

# 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**





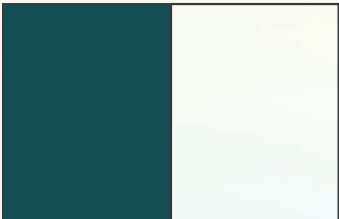
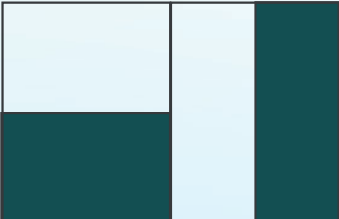
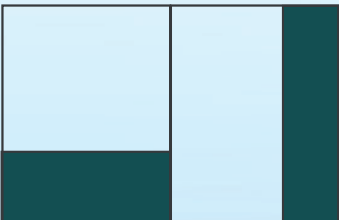
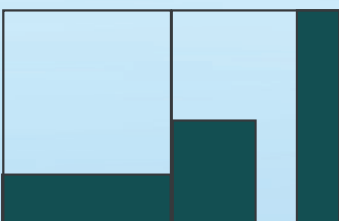
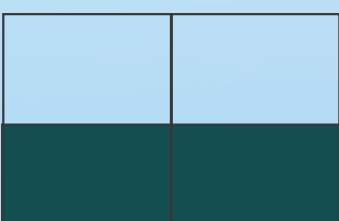



#### Issue 4/25 | September/October

Advertising and copy deadline: 22 August

Publication date: **5 September**



» PERFECT EAGLE MEDIA RATES

MUTATION FROM 1/2 PAGE POSSIBLE	FORMAT	BLIED 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](mailto:uhl@perfect-eagle.com)

RECHTZEITIGE  
ANLIEFERUNG  
DER DRUCKUNTERLAGEN AN  
[OFFICE@PERFECT-EAGLE.COM](mailto:OFFICE@PERFECT-EAGLE.COM)

PLEASE DELIVER  
PRINT DOCUMENTS IN  
A TIMELY MANNER TO  
[OFFICE@PERFECT-EAGLE.COM](mailto: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

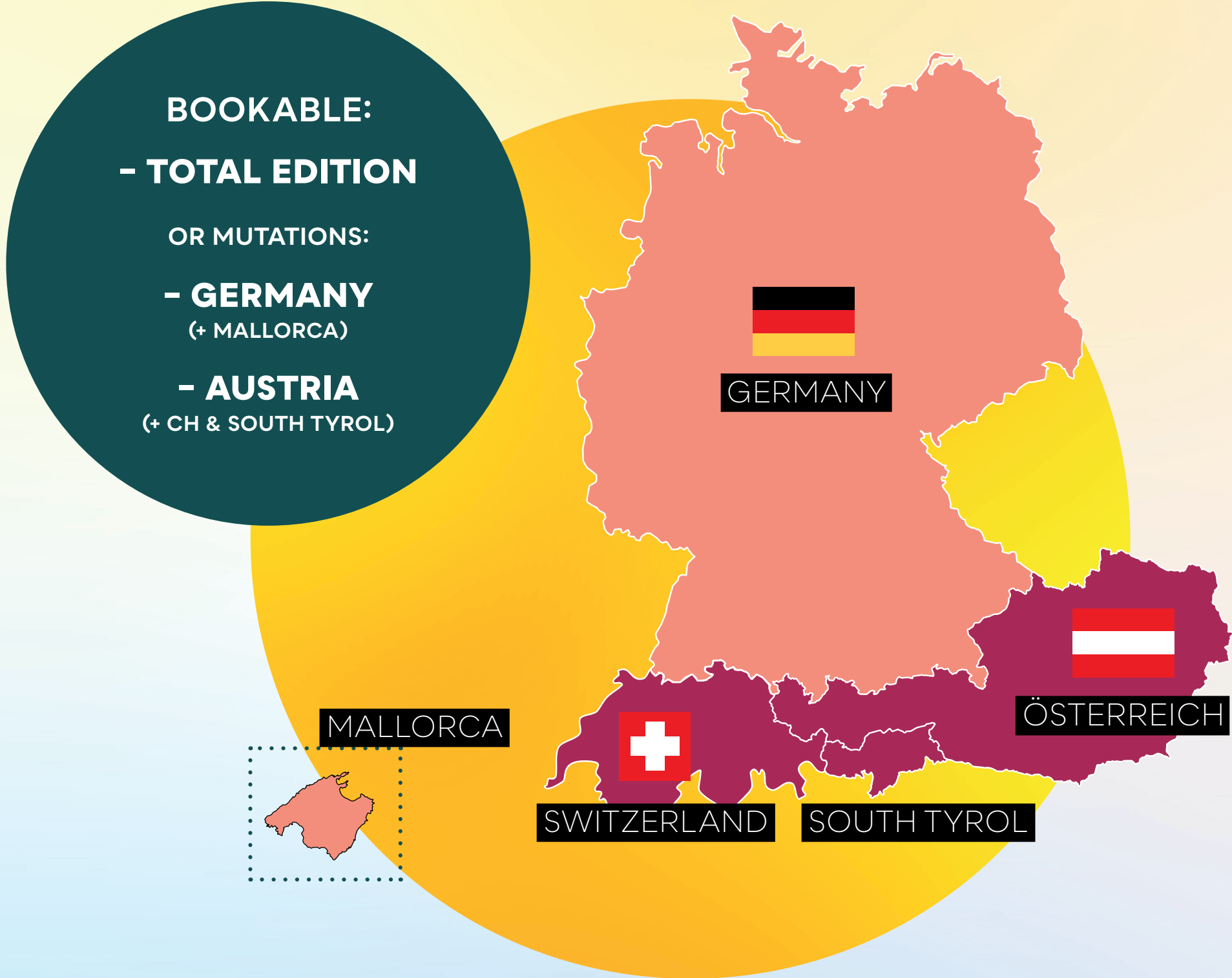
» riders, Tip-on-cards, Gate covers, wrappers and others on request.

