

Süddeutsche Zeitung golf spielen

A magazine for golf players and those interested in golf

Edition	Date of publication	Closing deadline	Copy deadline
1	11 April 2018	28 February 2018	7 March 2018
2	13 June 2018	9 May 2018	16 May 2018
3	1 August 2018	27 June 2018	4 July 2018
4	17 October 2018	12 September 2018	19 September 2018

Since its first publication in 2000, the golf magazine of the **Süddeutsche Zeitung** has grown steadily in terms of quality and scope. **golf spielen** is enclosed with the Süddeutsche Zeitung four times a year, with many issues distributed at golf clubs, resorts and hotels in Germany, Austria and German-speaking parts of Switzerland.

Planned topics

Issue I/2018

- ✓ Best 100 golf tips
- ✓ Golf for beginners: Everything you need to know at the start of the season
- ✓ Travel: Toscana and Algarve
- ✓ Tournaments: Masters in Augusta

Issue II/2018

- ✓ Beginners: Best tips for proficiency certificate and club selection
- ✓ Travel: Resorts for families
- ✓ Tournaments: British Open preview
- ✓ Travel: Carnoustie in Scotland – play like a pro

Issue III/2018

- ✓ Travel: Golfing near the border – our tips for countries neighbouring Germany
- ✓ Technique: How to optimise your swing
- ✓ Tournament summer in Germany

Issue IV/2018

- ✓ Emirates for golfers
- ✓ Must-play golf courses
- ✓ Good value for money: Best winter packages
- ✓ Cruises



golf spielen – key figures

Publication day

Wednesday

Frequency of publication

4 x per year

Circulation

328,617 net paid copies

Source: IVW (German Audit Bureau of Circulations)
II/2018, Mon – Fri

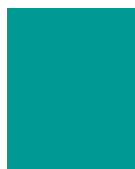
Audience

EUR 1.25 million readers

Source: MA 2018

Data of publication (Süddeutsche Zeitung) containing the magazine

Advertising formats and prices

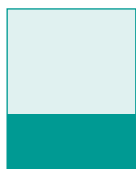


1/1 page
from EUR 20,500

Agency commission
deductible



1/2 page
horizontal
EUR 12,000



1/3 page
horizontal
EUR 8,600

Discounts

Discounts are applied to the number of issues booked per year.

For 2 issues	10%
For 3 issues	15%
For 4 issues	20%

All rates in euros plus statutory sales tax (VAT) where applicable. According to SZ Rate Card No. 80 A, effective 1 October 2017.

Contact:

E-mail: golfspielen@sz.de Tee:

+49(0)89 21 83297

Seien Sie anspruchsvoll.

Süddeutsche Zeitung