

perfect eagle GOLF

MEDIA DATA 2025



» PUBLICATION DATES 2025

Issue 1/25 | March/April

Advertising and copy deadline: 7 March
Publication date: **21 March**

Issue 2/25 | May/June

Advertising and copy deadline: 18 April
Publication date: **2 May**





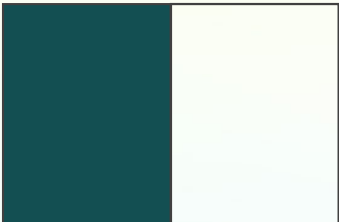
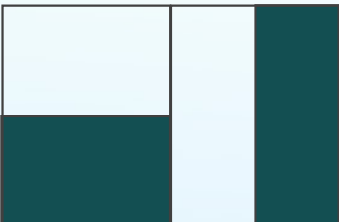
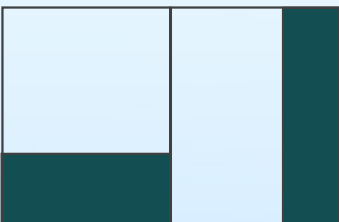
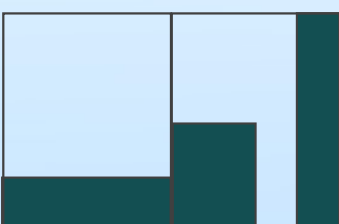
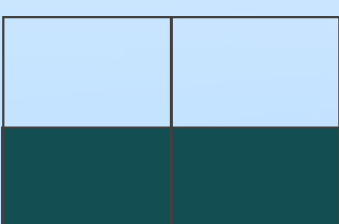
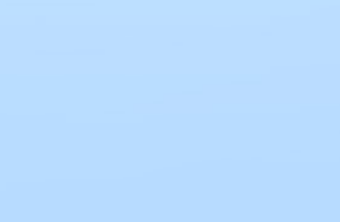
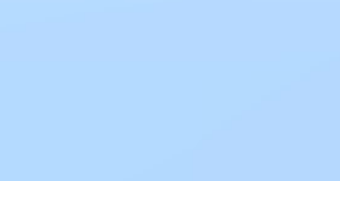

Issue 3/25 | July/August

Advertising and copy deadline: 13 June
Publication date: **27 June**

Issue 4/25 | September/October

Advertising and copy deadline: 22 August
Publication date: **5 September**

» PERFECT EAGLE MEDIA RATES

| MUTATION FROM 1/2 PAGE POSSIBLE | FORMAT | BLED OFF* |  PRICE IN € GER** |  PRICE IN € AUT + CH*** |  PRICE IN € D + A + CH |
|---|------------------------------------|----------------|---|---|--|
|  | DOUBLE PAGE | 460 x 300 mm | 11.300,- | 11.300,- | 17.300,- |
|  | FULL PAGE | 230 x 300 mm | 6.300,- | 6.300,- | 10.300,- |
|  | 1/2 VERTICAL | 110 x 300 mm | 3.500,- | 3.500,- | 6.300,- |
|  | 1/2 HORIZONTAL | 230 x 150 mm | 3.500,- | 3.500,- | 6.300,- |
|  | 1/3 VERTICAL | 76 x 300 mm | | | 4.300,- |
|  | 1/3 HORIZONTAL | 230 x 100 mm | | | 4.300,- |
|  | 1/4 VERTICAL | 60 x 300 mm | | | 3.500,- |
|  | 1/4 HORIZONTAL | 230 x 75 mm | | | 3.500,- |
|  | 1/4 BOX | 109,5 x 148 mm | | | 3.500,- |
| | GUTTER SPREAD 2X 1/2 HORIZONTAL | 460 x 150 mm | | | 10.300,- |

* Exclusive 3 mm bleed | All prices are understood as being subject to statutory VAT and 5 % advertisement placement | Agency commission 15 % | Price list valid from October 2016 | Mistakes & printing errors excepted.

