



**Golf&Roll**

**No. 1 golf magazine in Poland**  
**ADVERTISEMENT OFFER 2024**



# Golf&Roll

## ABOUT THE MAGAZINE

### Direct access to premium customers

“Golf&Roll” is the biggest and the only golf magazine in Poland that every Polish golfer knows — published for over 15 years! The only such reliable source of knowledge about this sport in the country. The magazine directly reaches a very wealthy and extremely perspective group of recipients through the sport they love (mainly managers, board members, company owners and high-class specialists).



See one of our issue





A man with short brown hair and glasses, wearing a dark blue jacket over a dark t-shirt, is sitting at a pool table. He is smiling and looking towards the camera. In front of him on the table is a glass jar containing a yellow drink with a lemon slice. The background is dimly lit, showing a pool table and some furniture.

**Golf&Roll**

## **In the best edition**

Licensed by the British golf magazine "Today's Golfer". Designed and created by the art director of, among others, "Men's Health Poland, "Women's Health Poland."

## **Diversified distribution channels**

The circulation, which is 11,000 copies, go to Empik, Kolporter commercial chains, golf clubs throughout Poland, by subscription directly to golfers. The magazine is also distributed during the biggest golf tournaments in Poland, e.g. Polish Masters, Golf Business League, Porsche Golf Cup, Dr Irena Eris Ladies' Golf Cup and Bentley Golf Invitational.

## **Interesting and opinion-making**

In each issue, more than 80% of the content is created by the most influential people of the Polish golf. Our photo sessions have been signed up to history — we show golf as a interesting and unconventional way of spending time. As a passion and a way of life!



ABOUT THE MAGAZINE

Basic information

Issues per year4 (quarterly)

Price of one issue23 PLN

Circulation of every issue11 000

- Distribution
- Empik, Kolporter commercial chains
  - golf clubs
  - individual subscription
  - golf tournaments and events

Publishing schedule 2024	• No. 1/2024	10th April 2024
	• No. 2/2024	12th June 2024
	• No. 3/2024	11th September 2024
	• No. 4/2024	11th December 2024





## READERS' PROFILE

### Decision makers play golf

"Golf&Roll" is a strictly defined group of readers. They are golfers: both those who already play and those who are just starting to get interested in this sport. They often use services, travel and appreciate high-quality products. Over 86% of our readers are managers, board members, business owners and high-class specialists. Over 28,000 people play golf in Poland. It's time to reach them!





„Golf&Roll” is a **strictly defined group of recipients!**

**Golf&Roll**



#### Job position

**51%**

director, manager

**35%**

CEO, board member

**10%**

freelancer

#### Gender

**78%**

male

**22%**

female

#### Age

**45**

average age of a golfer in Poland

**58%**

mid-amateurs and seniors (+35)

**21%**

players at the age 19-34

**20%**

juniors up to 18



## READERS' PROFILE

### Golf in Poland

Golf in Poland is a dynamically developing sport discipline that is gaining more and more popularity.

**66**

Total number of golf courses and other golf facilities in Poland

**28 000**

Total number of Polish golfers: associated in Polish Golf Union, members of golf clubs but non-attached in PGU and people playing recreational.

**+200 000**

Online tee time reservation in Poland made in 2022 only through [www.golf-booking.com](http://www.golf-booking.com)

Based on data from Polish Golf Union and Golf-Booking.com





## ONLINE CAMPAIGNS

### Precise targeting also on the web

No 1 golf magazine in Poland is also supported by the [www.golfandroll.pl](http://www.golfandroll.pl) portal and our social media channels. **Golfandroll.pl** is a direct way to reach thousands of website users, people interested in playing golf. The site offers a variety of **advertising opportunities**, from the traditional megabanner displayed on the homepage and in every post on the site, through sponsored articles on the homepage in the Premium Club section, to highly engaging editorial content. We have the resources and experience to integrate our partners' advertising message with editorial content in a way that will match the advertised brand to our audience. In addition, **we combine online channels** to let you reach with your advertising content even more effectively. Posts promoted among golfers published on our Fanpage reach on average 8-15 thousand viewers.

#### Some data

[www.golfandroll.pl](http://www.golfandroll.pl)

**PV (page views):** 12300

**UU (unique users):** 7071

**The number of fans on Facebook:** 4000

Google Analytics, May 2022





## ONLINE CAMPAIGNS

# Types of online advertising

You will get the best results by combining traditional advertising in the magazine with an online presence.

