for golf players and those interested in golf

The **Süddeutsche Zeitung’s** golf magazine is a quarterly supplement, distributed in large numbers at golf clubs, resorts and hotels in Germany, Austria and German-speaking parts of Switzerland.

With **golf spielen** you can reach the approximately 170,000 active golf players and persons interested in golf of the total SZ readership of 1.2 million. This group is characterised by a high willingness to spend money on sport and travel.



2019 dates

Issue	Date of publication	Closing deadline	Copy deadline
1/2019	Wednesday, 3 April 2019	15 February 2019	22 February 2019
2/2019	Wednesday, 5 June 2019	18 April 2019	26 April 2019
3/2019	Wednesday, 24 July 2019	7 June 2019	14 June 2019
4/2019	Wednesday, 9 October 2019	23 August 2019	30 August 2019

Advertising formats and prices



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Inside back cover page EUR 24,700
Back page EUR 28,000



3/4 page vertical
 EUR 18,200



1/2 page horizontal
 EUR 12,600



Süddeutsche Zeitung
 1.2 million readers, AWA 2018



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2/1 page
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More formats and rates are provided here:
<https://sz-media.sueddeutsche.de/de/magazine/golf-spielen.html>

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Planned topics 2019

Issue I 2019

Travel

- Sunshine and excellent golf: travel reports with insider tips for Mauritius and northern Florida

Rackets, fashion and more

- The best compact sets for beginners
- Shoe and fashion trends 2019

Masters 2019

- Big preview of the world's most exclusive golf tournament

Issue II 2019

Travel

- Basic skills – fun way to learn golf
- Scotland: the best links golf courses

Equipment

- Top novelties for the 2019 season

German tournament summer

- Preview of BMW International Open and Porsche European Open

Issue III 2019

Travel

- Between summits and greens: the best golf destinations in the mountains
- The green island: a journey to Ireland's best courses

Golf digital

- Focus on technology: golf in the digital age – the best gadgets for your game
- Golf detox: the great outdoors – why golf is non-digitally good for your health

Issue IV 2019

Travel

- Big golf guide for the Emirates
- Off to Augusta: the best golf route for Masters fans
- Dream destinations in the Caribbean

Background

- People 2019 – who had an impact on golf



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