** Inclusive Distribution Area Mallorca

*** Inclusive Distribution Area South Tyrol




» TECHNICAL PRINT REQUIREMENTS

visit www.perfect-eagle.com or e-Mail to uhl@perfect-eagle.com

RECHTZEITIGE ANLIEFERUNG
DER DRUCKUNTERLAGEN AN
OFFICE@PERFECT-EAGLE.COM

PLEASE DELIVER
PRINT DOCUMENTS IN
A TIMELY MANNER TO
OFFICE@PERFECT-EAGLE.COM

SPECIAL PLACEMENT

| |  PRICE IN € GER** |  AUT + CH*** |  GER + AUT + CH |
|----------------|--|---|--|
| U 2 / PAGE 3 | 13.900,- | 13.900,- | 22.000,- |
| U 3 | 7.500,- | 7.500,- | 11.500,- |
| U 4 | 9.300,- | 9.300,- | 15.000,- |
| FIXED POSITION | +10 % | +10 % | +10 % |

ADVERTORIAL

Prices as for classic advertisements plus design costs.

COSTS FOR THE DESIGN: per page EUR 480,- | small format EUR 270,-
Fotocosts exclusive.

SPECIAL ADVERTISEMENTS

» riders, Tip-on-cards, Gate covers, wrappers and others on request.

| » LOOSE INSERTS* | GRAMMAGE | TOTAL EDITION | REGIONAL |
|------------------|------------|---------------|----------|
| Max. format: | up to 20 g | 160,- | 170,- |
| 200 x 270 mm | up to 40 g | 175,- | 185,- |
| | up to 50 g | 185,- | 195,- |
| | up to 60 g | 195,- | 205,- |
| | 60 g | on request | |
| » GLUED-IN* | | | |
| Max. format: | up to 20 g | 175,- | 185,- |
| 200 x 270 mm | up to 40 g | 200,- | 210,- |
| | up to 50 g | 215,- | 225,- |
| | up to 60 g | 225,- | 235,- |
| | above 60 g | on request | |

*Prices for fixed and loose inserts per 1.000 copies (minimum quantity: 5.000 copies)

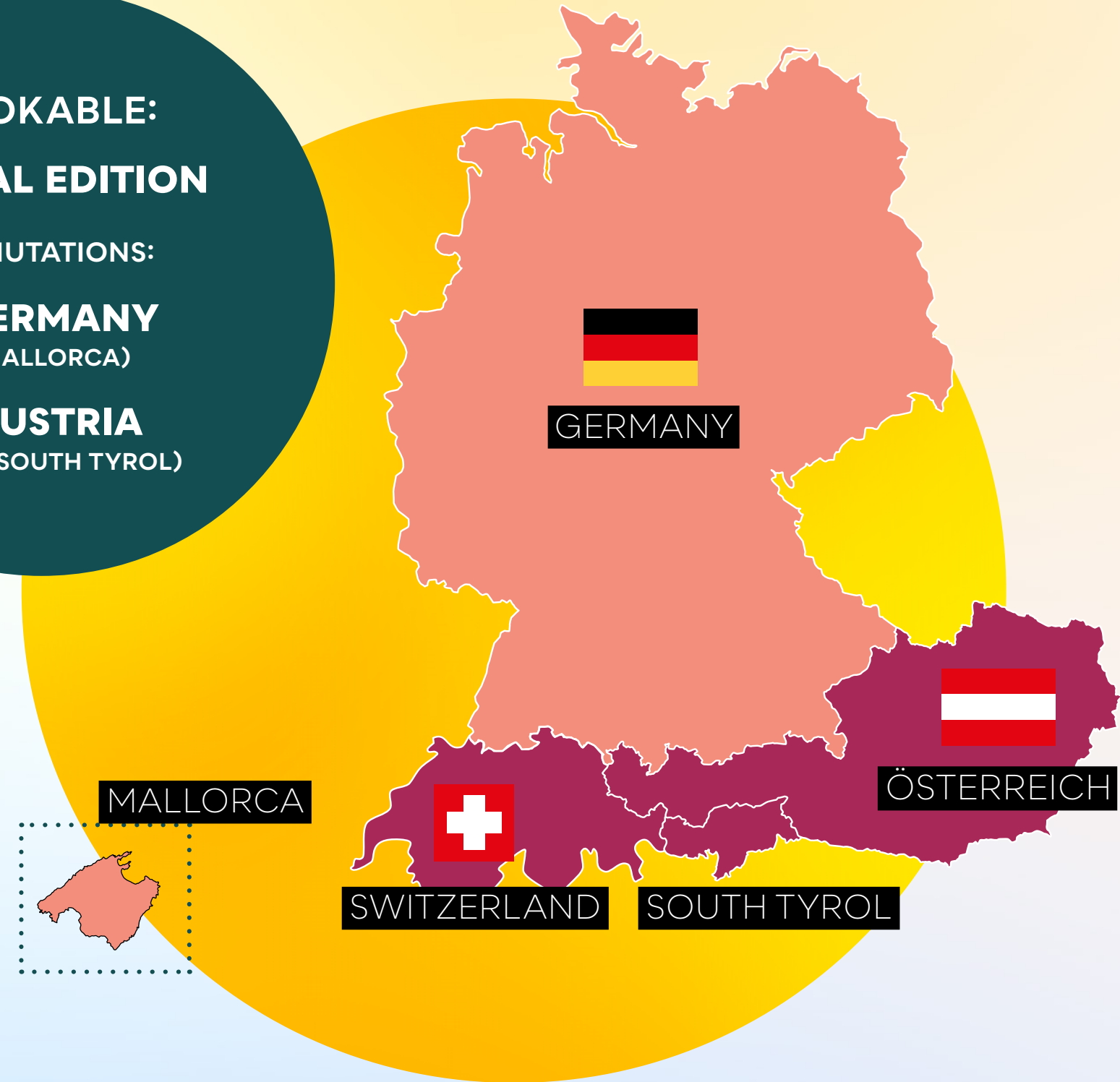
Additional costs:

Mail charges for external inserts: EUR 27,60 per 1.000 copies (exclusive of postage rate)

Delivery address for inserts provided etc.:

Druckerei Berger, Wiener Straße 80, A-3580 Horn

BOOKABLE:
- TOTAL EDITION
 OR MUTATIONS:
- GERMANY
 (+ MALLORCA)
- AUSTRIA
 (+ CH & SOUTH TYROL)



» **PERFECT EAGLE**
AREA OF DISTRIBUTION » **DISTRIBUTION**

ACCOUNTING VARIATIONS:

- ☐ **TOTAL EDITION**
- **EDITION GER + MALLORCA**
- **EDITION AUT + CH + SOUTH TYROL**

Issues published in the above mentioned distribution areas may vary in terms of ad placement (as of 1/2 page). Placements of 1/2 full pages can also be booked separately for specific areas of distribution.

» **PRINTED EDITION**

| | |
|----------------------|----------------------|
| GER + Mallorca | 20.160 copies |
| AUT | 14.400 copies |
| CH + South Tyrol | 1.440 copies |
| Total Edition | 36.000 copies |

GOLFCLUBS*

Sent to all golf clubs in Germany, Austria, Switzerland, South Tyrol and Mallorca

| | |
|-------------|-----------|
| Germany | 730 Clubs |
| Austria | 158 Clubs |
| Switzerland | 98 Clubs |
| South Tyrol | 9 Clubs |
| Mallorca | 19 Clubs |

Total 1.014 Clubs

*status August 30th 2018



KIOSKS | AIRPORTS AND RAILWAY STATIONS

2.500 selected Shops in Germany and Austria

PAID-FOR INDIVIDUAL SUBSCRIPTIONS

Direct mail to household

PAID-FOR GOLF CLUB MEMBERSHIPS

Direct mail to members of participating golf clubs

HOTELS & RESORTS

Multiple copies are sent to golf related hotels and golf-resorts throughout the German-speaking world

MAIL TO OPINION LEADERS

Direct mail to national & international advertising and media agencies, companies & the golfing industry

HOT SPOTS

Distributed to trendy „scene“ locations, cafés, bars and restaurants, hotels and guest houses and golf shops

PROMOTIONAL EDITIONS AND PARTNERSHIPS

Distribution at target-group related events (e.g. professional, amateur tournaments, fairs etc.)

