

GOLFSUISSE

OFFICIAL WEBSITE OF THE SWISS GOLF ASSOCIATION ASG



ONLINE MEDIA KIT 2019



GOLFSUISSE.CH

TRAFFIC: FIGURES AT A GLANCE

PERIOD 2018	PIS	VISITS	PIS/VISIT RATIO	PAGE VIEWTIME SEC	VISIT DURATION SEC
JANUARY	293,458	65,848	4.5	47	210
FEBRUARY	297,327	65,775	4.6	49	222
MARCH	647,145	112,809	5.7	42	238
APRIL	1,500,351	217,750	6.9	43	292
MAY	2,303,482	302,926	7.6	42	322
JUNE	2,789,674	361,601	7.7	43	331
JULY	2,795,998	361,323	7.7	42	323
AUGUST	3,091,325	398,153	7.8	44	339
SEPTEMBER	2,302,984	312,246	7.4	41	302
OCTOBER	1,536,289	217,711	6.9	38	258
NOVEMBER	462,357	97,329	4.7	44	209
DECEMBER	232,111	58,420	4.3	46	201
TOTAL	18'252'501	2'571'891			

FIGURES CERTIFIED BY NET-METRIX

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ADVERT PATTERN 1

BANNER-AD

ADVERTS IN THE RIGHT COLUMN

POSITION

Rotating banner on the News page and all subpages (except MyGolfSuisse).

Linked.

Format: 300 x 150 pixels

PRICES

- Jan./Feb./Nov./Dec. CHF 500.00 p. m.
- Mar./Apr./Sept./Oct. CHF 1,700.00 p. m.
- May/June/July/Aug. CHF 2,400.00 p. m.

DISCOUNTS

- 2 to 3 months 10%
- from 4 months 15%
- for 1 year 20%

Terms of use as well as current price lists are applicable.
All prices are exclusive of VAT.

The screenshot shows the GOLF SUISSE website interface. The main content area features a news article titled "Bossy Ladies Championship: Livescoring" with a sub-headline "Access um die zweite Bossy Ladies Championship: Dabei geht es um 50 000 Euro. Hier geht es zum Livescoring." Below the article is a photo of a golfer in a red shirt. Another article snippet is visible below, titled "Championat International: Folk qualifiziert sich für Crans" with a sub-headline "Mit einem Start-Ziel-Sieg in Domäne Inpöndal hatte sich der österreichische Amateur-Danish Folk einen Startplatz am Omega European Masters in Crans-Montana. Bei den Frauen gewann Link Luu (Frankreich) dank einem starken Finish. Weiterlesen".

The right sidebar contains two banner advertisements. The top one is a Rolex advertisement featuring a clock face and the Rolex logo, with the text "ROLEX". The bottom one is a SWICA advertisement with the text "Nur bei der Nr. 1 in Kundenzufriedenheit" and the SWICA logo.

ADVERT PATTERN 2

CONTENT-AD

ISOLATED BANNER IN THE CONTENT AREA

POSITION

Subheading of "Training, Equipment and Travel".

Linked.

Format: 448 x 100 pixels

PREISE

- Jan./Feb./Nov./Dec. CHF 300.00 p. m.
- Mar./Apr./Sept./Oct. CHF 1,300.00 p. m.
- May/June/July/Aug. CHF 1,700.00 p. m.

DISCOUNTS

- 2 to 3 months 10%
- from 4 months 15%
- for 1 year 20%

Terms of use as well as current price lists are applicable.
All prices are exclusive of VAT.

The screenshot shows the homepage of GOLF SUISSE. The main navigation bar includes 'News', 'ASG', 'Golfschule', 'Magazin', and 'Mygolfsuisse'. Below the navigation, there are several content blocks. A large featured article on the left is titled 'Championnat International: Fulk qualifiziert sich für Crans' and features a photo of a golfer in a red shirt. To the right of this article is a pink content-ad banner with the text 'CONTENT-AD 448 x 100 Pixel'. Below the banner is another article titled 'British Girls: Starker Start von Yael Berger' with a photo of a golfer on a green. On the right side of the page, there are several smaller advertisements, including one for Rolex, one for Land Rover, one for SWICA, and one for Callaway Golf.

DELIVERY

Valid for all picture data files:

- 72 dpi, RGB
- JPEG, GIF or PNG

In the event of supply of incorrect data file format, we charge handling fees of:

- CHF 20.00 up to 3 picture files
- CHF 60.00 up to 10 picture files

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ASG

ASSOCIATION SUISSE DE GOLF