



EXKLUSIV GOLFEN

MEDIADATA VALID FROM 8/17



KEYFACTS EXKLUSIV-GOLFEN



100,000 Visits per month
on exklusiv-golfen.de



approx. **800** unique
users use the app daily



over **804,000**
views on YouTube*



more than **8,000**
fans on Facebook



*Home of CEO Golf



ABOUT EXKLUSIV GOLFEN

The online golf portal was founded in 2009 by a team of web professionals and journalists. The website focuses on selective topics from the colourful world of golfers, with a focus on the exclusive target group. In 2010 the CEO Circle was joined by the annual business tournament **CEO GOLFERS CHALLENGE**.

That's why the „**Golf Real Estate**“ section has been in existence since 2016. In the High Season, Exklusiv Golfen is one of the top 5 golf media in the German-speaking countries with around **100,000 readers** per month.

The mobile app, including a database of all German golf clubs, has been installed on the smartphone by more than **50,000 readers** over the past five years.



CEO GOLFERS CHALLENGE

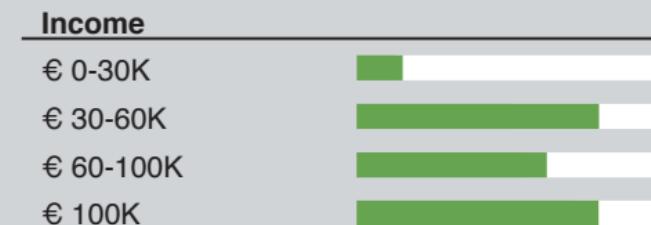
Since 2010, Exklusiv Golfen has been hosting the annual **CEO GOLFERS CHALLENGE**: A special setting for special guests.

The focus of the event is on business and networking. Every year, **76 CEOs and company owners** meet at the Münchener Golfclub (MGC) and the flights are selected according to industry sectors.

This format is highly appreciated by sponsors like Lufthansa, Porsche or USM Haller, who supported the past years of invitation tournaments.

Target group

- **80% older than 35 years**
- predominantly **male users**
- the target group has a **high income**
- **high educational level**
- exklusiv golfen is mainly **attended at work**



Apply for club & hotel

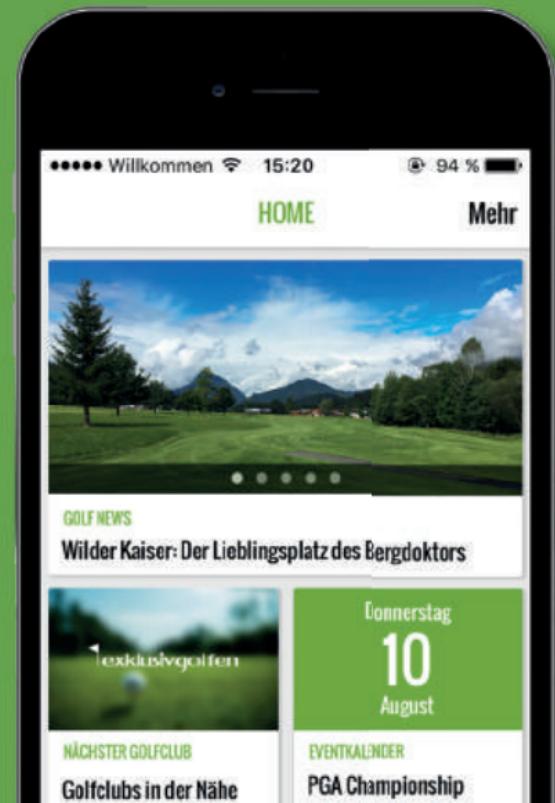
Annual promotion for your golf club or hotel with a customized PR ad for:

1.250 € p.a.

+ 2 greenfee vouchers or one night's accommodation for the editorial staff

- ✓ Premium listing in the database
- ✓ Editorial article
- ✓ Sending push message
- ✓ Yearly promotion with name, address, phone number & picture
- ✓ Five descriptive product tags for App-Search
- ✓ Entry (text/pictures) is realized by our team.
You release the entry.
- ✓ Duration 12 months from publication

PER WEB & APP



ADVERTISE YOUR PROPERTIES ON EXKLUSIVGOLFEN.DE



Advertise real estate

Annual advertisement for your property with a tailor-made editorial article for:

1.500 € p.a. (incl. social media)

- ✓ Placement of your real estate on exklusiv-golfen offers an enormous reach in an exklusiv target group
- ✓ For each advertisement we publish an editorial article
- ✓ This article contains all relevant data to generate qualitative leads
- ✓ With our button "Send inquiry", potential buyers get directly to your Expose
- ✓ Additional presentations through featured listings and ads
- ✓ Each listing is online for at least 350 days - once the property is sold, the listing will be deactivated

PLACEMENT OF BANNER ADS

	1st month in €	TCP/CPM - booking in €
Wallpaper	2.000	18
Superbanner/ Skyscraper	1.500	15
Halfpage	2.200	20
Billboard	2.400	24
Advertisorial Homepage	1.200	
Event-promotion	220	



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