

Golf&Roll

NO.1 GOLF MAGAZINE IN POLAND

ADVERTISING OFFER 2026



ABOUT THE MAGAZINE

BASIC INFORMATION

ABOUT THE MAGAZINE

DIRECT ACCESS TO PREMIUM CUSTOMERS

“Golf&Roll” is the no. 1 golf magazine in Poland that every Polish golfer knows – published for over 16 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 THE ISSUES





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" and "Women's Health Poland."

Diversified distribution channels

The circulation goes to Empik, Inmedio (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!

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BASIC INFORMATION

ISSUES PER YEAR 4 (QUARTERLY)

PRICE OF ONE ISSUE 30 PLN

CIRCULATION OF EVERY ISSUE (PRINT + ONLINE SUBSCRIPTION) 9,000

DISTRIBUTION EMPIK, INMEDIO COMMERCIAL CHAINS
GOLF CLUBS

INDIVIDUAL SUBSCRIPTION (PRINT + ON-LINE ACCESS)

GOLF TOURNAMENTS AND EVENTS

PUBLISHING SCHEDULE
2026

NO. 1/2026 – 14TH APRIL 2026

NO. 2/2026 – 30TH JUNE 2026

NO. 3/2026 – 15TH SEPTEMBER 2026

NO. 4/2026 – 15TH DECEMBER 2026



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ABOUT THE MAGAZINE

E-EDITION AND ONLINE SUBSCRIPTION

“Golf&Roll” is not only a printed edition, but also an online version. Thanks to this, readers, after purchasing a digital subscription, can browse subsequent issues on a computer, tablet, smartphone. Subscribers also gain access to archived issues of the magazine from several years ago.





ABOUT THE MAGAZINE

READERS PROFILE

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!



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STRICTLY DIFINED GROUP OF RECIPIENTS



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.

68

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.

+250 000

Online tee time reservation in Poland made in 2024 only through www.golf-booking.com.





ABOUT THE MAGAZINE

ADVERTISING OPTIONS

Golf&Roll



ADVERTISING OPTIONS

PRICE LIST: MAGAZINE

FULL PAGE ADVERTISEMENT (ADVERTISING CREATION OR ADVERTORIAL) RIGHT PAGE IN THE 1ST PART OF THE MAGAZINE, UP TO PAGE 35	3,500 EURO
FULL PAGE ADVERTISEMENT (ADVERTISING CREATION OR ADVERTORIAL) RIGHT PAGE IN THE 2ND PART OF THE MAGAZINE	3,150 EURO
½ FULL PAGE RIGHT PAGE	1,750 EURO
COVER 4	5,350 EURO
COVER 2	4,650 EURO
COVER 3	4,200 EURO
DOUBLE-PAGE (UP TO 35 PAGE, ADVERTISING CREATION LUB ADVERTORIAL)	4,650 EURO
OPENING DOUBLE-PAGE (COVER 2 + FIRST EDITORIAL PAGE)	5,350 EURO

THE GIVEN PRICES ARE NET PRICES

Golf&Roll



PLANNING AN INSERT OR OTHER NON-STANDARD
ADVERTISING FORMAT? PLEASE CONTACT US!

ADVERTISING OPTIONS

PRICE LIST: MAGAZINE + ONLINE

PRINT + ONLINE PACKAGE

- ✓ FULL-PAGE AD IN THE PRINT MAGAZINE "GOLF&ROLL"
- ✓ ONLINE ADVERTISING (GOLF REMARKETING LISTS) – 50,000 VISIBLE IMPRESSIONS
- ✓ MONTHLY MEGABANNER ON THE WEBSITE WWW.GOLFANDROLL.PL (ROTATING)
- ✓ PARTNER INFORMATION IN A NEWSLETTER SENT TO A DATABASE OF OVER 8,000 GOLFERS

3,600 EURO

PRINT + ONLINE PACKAGE PRO

- ✓ FULL-PAGE AD IN THE PRINT MAGAZINE "GOLF&ROLL" (UP TO PAGE 35)
- ✓ ONLINE ADVERTISING (GOLF REMARKETING LISTS) – 200,000 VISIBLE IMPRESSIONS
- ✓ SPONSORED ARTICLE ON WWW.GOLFANDROLL.PL
- ✓ MONTHLY MEGA BANNER ON WWW.GOLFANDROLL.PL (EXCLUSIVE)
- ✓ PARTNER INFORMATION IN THE NEWSLETTER SENT TO A DATABASE OF OVER 8,000 GOLFERS
- ✓ PARTNER POSTS ON THE MAGAZINE'S SOCIAL MEDIA CHANNELS

4,300 EURO

THE GIVEN PRICES ARE NET PRICES

**PRECISE TARGETING
ALSO ON THE WEB**

No 1 golf magazine in Poland is also supported by the 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.

