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

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### Advertising formats and prices

- 1/1 page Inside pages: EUR 21,500
- 3/4 page vertical: EUR 18,200
- 1/2 page horizontal: EUR 12,600
- Inside front cover page: EUR 26,900
- Inside back cover page: EUR 24,700
- Back page: EUR 28,000

More formats and rates are provided here: [https://sz-media.sueddeutsche.de/de/magazine/golf-spielen.html](https://sz-media.sueddeutsche.de/de/magazine/golf-spielen.html)
**Süddeutsche Zeitung “golf spielen”**
A magazine for golf players and those interested in golf

**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