

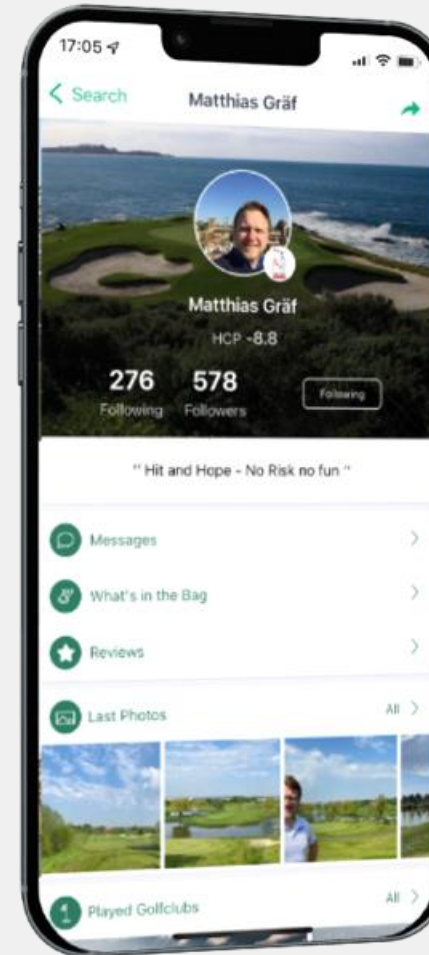
An aerial photograph of a lush green golf course. In the foreground, a well-manicured green with two sand traps is visible. The course is surrounded by dense, vibrant green trees. In the background, a large, calm blue lake stretches across the middle ground, with a range of blue mountains under a clear sky in the distance. The overall scene is bright and scenic.

Golf Post

Media Kit 2025

for hotels, resorts und destinations

Golf Post is the leading digital golf platform in the German-speaking countries



Golf Post reach and strong growth

Golf Post has the largest reach in the wider German-speaking area.