ADVERTISING OPTIONS

TYPES OF ONLINE ADVERTISING

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

MEGABANER

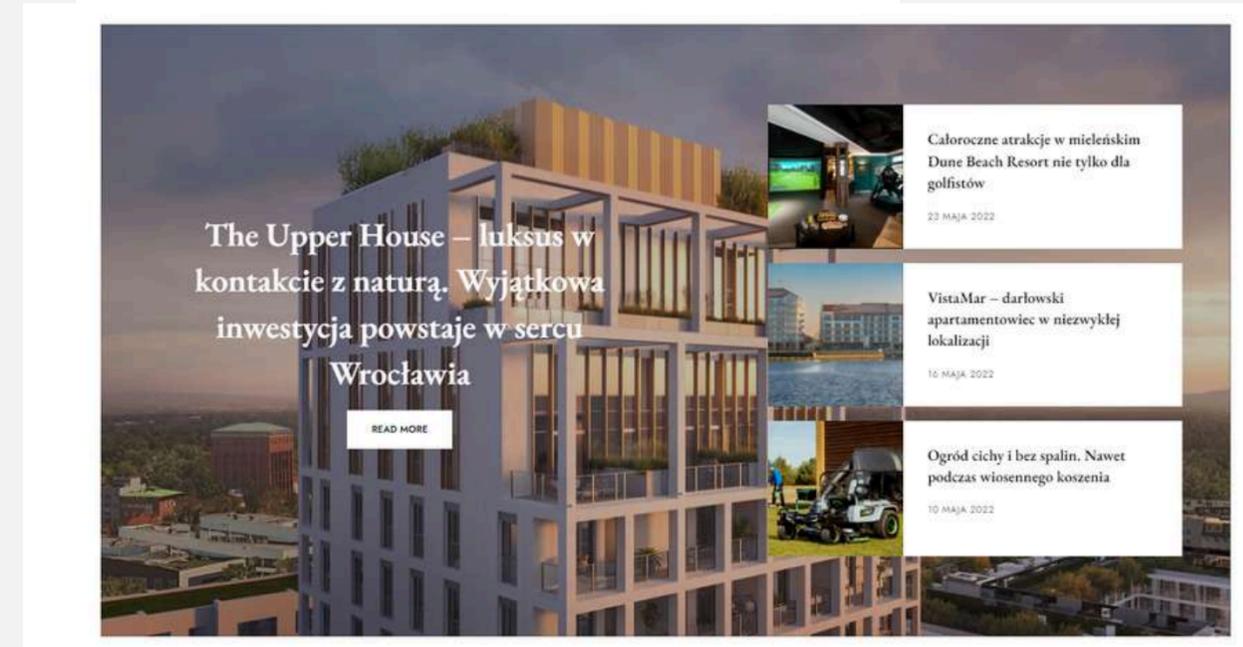
It is the largest and most visible form of advertising on the www.golfandroll.pl website. Displayed simultaneously on the home page and at the top of all subpages. The advertisement appears in rotation, no more than 3 advertising creations per month.

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.



ADVERTISING OPTIONS

THE LARGEST DATABASE OF GOLFERS IN POLAND

We are not only the publisher of "Golf&Roll" magazine, but as the **GOLF24** agency specializing in golf, we have been operating in the Polish market for **20 years**, reaching the majority of golfers in Poland through multiple channels. Since 2025, we have been part of the **Travel&Action Group**, also specializing in golf tourism. Our mailing list comprises over 13,000 active golfers in Poland. This list includes readers of "Golf&Roll" magazine, participants in Poland's largest golf tournaments, Travel&Action clients, and thousands of users of the Golf Booking system, used for booking golf courses. Our website users create remarketing databases of approximately 25,000 golfers.

