

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






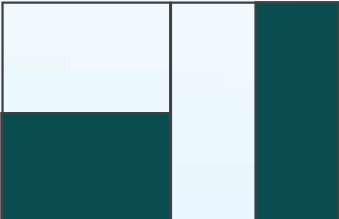
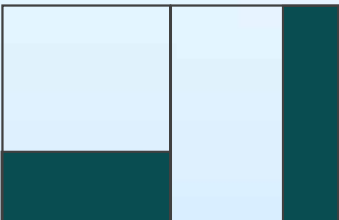
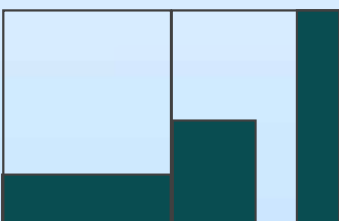
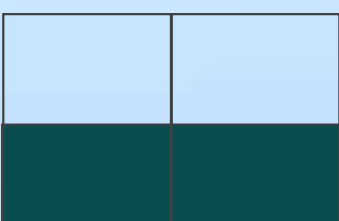
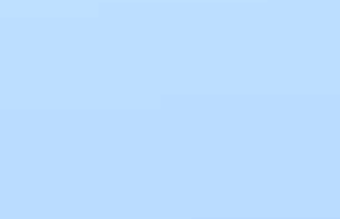


Publication date: **27 June**

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

» PRINT REQUIREMENTS: PDF X/4, ISO COATED V2 (ECI)
Any Questions? Please 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

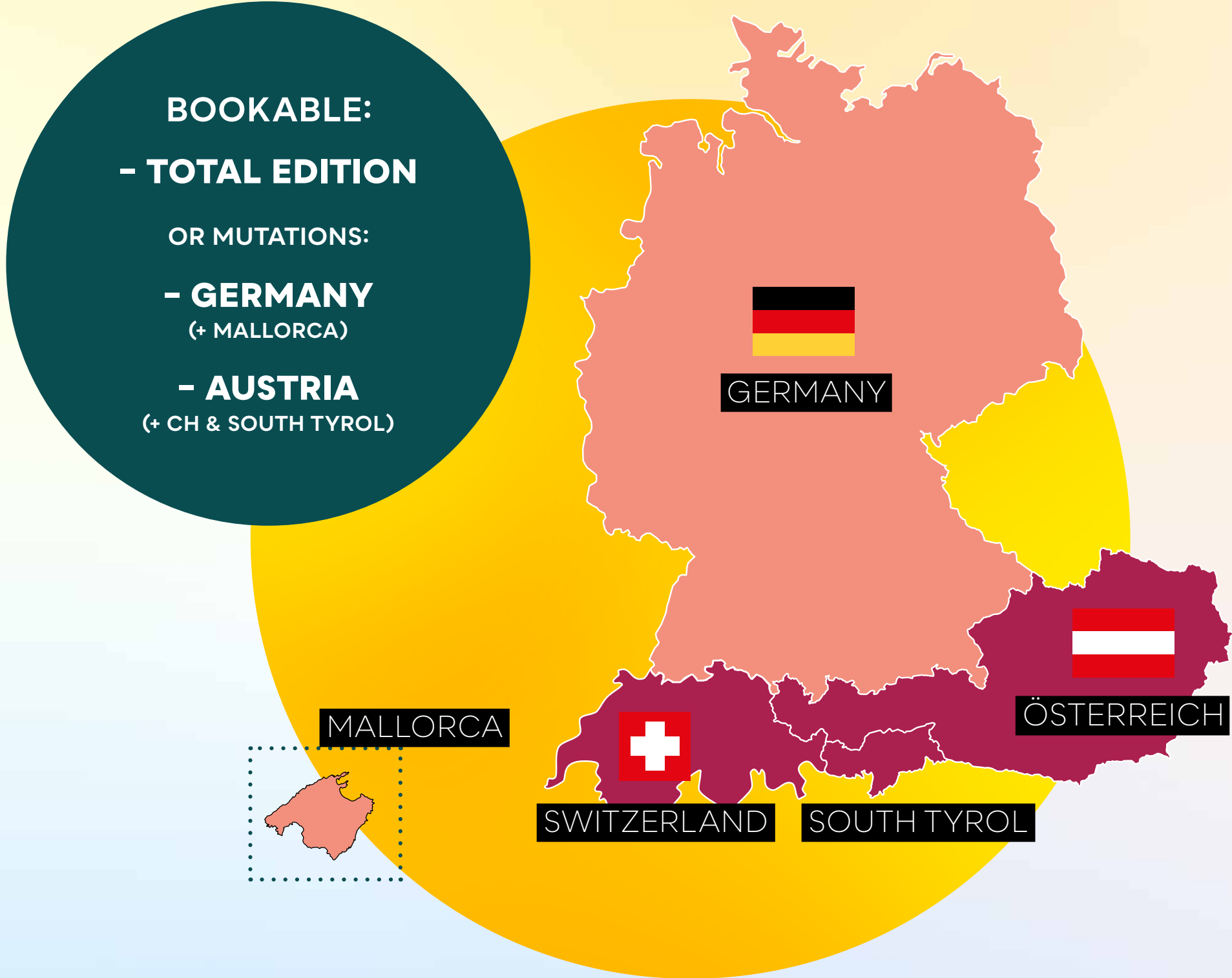
» riders, Tip-on-cards, Gate covers, wrappers and others on request.

» 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



» **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.	

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

» **PRINTED EDITION**

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



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 €

REACH PERFECT-EAGLE.COM

Up to 30.000 unique users per year

» 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 €
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» SOCIAL MEDIA POSTS, REELS & STORIES



FACEBOOK & INSTAGRAM POSTS

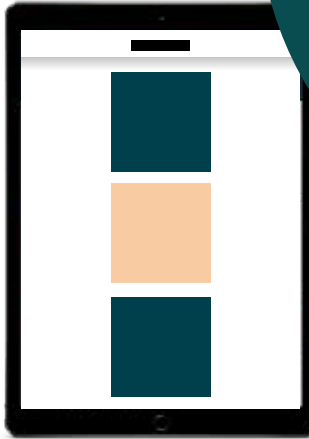
Posts (image selection) and mention in the story. Professionally designed content incl. links and suitable hashtags..

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

SOCIAL MEDIA REACH

2.000 followers + up to 30,000 views per month on Instagram
7,700 followers + up to 10,000 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 WEEKLY & EXCLUSIVE

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

» 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 €
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EXCLUSIVE NEWSLETTER (with personalised topics, content provided by the customer)

1x mailing	3.000 €
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» IMPRESSUM

SCORE 54 GmbH
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A-1060 Vienna

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Terms of payment and general terms and conditions
The General Terms and Conditions of Score 54 GmbH apply.

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