perfect eagle GOLF

MEDIA DATA 2027



» PUBLICATION DATES 2027

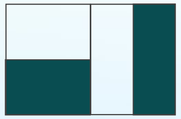
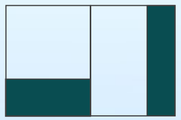
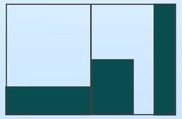
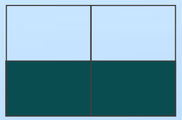
Issue 1/27 | March/April
Advertising and copy deadline: **03/05**
Publication date: **03/19**

Issue 2/27 | May/June
Advertising and copy deadline: **04/23**
Publication date: **05/07**

Issue 3/27 | July/August
Advertising and copy deadline: **06/18**
Publication date: **07/02**

Issue 4/27 | September/October
Advertising and copy deadline: **08/20**
Publication date: **09/03**

» PERFECT EAGLE GOLF 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	11.900,–	11.900,–	**18.000,–**
	FULL PAGE	230 x 300 mm	6.700,–	6700,–	**10.900,–**
	1/2 VERTICAL	110 x 300 mm	3 .800,–	3 .800,–	**6.700,–**
	1/2 HORIZONTAL	230 x 150 mm	3 .800,–	3 .800,–	**6.700,–**
	1/3 VERTICAL	76 x 300 mm			**4.600,–**
	1/3 HORIZONTAL	230 x 100 mm			**4.600,–**
	1/2 VERTICAL	60 x 300 mm			**3.800,–**
	1/4 HORIZONTAL	230 x 75 mm			**3.800,–**
	1/4 BOX	109,5 x 148 mm			**3.800,–**
	GUTTER SPREAD 2X 1/2 HORIZONTAL	460 x 150 mm			**10.900,–**

* 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 2026 | 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**

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,–	**22.500,–**
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 500,- | **small format** EUR 290,-
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	190,–	200,–
200 x 270 mm	up to 40 g	205,–	215,–
	up to 50 g	215,–	225,–
	up to 60 g	225,–	235,–
	60 g	on request	
» GLUED-IN*			
Max. format:	up to 20 g	205,–	215,–
200 x 270 mm	up to 40 g	230,–	240,–
	up to 50 g	245,–	255,–
	up to 60 g	255,–	265,–
	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 31,60 per 1.000 copies (exclusive of postage rate)

Delivery address for inserts provided etc.:
Druckerei Berger, Wiener Straße 80, A-3580 Horn

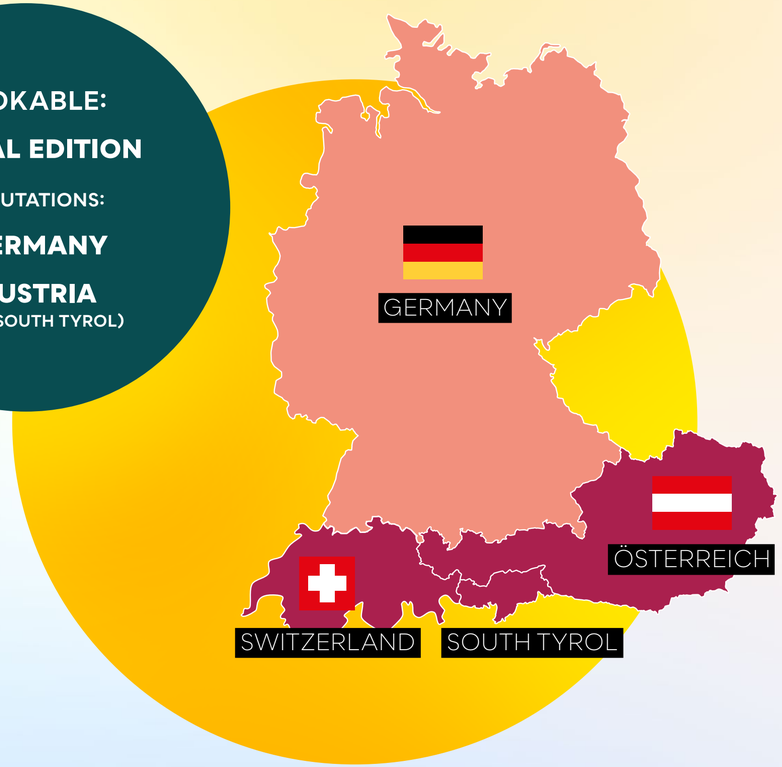
BOOKABLE:

- TOTAL EDITION

OR MUTATIONS:

- GERMANY

- AUSTRIA
(+ CH & SOUTH TYROL)



» PERFECT EAGLE GOLF AREA OF DISTRIBUTION » DISTRIBUTION

ACCOUNTING VARIATIONS:

- **TOTAL EDITION**
- EDITION **GER**
- 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	16.500 copies
AUT	12.000 copies
CH + South Tyrol	1.000 copies
Total Edition	**29.500 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
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 Perfect Look Display-partners as 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.)

» ONLINE RATES PERFECT EAGLE GOLF

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

» WEBSITE BANNER



TEEBOX
Guaranteed placement (400 x 570 px)

High-impact premium placement on our **landing page**

2 weeks	**700 €**
4 weeks	**1.000 €**



LEADERBOARD
Guaranteed placement (970 x 250 px)

High-impact premium placement on our **landing page**

2 weeks	**800 €**
4 weeks	**1.200 €**

» SOCIAL MEDIA POSTS, REELS & STORIES

SOCIAL MEDIA REACH

2.300 followers + up to 100,000 views per month on Instagram
7,600 followers + up to 15,000 views per post on Facebook



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

» 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.prefect-eagle.com** and the company's own social media channels.

Scope & price by arrangement.

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 €**

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 €**

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

1x mailing	**3.000 €**

» IMPRESSUM

SCORE 54 GmbH
Praterstraße 38
A-1020 Vienna

CEO	Thomas Wasserburger
Adress	Praterstraße 38 | 1020 Wien
Register number	FN 378805 t
UID number	ATU 67142317
Phone	+43 1 890 279 010
E-Mail	office@perfect-eagle.com
Website	perfect-eagle.com

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Bank details	Raiffeisenlandesbank NÖ-W
IBAN	AT 273 200 000 000 204 461
BIC	RLNWATWW

» TEAM & CONTACT DETAILS

CEO & HEAD OF SALES

Thomas Wasserburger
wasserburger@perfect-eagle.com
+43 664 12 47 733

CHIEF EDITOR & HEAD OF DIGITAL MEDIA

Dr. Martin Angerer
angerer@perfect-eagle.com
+43 650 48 49 604

OFFICE MANAGEMENT

Petra Teufelsdorfer
office@perfect-eagle.com
+43 670 658 52 52

ART DIRECTOR

Dominik Uhl
uhl@perfect-eagle.com
+43 699 174 11 041

SALES MANAGER

Florian Balkeny
balkeny@perfectlookdisplay.com
+43 660 46 22 333

SALES REP GERMANY

Jürgen Haß
hass@perfect-eagle.com
+49 171 811 93 94

EDITORIAL REP GERMANY

Timo Schlitz
schlitz@perfect-eagle.com