### MEGABANER

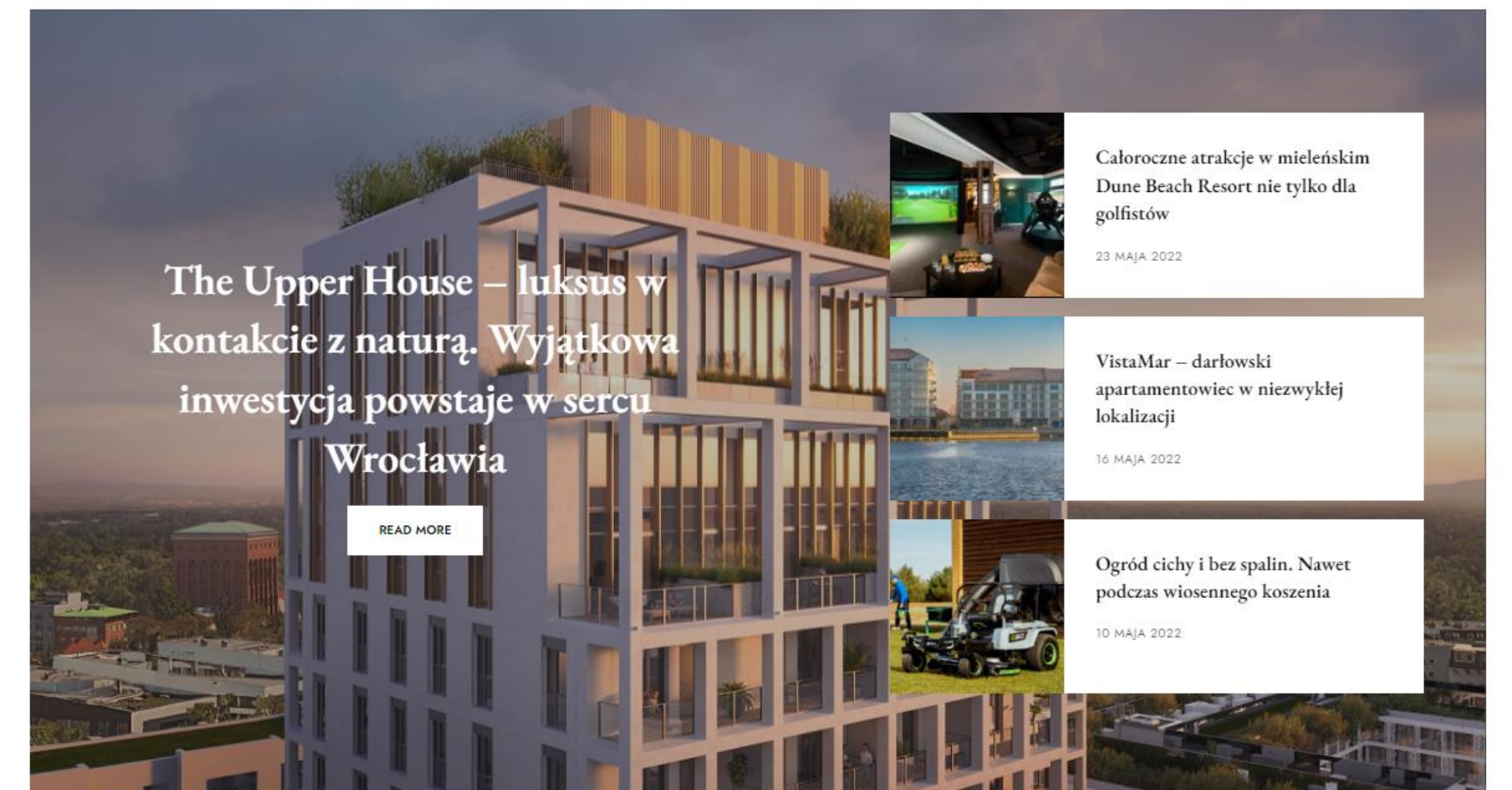
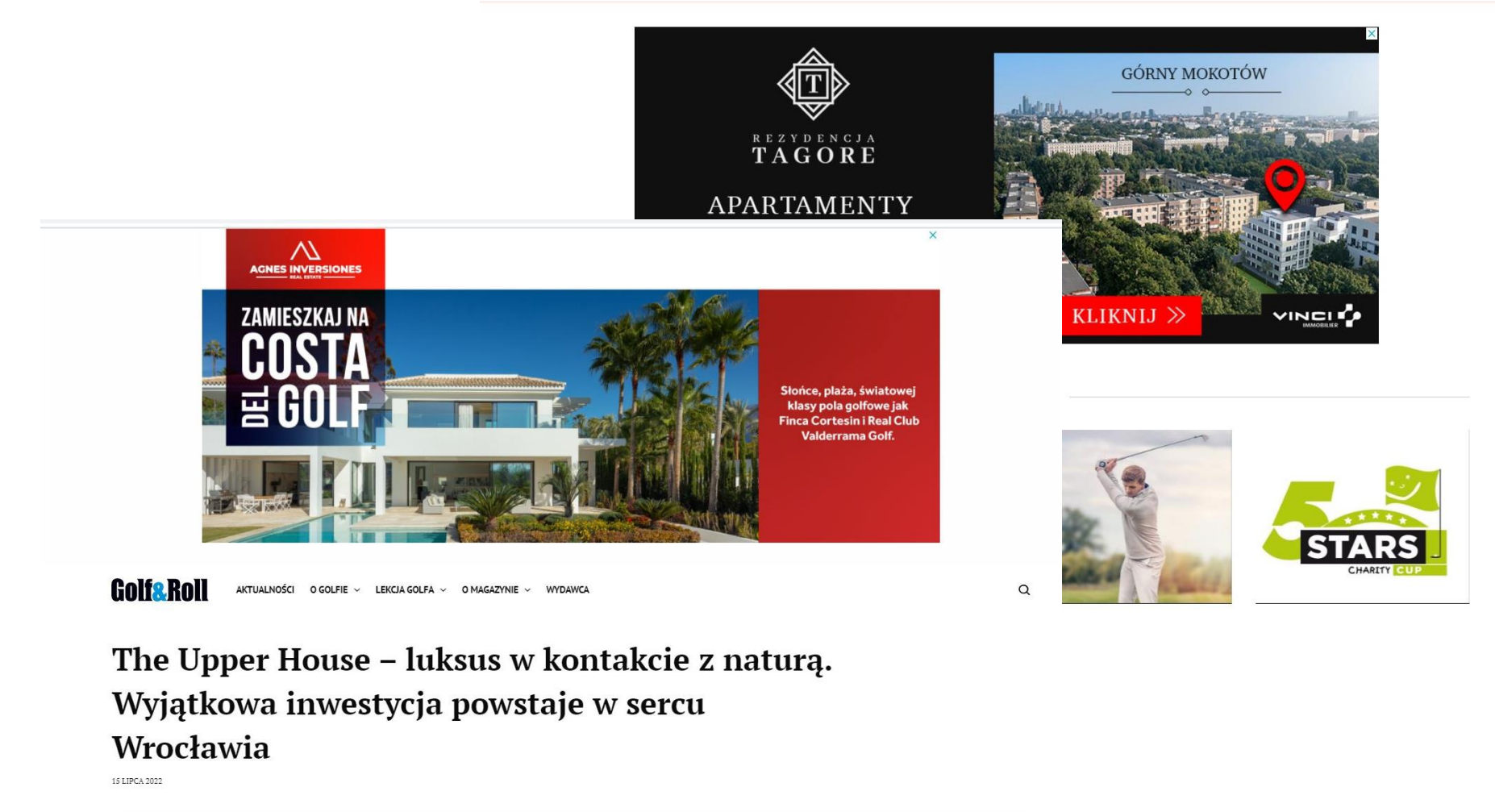
It is the largest and most visible form of advertising on the [www.golfandroll.pl](http://www.golfandroll.pl) website. Displayed simultaneously on the home page and at the top of all subpages. The advertisement appears in rotation, no more than 3 advertising creations per month.