SOME DATA

REMARKETING DATABASE: ABOUT 25.000 GOLFERS



ADVERTISING OPTIONS

ONLINE CAMPAIGNS

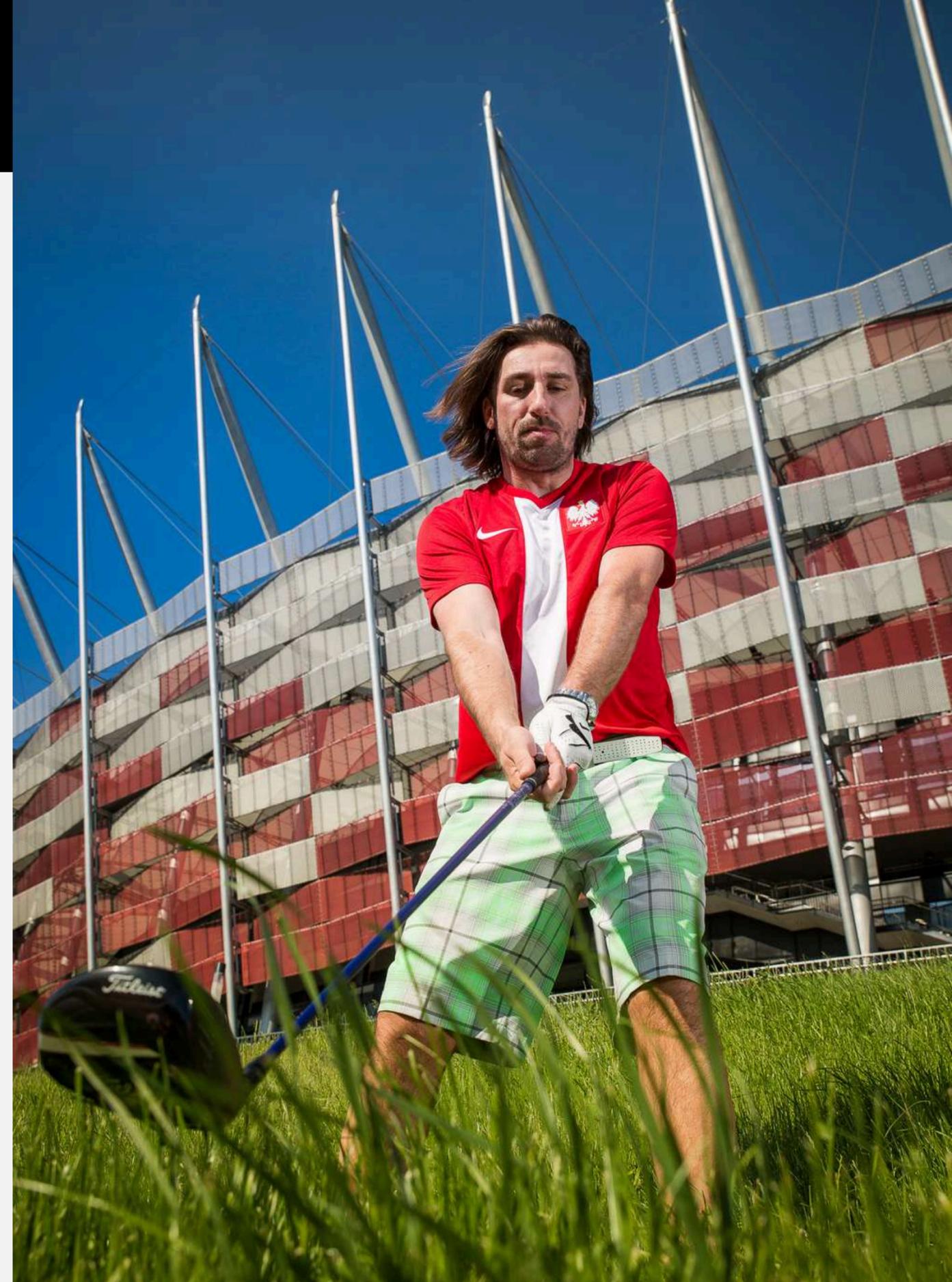
Thanks to online advertising, you will reach wealthy people and acquire new customers in this group. This is a perfect complement to press advertising, which allows you to comprehensively target Polish golfers.

