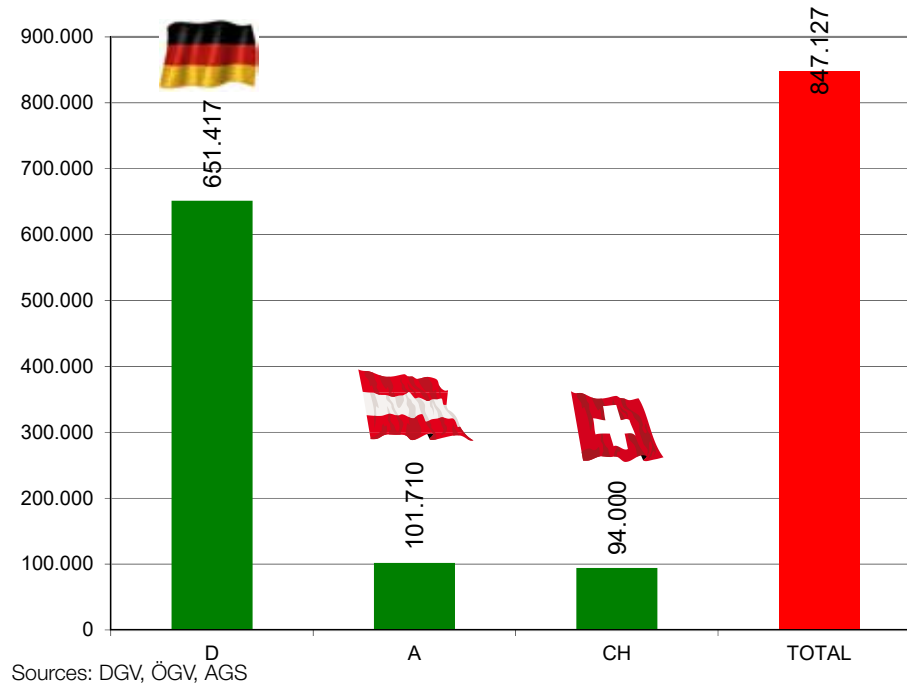


*discover*  
golf  
TRAVEL MAGAZINE

## Golfmarket in Germany, Austria, Switzerland

Almost 850,000 golfers  
registered in almost 1,000 golf clubs!  
(as per 12/2020)



# Albrecht Golf Publishing

More than 90 years of experience in the publishing business.  
Marketleader in golfguides for 37 years.  
Recommended by IAGTO.



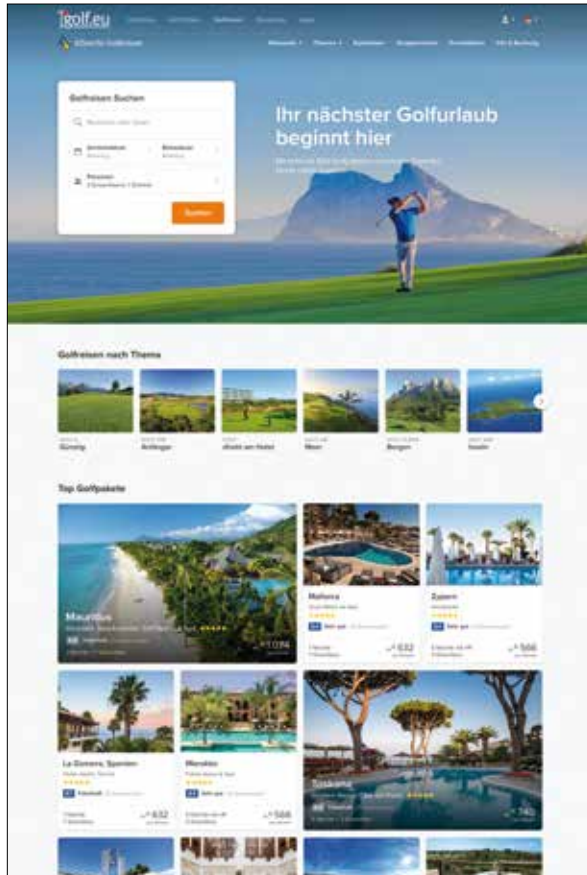
## Discover Golf – The magazine



- Albrecht's premium, glossy magazine, well-established in its 18<sup>th</sup> year
- Exclusive contents with terrific resorts, amazing golf courses and attractive golf destinations
- High circulation of 40,000 copies per issue
- Target-oriented distribution without any wastage
  - Directly to the golf clubs in Germany, Austria and Switzerland
  - During the BMW Int. Open in Munich (2021 in question)
  - To all Albrecht Golf Travel clients



[www.1golf.eu](http://www.1golf.eu)



- Comprehensive golf travel portal with detailed information about more than 28,600 golf courses, golf hotels and resorts, golf packages, golf weather and much more
- Multilingual: German, English, Spanish and Italian
- Password protected access for hotels and golfclubs
- Very high frequency with up to 220,000 users (= golfers) per month
- Google's favourite: top ranking for golf searches on Google.de



