



**MEDIA KIT 2024**



# OUR MISSION

*Golf is our passion, publishing our expertise.*

*We report on the topics and golfers that make waves in  
Switzerland.*

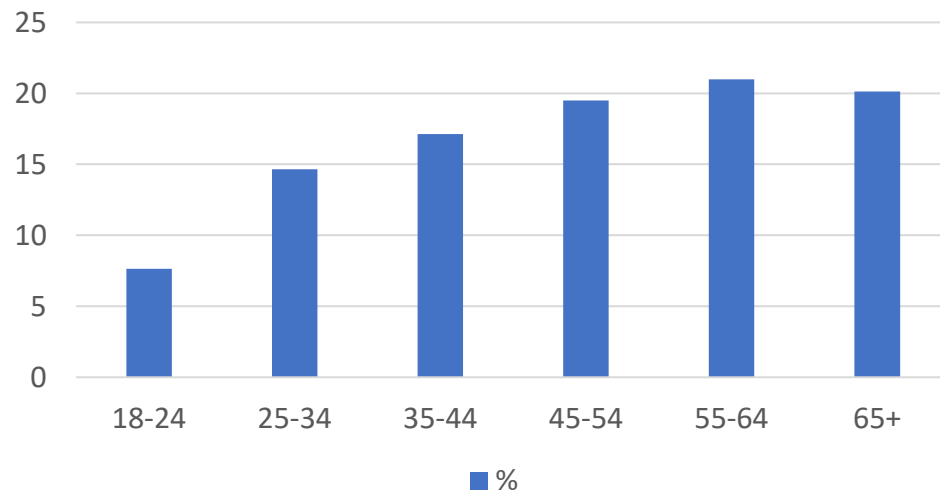
*We maintain directories on selected topics.*

*We strive to be Switzerland's most exciting golf portal.*

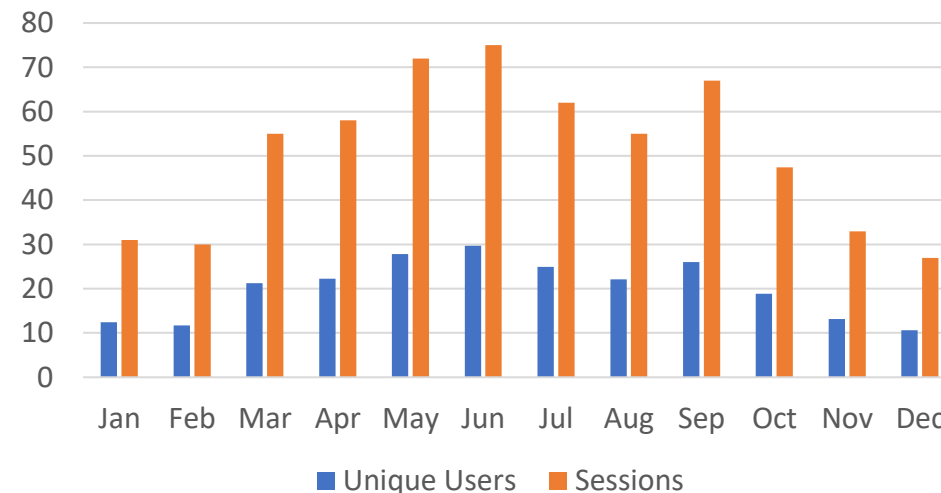
# GOLFHOME.CH – SWITZERLAND'S GOLF PORTAL

GOLFHOME.CH has established itself as an indispensable golf medium, particularly among a younger, travel- and spending-friendly audience. The biweekly newsletter (14,200 subscriptions), Google search results and direct searches bring 20-30,000 visitors to the portal every month.

Age groups of unique users in %  
(Source: Google Analytics)



Unique users and sessions 2023  
(Source: Google Analytics)



Visitors to GOLFHOME.CH are significantly younger than the average age of licensed golfers in Switzerland. The percentage of women is 35%. (All data as of the end of December 2023).

# OUR TOPICS – THE RIGHT MIX



## Travel

Play under the palm trees. Or fight the wind on a golf course on Scotland's coast. There is new ground for many golfers to discover even inside Switzerland or just across the border.

We at GOLFHOMÉ do a lot of traveling, and we love sharing what golfers from Switzerland can experience in other places.

By the way: With a "Sponsored Post" you have an appearance in the middle of the editorial articles.

# OUR TOPICS – THE RIGHT MIX



## Equipment

Which brand of clubs is best for me? Should I buy hybrids?  
How do I choose a ball?

We publicize new products, but we also provide decision guides, report on tests, and track which models got gold or silver. More complete and clear than anyone else in Switzerland, which is why our equipment pages are so popular and well linked via Google.

