

Süddeutsche Zeitung golf spielen

The magazine for golfers and those interested in golf

Edition	Date of publication	Closing deadline	Copy deadline
1	5 April 2017	1 March 2017	8 March 2017
2	14 June 2017	10 May 2017	17 May 2017
3	2 August 2017	28 June 2017	5 July 2017
4	18 October 2017	13 September 2017	20 September 2017

golf spielen is a magazine enclosed to the Süddeutsche Zeitung newspaper. It is published 4x per year and it is distributed with the full national circulation of the Süddeutsche Zeitung. In addition, it is also distributed at selected golf clubs.

golf spielen – Planned topics

Issue 1/2017

Season kick-off

✓ Beginners Special

✓ Golf

The Sport for your soul – why golf is a helper when suffering from burnout and stress

✓ Travel

Provence and Scotland

✓ Coverage

German entrepreneurs. Germany's top business men (Aldi, Britta etc. also commit themselves in the golf business)

✓ Tournament Preview Augusta

Issue 2/2017

Pro and amateur tournaments

Issue 3/2017

Tournament coverage

Issue 4/2017

Travel and gift special



Audience

1.13 million Süddeutsche Zeitung readers (AWA 2016)

Circulation

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Frequency of publication

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Publication day

Wednesday

www.szmagazin.de

www.sz-media.de/sz-magazin

Advertising formats and rates

FullScreen
horizontal/vertical

1/1 page
20,500 Euros

1/2 page horizontal
12,000 Euros

1/3 page horizontal
8,600 Euros

Discounts

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

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Set your standards high.

Süddeutsche Zeitung