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, www.golfbooking.com, www.polishmasters.pl, www.biznes-liga.pl, www.porshegolf.pl. Therefore, almost all golfers in Poland who are on the Internet will see the advertisement. It's about 28,000 people.



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ADVERTISING OPTIONS

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!

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CASE STUDY

JERZY DUDEK' GOLF ROUND WITH JAGUARE 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.



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CASE STUDY

MATEUSZ KUSZNIEREWICZ WITH OMEGA WATCHES

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



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ADVERTISING OPTIONS

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.

ASK FOR MORE INFORMATION



A B O U T T H E M A G A Z I N E

T H E P U B L I S H E R

GOLF24

SINCE 2004

GOLF SPECIALIST

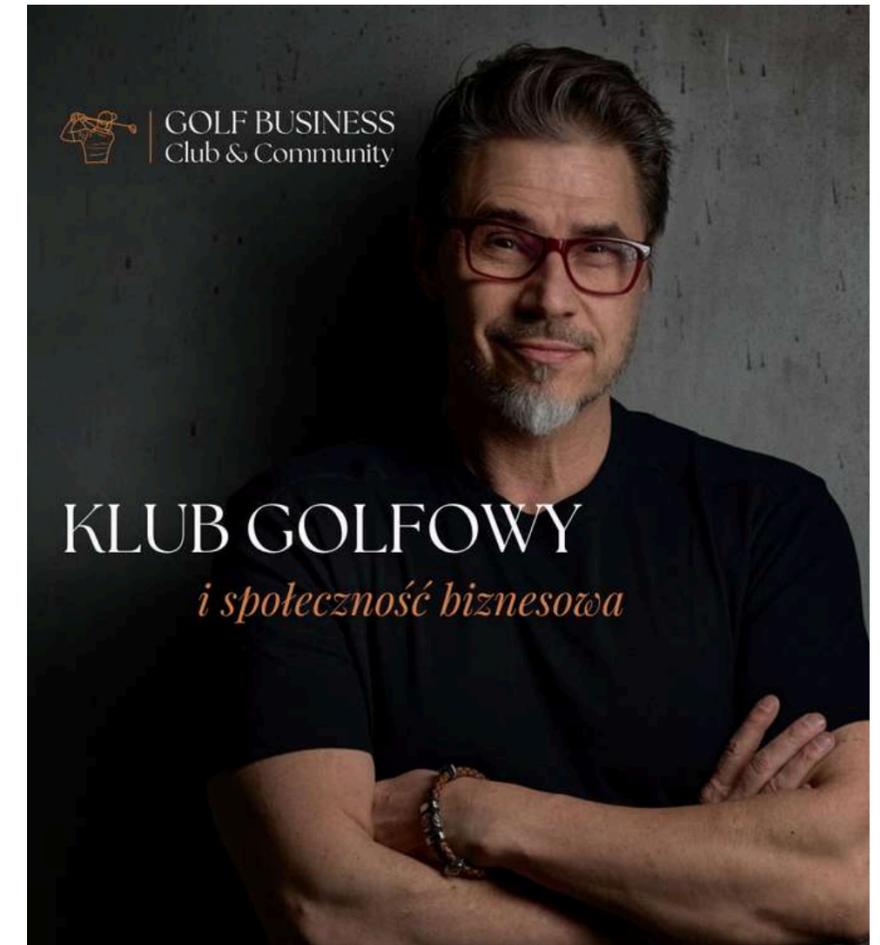
THE PUBLISHER OF THE MAGAZINE IS GOLF24, THE LEADER OF THE GOLF MARKET IN POLAND FOR OVER 20 YEARS.



GOLF TOURNAMENTS AND EVENTS



GOLF ACADEMIES FOR COMPANIES

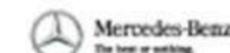


GOLF CLUB AND BUSINESS COMMUNITY

THE PUBLISHER THEY TRUSTED US



PORSCHE
INTEK AUTO POLSKA



Golf&Roll



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