## Albrecht's "Golf App" for iPhone and iPad – Your added value

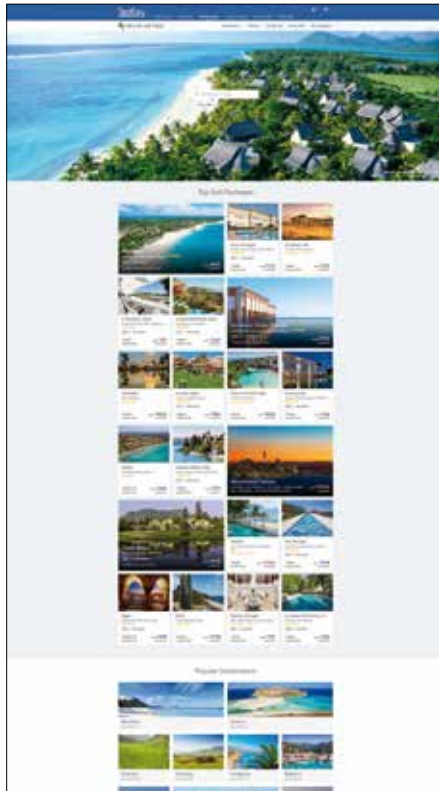


With Albrecht's application the golf travel portal is also accessible for smart phone users. All information is available round the clock, wherever used, fast and always updated.

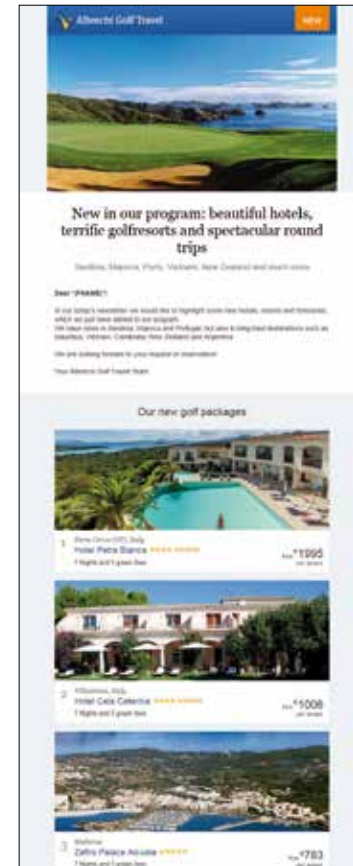
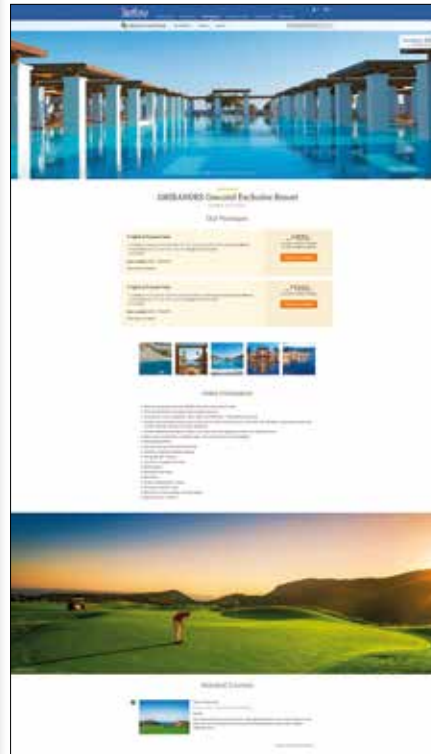
Your benefit: Golf enthusiastic guests and clients will find you much better. With your online presence on [www.1.golf.eu](http://www.1.golf.eu) you automatically advertise in the App at no extra cost.



# Marketing by Albrecht Golf Travel



online on [www.1golf.eu](http://www.1golf.eu)



per weekly newsletter



## How does collaboration on barter-basis work?

- You provide us with
  - information about your property, e.g. factsheets, press releases etc.
  - high resolution pictures (300 dpi) as well as the logo of your hotel
  - **net rates and golf packages**
- We will write the story and create the layout. Before printing you will receive a proof for approval.
- In the amount of the price for the advertorial we will get barter-credit in your hotel. The services which are creditable (accommodation incl. F&B, Spa, Golf etc.) have to be confirmed.
- Barter-credit will be used by Albrecht Golf Travel based on TO-net-rates. We will offer golf packages, room rates only will not be published. Barter-credit will be deducted from the invoices for our reservations.

## All advantages at a glance



- ✓ Advertorial in Discover Golf
- ✓ Introduction about the region and the golf courses
- ✓ Target-oriented distribution and wide coverage
- ✓ Online presence on [www.1golf.eu](http://www.1golf.eu) for one year – the most popular golf travel portal
- ✓ Listing in the “Golf Guide App” for iPhone and iPad for one year
- ✓ Marketing through Albrecht Golf Travel
- ✓ Active sales via newsletter (to 35,000 subscribers)
- ✓ New guests through bookings on barter

**= the perfect marketing mix without any risk!**

## Deadlines and prices

DATE OF ISSUE	CIRCULATION	DEADLINE
April 2021	40,000	15.03.2021
June 2021	40,000	21.05.2021
September 2021	40,000	06.09.2021

FORMATS	PRICES ON BARTER BASIS
1/2 page advertorial	EURO 2,250,-
1/1 page advertorial	EURO 4,500,-
2/1 pages advertorial	EURO 8,800,-
Preferred positions	on request

All prices include text, layout and internet presentation and are exclusive of VAT.

The general terms and conditions for advertisements and inserts in newspapers and magazines of the publishing company shall be applied.



ALBRECHT GOLF  
TRAVEL

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THE GLOBAL GOLF  
TOURISM ORGANISATION



1golf.eu – the golf travel portal with more than 28,600 golf clubs, hotels and resorts, golf weather and more...