### PREMIUM CLUB

This is a section on the main page of the portal, in which we present products and services from the premium segment in the form of sponsored articles.

### CONTENT MARKETING

We know how to effectively engage our recipients by offering them interesting content that will present your brand in a way you want. We are open to various forms of cooperation. On behalf of companies, we create articles, conduct interviews, and write reports from events.





## ONLINE CAMPAIGNS

### The largest **database of golfers** in Poland

We are not only the publisher of the "Golf&Roll" magazine, but as an agency specializing in golf, we have been operating on the Polish market for over 17 years, reaching the majority of golfers in Poland through many channels. As the only agency in Poland, we have our own remarketing database of golfers. This database consists of readers of the "Golf&Roll" magazine, participants of the largest golf tournaments in Poland and thousands of users of the Golf Booking system, who have been booking tee times on Polish golf courses.

#### Some data

 **Remarketing database:** about 25.000 golfers





## ONLINE CAMPAIGN

### Digital campaigns

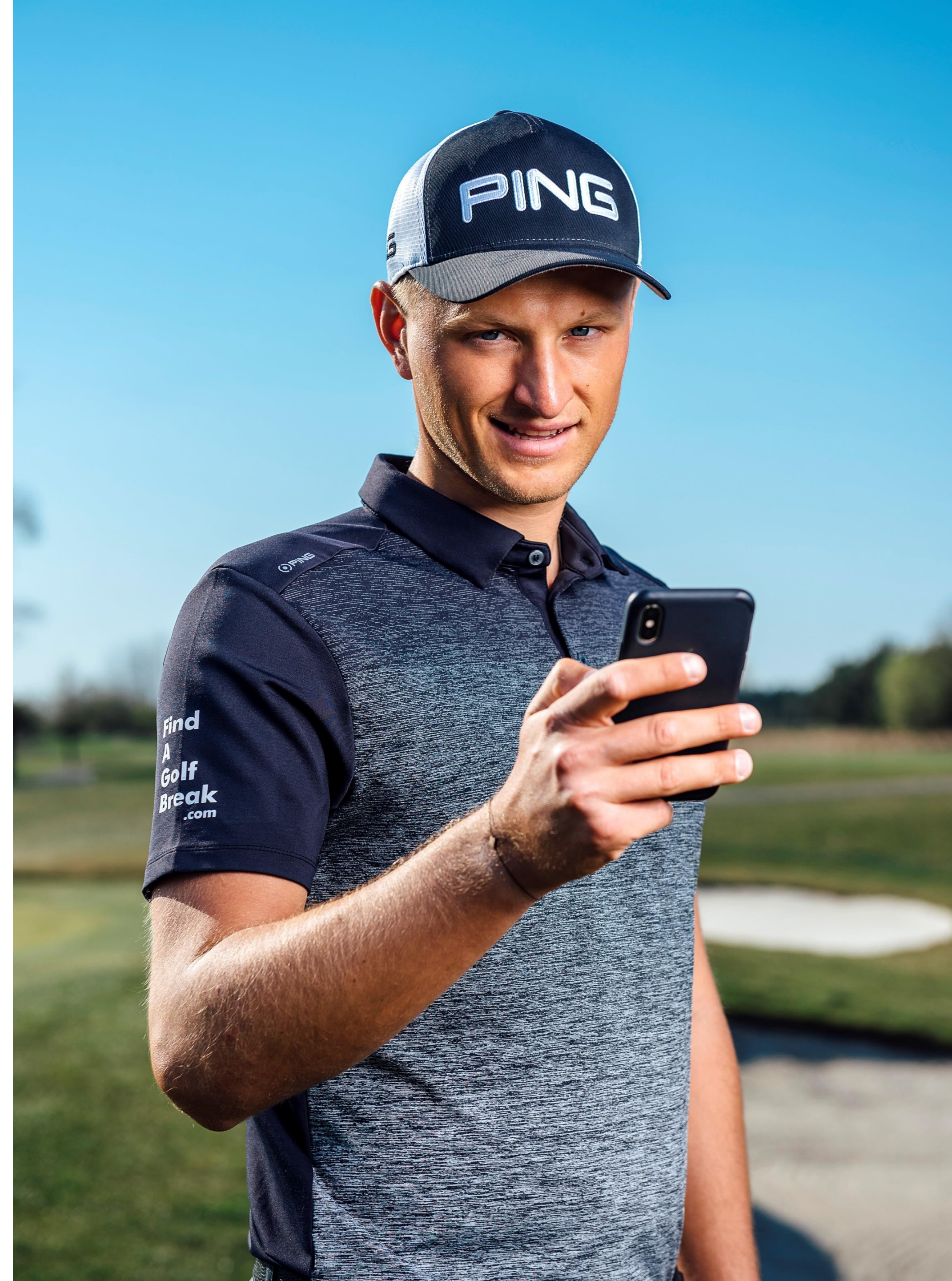
Thanks to online advertising, you will reach wealthy people and acquire new customers in this group. This is a perfect complement to press advertising, which allows you to comprehensively target Polish golfers.

#### How it works

Our Partners' ads are displayed in the Google Display Network and reach people from our remarketing lists. The effects of the campaign are visible immediately after its launch.

#### Who will see your ads?

Ads are targeted at people who have visited at least one of our golf websites, including [www.golfandroll.pl](http://www.golfandroll.pl), [www.golf-booking.com](http://www.golf-booking.com), [www.polishmasters.pl](http://www.polishmasters.pl), [www.biznes-liga.pl](http://www.biznes-liga.pl), [www.porschegolf.pl](http://www.porschegolf.pl). Therefore, almost all golfers in Poland who are on the Internet will see the advertisement. It's about 25 thousand people. To increase reach, we can target groups of similar users (lookalike). That's up to 3 million recipients.