# OUR TOPICS – THE RIGHT MIX



## Sport

Rory and Nelly, but also Elena, Chiara, Beni and Joel. Those who do great things can be found on our pages. It doesn't have to be The OPEN, the Swiss Challenge or the VP Bank Swiss Ladies Open will do.

We provide the video highlights of the day or a story with an image gallery of the tournament. Just as it corresponds to our online platform and transports the emotions more authentically.

# OUR TOPICS – THE RIGHT MIX



## Swiss Scene

How does the new handicap system work? What club and non-club memberships exist? What can be seen at the golf fair, who is exhibiting?

Zurich instead of Orlando, Holzhäusern instead of Augusta is our focus because we are unique there.

# OUR TOPICS – THE RIGHT MIX



## Know-how

What is changing in the golf rules? What is the best warm-up?  
What should I do about my slice?

Videos demonstrate our golf teachers' tips much more clearly than the written word.

We created a quiz about the new golf rules in which our audience can test their knowledge in an exciting way and win attractive prizes.

We use the advantages of the online medium to convey the lesson to our audience in the most illustrative and entertaining way possible.



# OUR TOPICS – THE RIGHT MIX



The image shows a vertical list of five golf events, each in a blue rectangular box. Each box contains a small image on the left, followed by the event name and dates, a brief description, and a 'Ganzer Tag' icon.

- 31<sup>03</sup> AUG - 03<sup>SEP</sup> OMEGA EUROPEAN MASTERS 2023**  
EINES DER PRESTIGEREICHSTEN UND TRADITIONELLSTEN EUROPÄISCHEN PROFESSIONAL GOLFTURNIERE IN CRANS-MONTANA.  
● (Ganzer Tag)
- 15<sup>SEP</sup> - 17<sup>SEP</sup> VP BANK SWISS LADIES OPEN 2023**  
EIN HALT DER LADIES EUROPEAN TOUR IN DER SCHWEIZ  
● (Ganzer Tag)
- 21<sup>SEP</sup> - 24<sup>SEP</sup> SWISS CHALLENGE**  
ZUM DRITTEN MAL GASTIERT DIE EUROPEAN CHALLENGE TOUR IM GRÖSSTEN GOLF RESORT DER REGION BASEL.  
● (Ganzer Tag)
- 22<sup>SEP</sup> - 24<sup>SEP</sup> SOLHEIM CUP**  
DIE 12 BESTEN EUROPÄERINNEN GEGEN DIE 12 BESTEN AMERIKANERINNEN  
● (Ganzer Tag)
- 29<sup>SEP</sup> - 01<sup>OKT</sup> RYDER CUP**  
DIE BESTEN GOLFER EUROPAS GEGEN DIE BESTEN GOLFER DER USA  
● (Ganzer Tag)

## Calendar

Our calendar, which we introduced in 2021, is unique in Switzerland.

From the majors to international tournaments in Switzerland, from golf weeks to "Play and More" events for amateurs, the season highlights are listed in the calendar and can be filtered by topic.

The most recent events are published regularly in the newsletter.

Would you like to be included? Talk to us.



# OUR AD FORMATS – BANNER

## (1) Wideboard

1000×250, Placement at the top of the homepage and on the article pages.  
 Rotation with a maximum of 2 other banners.  
 Price per week: **CHF 260.-** or CPM **CHF 60.-**

## (2) (3) Half page ad

300×600, Placement on category and article pages, top and bottom right, sticky.

Rotation with a maximum of 2 other banners.  
 Price per week: **CHF 200.-** or CPM **CHF 40.-**

## (2) (3) (4) Rectangle

300×250, Placement on category and article pages, top and bottom right, on mobile phones embedded in text

Rotation with a maximum of 2 other banners.  
 Price per week: **CHF 150.-** or CPM **CHF 30.-**

Prices do not include VAT. / Please note our AGB under [www.golffhome.ch/agb/](http://www.golffhome.ch/agb/) / For offers with weekly intervals, the period starts Monday at 00:00 and ends Sunday at 24:00



**PG-POWERGOLF –  
DER NEUE STEELCAD  
ZORRO FLAT**

Innovative Technologie – robuste Konstruktion – Qualität – Partner Service  
Mit der Geschwindigkeit PG-POWERGOLF erleben Sie Entzücken auf höchstem Niveau und die ultimative Unternehmung  
Ihre Golfreise.