SPECIAL DISTRIBUTION

over 28 Golf House outlets (4,500 copies per issue)

» ONLINE RATES PERFECT EAGLE

HIGH-IMPACT ONLINE ADVERTISING OPPORTUNITIES ON THE PERFECT EAGLE MULTIMEDIA PLATFORM

» WEBSITE BANNER



TEEBOX Fixplatzierung (400 x 570 px)

Impactstarke Premiumplatzierung auf der **Landingpage**

| | |
|----------|----------------|
| 2 Wochen | 700 € |
| 4 Wochen | 1.000 € |



LEADERBOARD Fixplatzierung (970 x 250 px)

Impactstarke Premiumplatzierung auf der **Landingpage**

| | |
|----------|----------------|
| 2 Wochen | 800 € |
| 4 Wochen | 1.200 € |

WEBSITE ADVERTORIAL



Editorially designed article on the website that presents products or services on www.perfect-eagle.com. Ideal for positioning as an editorial 'expert opinion' or 'test report'. Incl. image galleries, social media embeds, embedding of YouTube videos. Including one-time embedding in the weekly Perfect Eagle newsletter.

Price: **1.600 €**

» SOCIAL MEDIA POSTS, REELS & STORIES



FACEBOOK & INSTAGRAM POSTS

Posts (image selection) and mention in the story. Professionally designed content incl. links and suitable hashtags..

| | |
|--------------------------|--------------|
| Ready delivered | 250 € |
| Production Perfect Eagle | 350 € |

FACEBOOK ADS & POSTS

Accompanying package that includes Facebook adverts and organic posts.

depending on advertising budget



FACEBOOK & INSTAGRAM REELS

Short videos that achieve a particularly high reach (currently up to 5,000 views per reel).

| | |
|--------------------------|--------------|
| Ready delivered | 250 € |
| Production Perfect Eagle | 400 € |

INFLUENCER COOPERATIONS

Collaboration with golf influencers to integrate a product into their feeds. Perfect Eagle mediates

Scope & price: by arrangement

REACH

1,900 followers + up to 10,000 views per month on Instagram
7,600 followers + up to 7,000 views per post on Facebook

» EVENT PROMOTION PACKAGE

SOCIAL MEDIA COVERAGE

Coverage of golf events (e.g. tournaments) with your product taking center stage feat. regular posts on Instagram and Facebook.

Scope & price by arrangement.

EVENT NEWSLETTER

Dispatch of a special newsletter about the event, highlighting your product as the main sponsor or partner.

| | |
|----------------------|----------------|
| Newsletter banner | 1.200 € |
| Exclusive newsletter | 3.000 € |

WEBSITE SPECIAL

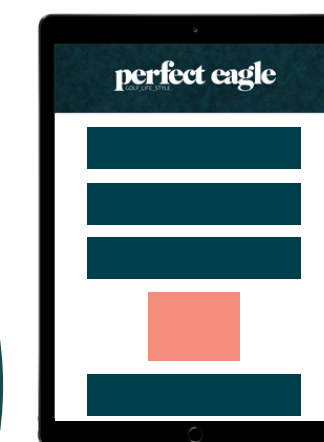
Perfect Eagle promotes the event on www.perfect-eagle.com and the company's own social media channels.

Scope & price by arrangement.

DATA DELIVERY AND COORDINATION

angerer@perfect-eagle.com

» NEWSLETTER



Integration of content in the weekly PE newsletter, including image and text as well as a link to the customer's landing page

NEWSLETTER BANNER (1200 x 800 px) High-impact premium placement

| | |
|------------|----------------|
| 1x mailing | 1.200 € |
|------------|----------------|

EXCLUSIVE NEWSLETTER

(with personalised topics, content provided by the customer)

| | |
|------------|----------------|
| 1x mailing | 3.000 € |
|------------|----------------|

NEWSLETTER WEEKLY & EXCLUSIVE

25,000 recipients with
up to a 35% opening rate and
8.5% click rate per newsletter

» IMPRESSUM

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UID number ATU 67142317
Phone +43 1 890 27 90
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Publication frequency 4 x per year

Terms of payment and general terms and conditions

The General Terms and Conditions of Score 54 GmbH apply.

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