



# MEDIA KIT GOLFERS MAGAZINE

Golfers Magazine has been the leading golf title in the Netherlands and Belgium for more than 35 years.

Our readers are passionate about their sport and want to know about the best places to play and new equipment. They want to improve their handicap via instructions from the top players in the world and read background stories and interviews.

Through Golfers Magazine you reach ambitious and enthusiastic golfers in the upper segment, who play at least once a week and are willing to invest in their sport. They are between 35 and 65 years old, are educated to university or college level and are entrepreneurs or work in the higher echelons of business life. Golf isn't just a sport, it's their way of life. [www.golfersmagazine.nl](http://www.golfersmagazine.nl)

➔ **PILLARS**  
**GOLFERS MAGAZINE**  
**INSTRUCTION • EQUIPMENT**  
**• TRAVEL • INTERVIEWS**

GOLFERS MAGAZINE	PUBLISHED	DEADLINE
2020 #1	05-02-2020	15-01-2020
2020 #2	11-03-2020	19-02-2020
2020 #3	15-04-2020	25-03-2020
2020 #4	20-05-2020	29-04-2020
2020 #5	24-06-2020	03-06-2020
2020 #6	29-07-2020	08-07-2020
2020 #7 (KLM Open)	02-09-2020	12-08-2020
2020 #8	07-10-2020	16-09-2020
2020 #9	11-11-2020	21-10-2020
2020 #10	16-12-2020	25-11-2020

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## TECHNICAL INFORMATION

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Cover: 250 grams

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215 x 285 mm, excl. 3 mm bleed

**Type area (w x h)**

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1/2 pag. portrait	100 x 270 mm
1/2 pag. landscape	200 x 135 mm
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## MATERIAL

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## RATES

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## PRINT

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Cover 2, 3	€ 4344
Cover 4	€ 4525

## NEWSLETTER

Frequency: 52x a year

Subscribers: 25.000

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CTR: 10-18%

Banner (1200 x 240 pixels) € 1000

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(minimum off-take 5)

Advertorial (1520 x 856 pixels

+ text 25 words) € 750

## WEBSITE

[www.golfersmagazine.nl](http://www.golfersmagazine.nl)

Unique visitors month: 20.000

Banner € 1000 (week)