**DER NEUE STEELCAD ZORRO FLAT**

**WASL: PURCH GOOL:**

- Innovative Getriebebox
- 13 cm Ergonomische inkl. Räder
- Moderne Plus Technik
- Integriertes Aufwind-Kollektor
- Nylon und Kevlar-Verstärkung, Fertig

**THE NEW GENERATION:**

Die innovative Getriebebox mit dem fächerförmigen Fußboden, die hochwertigen Materialien, die optimale Verteilung der  
Gewichte, die ergonomische Design und die überlegende Design sind die herausragende Einheit. Das innovative  
Bodenmaterial, die moderne Plus Technik und der unglaublich schnelle Aufwind-Kollektor sorgen für die  
Entlastung der Gelenke und Gelenken ausgerechnet. Alles so einfach, funktional und in perfekter Ergonomie. Auf  
Wunsch auch unterbreitet durch die Fortentwicklung im Getriebebau.

Einheitspreis: CHF 249.-



# OUR AD FORMATS — SPONSORED POST

## Sponsored Post

Package your message in an eye-catching editorial article. Max. scope 4,000 characters including spaces, up to 10 images, video, link, marked with «Promotion».

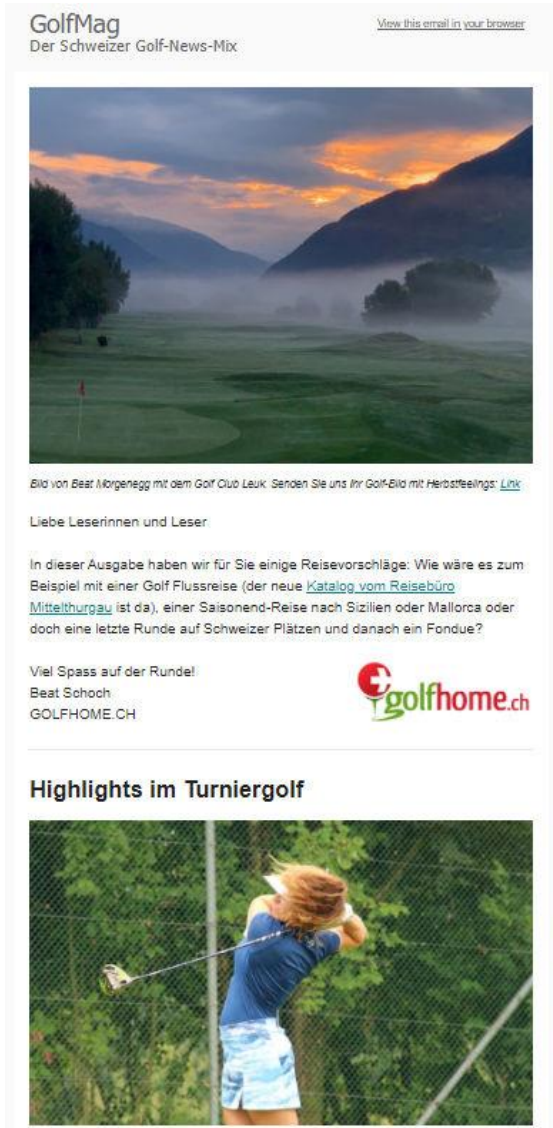
Presentation with teaser under "LATEST NEWS" or "PLACES TO BE" for at least 4 weeks on almost all pages of the website, then in the appropriate category. GOLFHOM.CH has **20' - 40'000 visits per month**.

Teaser in the **newsletter** with at least 14'000 contacts and with our own **Facebook** fans (2'400).

**Package 1:** Teaser 4 weeks on the website, **1x** in the newsletter, Facebook Total contacts > **30'000**, Price: **CHF 850.-**

**Package 2:** Teaser 4 weeks on the website, **2x** in the newsletter, Facebook Total contacts > **40'000**, Price: **CHF 1250.-**

Prices do not include VAT.



# OUR AD FORMATS — NEWSLETTER

Our newsletter has 14'200 subscribers (as of Oct. 23, and rising). Twice a month we serve our readers with the most important news from our mix of topics and promotions from our partners.

## Sponsored Post

With a "Sponsored Post" you are also prominently teased in the newsletter, details on the previous page.

## Newsletter Text Ad or Banner

**text ad** of max. 400 characters (incl. spaces) as well as title (max. 50 characters), image and call-to-action

or

**banner**, 700x350, link

Placement in 2 consecutive mailings, total **28,000 contacts**.

Price: **CHF 1000.-**

## Stand-Alone Newsletter

A newsletter with exclusive content only from you and us as the sender.

Price: **CHF 2500.-**

Prices do not include VAT.

# OUR CUSTOMERS

We are proud that our regular customers include some of the largest golf equipment brands. We are also very pleased to present our partners in the tourism industry. Here is a selection of our customers.





# CONTACT US

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