» 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.

» 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 30<sup>th</sup> 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	<b>700 €</b>
4 Wochen	<b>1.000 €</b>



### LEADERBOARD Fixplatzierung (970 x 250 px)

Impactstarke Premiumplatzierung auf der **Landingpage**

2 Wochen	<b>800 €</b>
4 Wochen	<b>1.200 €</b>

## REACH PERFECT-EAGLE.COM

Up to 30.000 unique users per year



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:	<b>1.600 €</b>
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## » WEBSITE ADVERTORIAL

## » 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	<b>250 €</b>
Production Perfect Eagle	<b>350 €</b>

### 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	<b>250 €</b>
Production Perfect Eagle	<b>400 €</b>

### INFLUENCER COOPERATIONS

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

Scope & price: by arrangement

### SOCIAL MEDIA REACH

2.300 followers + up to 70,000 views per month on Instagram  
7,550 followers + up to 10,000 views per post on Facebook

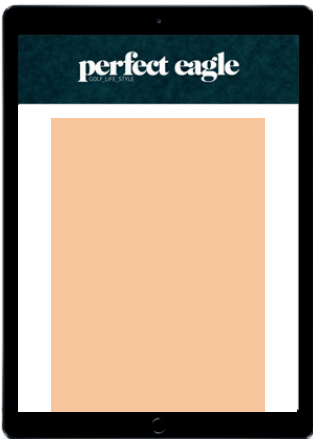
### DATA DELIVERY AND COORDINATION

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	<b>1.200 €</b>
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### EXCLUSIVE NEWSLETTER (with personalised topics, content provided by the customer)

1x mailing	<b>3.000 €</b>
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## » 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	<b>1.200 €</b>
Exclusive newsletter	<b>3.000 €</b>

### WEBSITE SPECIAL

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

Scope & price by arrangement.

## » IMPRESSUM

SCORE 54 GmbH  
Joanelligasse 10/11  
A-1060 Vienna

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<b>Phone</b>	+43 1 890 27 90
<b>E-Mail</b>	office@perfect-eagle.com
<b>Website</b>	perfect-eagle.com

<b>Print publication frequency</b>	4 x per year
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**Terms of payment and general terms and conditions**  
The General Terms and Conditions of Score 54 GmbH apply.

<b>Bank details</b>	Raiffeisenlandesbank NÖ-W
<b>IBAN</b>	AT 273 200 000 000 204 461
<b>BIC</b>	RLNWATWW

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