A black and white photograph of a man with long hair and a beard, wearing a dark suit and a light-colored shirt. He is standing on a grassy hill, leaning on a golf club. To his left is a golf bag with several clubs visible. In the background is a large, modern building with a curved, glass facade. The sky is clear with some clouds.

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OTHERS POSSIBILITIES

## Sales leads

For companies that are looking for direct contact with golfers, we have also prepared the opportunity to acquire sales leads. They contain all contact details for golfers who in advance express their willingness to make business contact with your company.

► The option on special customer request.





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OTHERS POSSIBILITIES

## Tailor-made content marketing

Are you looking for an idea to present your brand in an interesting, unconventional way? One that will be interesting for recipients, such as golfers, and which will not be perceived by them as a mere advertisement? Tell us what you care about and we will find the best solution for it.

### Comprehensive realisation

We have been cooperating with brands for years, including those from the premium segment, and, depending on the needs, we comprehensively implement for them advertising campaigns among golfers.

### We connect the channels of reaching

For the best results, we combine various forms of reaching our recipients. Thanks to us, the entire golfing Poland will hear about your initiative!



## CASE STUDY

### Jerzy Dudek on a golf round with **Jaguar F-TYPE**

The famous goalkeeper Jerzy Dudek after the end of his football career successfully plays golf. At the invitation of the Jaguar brand, he went for a golf round to Kraków Valley Golf, driving a new Jaguar F-TYPE. The article, photo session and video promoting this event were prepared by the G&R editorial office, and the content was widely distributed among Polish golfers and not only - both in the magazine, on the website and in social media.



#### ▼ The article in the magazine



#### ▼ The article online



#### ▼ Video



#### ▼ Raport on Facebook





## CASE STUDY

### Mateusz Kusznierewicz with **OMEGA** watches

The interview with one of the most popular Polish athletes, sailor and Olympian Mateusz Kusznierewicz, illustrated with session photos with OMEGA watches, of which Mateusz is an ambassador. We used selected photos to illustrate the interview in which watch models of this brand were subtly presented.



◀ The article in  
the magazine





ADVERTISING POSSIBILITIES

Price list: **magazine**

FULL PAGE advertisement (advertising creation or Advertorial) (right page in the 1st part of the magazine, up to page 35)	<b>2,900 euro</b>
FULL PAGE (advertising creation or Advertorial) (right page in the 2nd part of the magazine)	<b>2,500 euro</b>
½ FULL PAGE (right page)	<b>1,500 euro</b>
COVER 2	<b>3,950 euro</b>
COVER 3	<b>3,450 euro</b>
COVER 4	<b>4,400 euro</b>
Opening double-page (COVER 2 + first editorial page)	<b>4,400 euro</b>
Double-page (up to page, advertising creation lub Advertorial)	<b>3,950 euro</b>

The given prices are net prices

► Are you planning an insert or other non-standard forms of advertising? Feel free to contact us!





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## ADVERTISING POSSIBILITIES

### Price list: **magazine+online**

#### ONLINE PRO 1 PACKAGE

- ✓ Online advertising (remarketing lists) – 200,000 ad views
- ✓ Full-page advertisement in the printed magazine "Golf&Roll" (up to page 35)
- ✓ Monthly megabanner on the website of the golfandroll.pl magazine (rotation))

**3,950 euro**

#### ONLINE PRO 2 PACKAGE

- ✓ Online advertising (remarketing lists) – 50 tys. ad views
- ✓ Full-page advertisement in the printed magazine "Golf&Roll"
- ✓ Monthly megabanner on the website of the golfandroll.pl magazine (rotation)

**2,950 euro**

The given prices are net prices

► Are you interested in promoting only online? Ask for an offer.



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## ABOUT THE PUBLISHER

# Golf *specialists*

The publisher of the magazine is **G24 Group**, the leader of the golf market in Poland for over 17 years.



## Golf tournaments and events

**We've been working for the best  
brands for 17 years!**

We are the biggest agency in Poland  
organizing golf tournaments and events.  
Hundreds of clients have trusted us!



## Booking system for golfers

**The owner of Golf Booking platform**

More than 200,000 golf rounds are booked  
every year through our Golf Booking system,  
in Poland and abroad.



## Golf club and business community

**Golf and business are the perfect combination**

We've created a community of people who  
like challenges. Both in golf and in business.



ABOUT THE PUBLISHER  
They trusted us







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