500k+

Monthly Unique Users



100k+

Registered Users



40k+

Golf Post App Users



80k+

Social Media Follower



2,000+

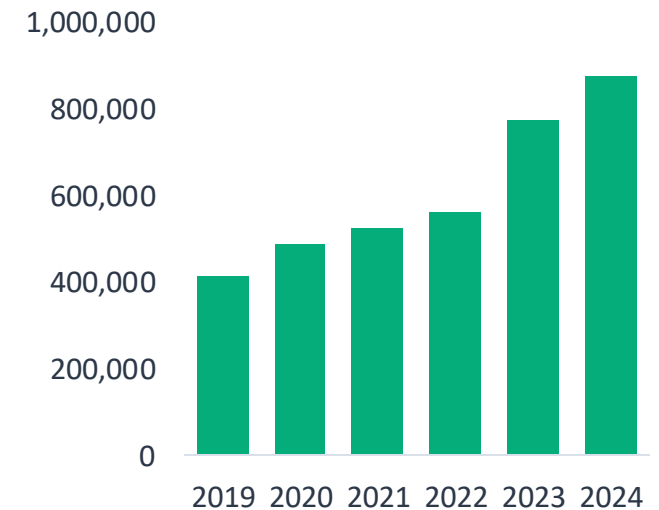
Participants in 40+ Golf Post Events



2,500+

Paying Premium Members

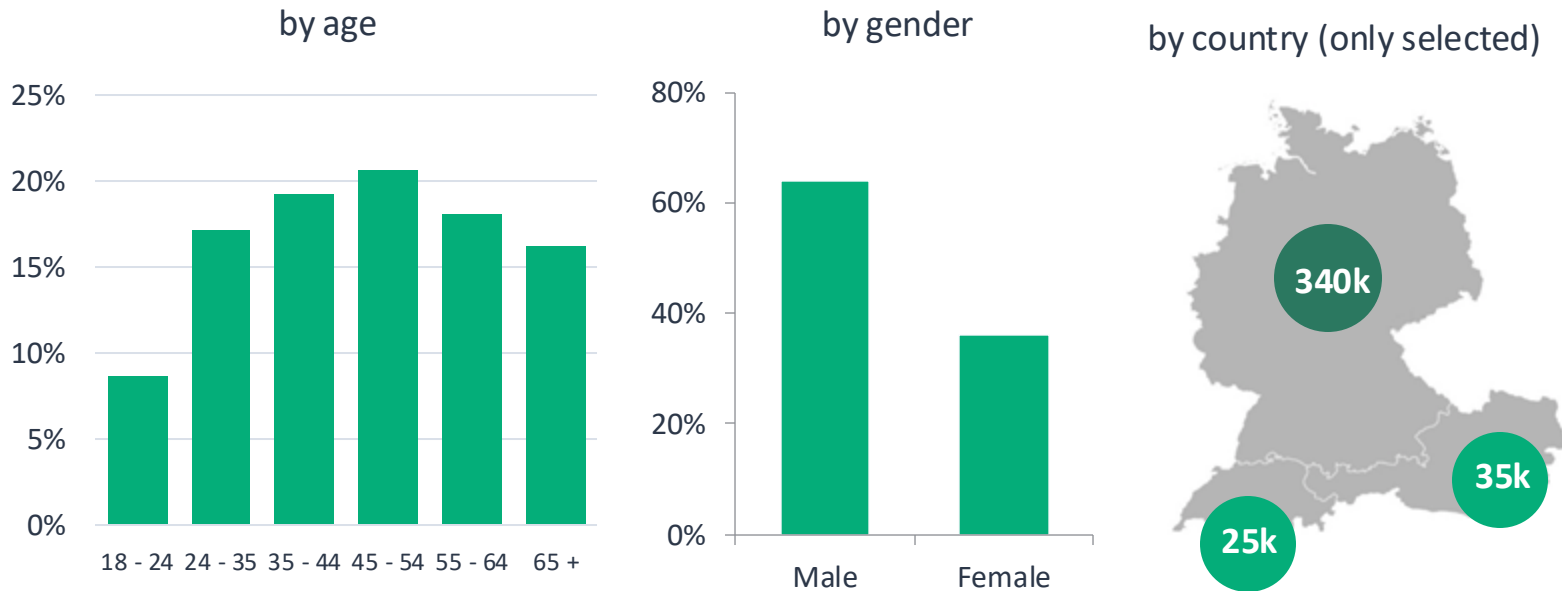
Average monthly visits
Golf Post DE (Web only)



Best SEO rankings have turned Golf Post into the #1 resource for all things golf related

Target Group: Golf Enthusiasts

Demographics of Golf Post Users



Source: Golf Post Analytics, Google Analytics

Characteristics

- Golf Post users are the most passionate and active golfers
- Golf Post users have a significantly better handicap than the average golfer
- Golf Post users enjoy traveling and typically go on more than three golf-related trips per year
- More than 50% of our users play golf at least twice a week



54

Ø Age

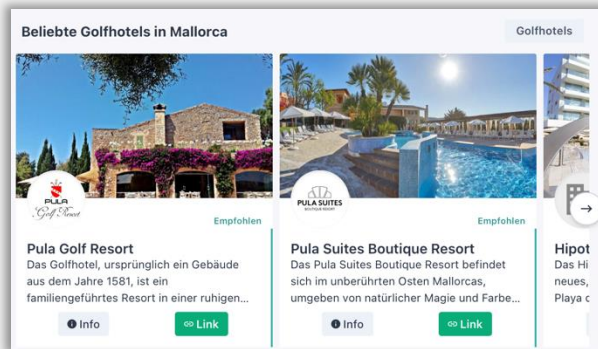
24

Ø Handicap

Special Products for Hotels/Resorts

Hotel Listing – yearly

Golf Post profile for your hotel: Golf Post lists your hotel as a recommended hotel for golfers



Listing as a recommended hotel within your region and throughout the whole platform

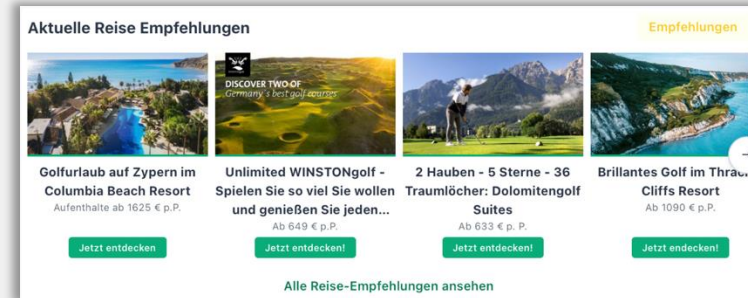


Hotel profile with description, pictures, deal integrations and more

Travel Recommendation – monthly

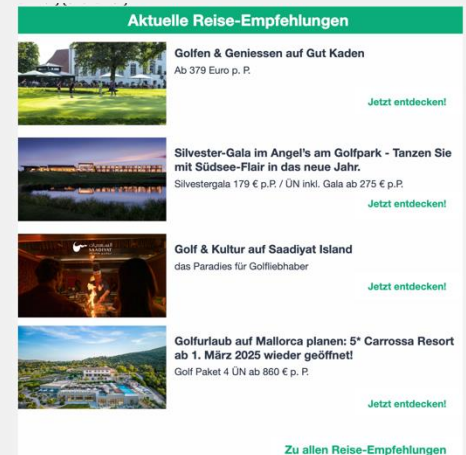
Placement of your travel package integrated on the website (home page, articles, live scoring) and in our weekly travel newsletter

Integration in Web



Integration in Newsletter

Attention grabbing and highly effective: between 500 and 1,000 monthly clicks per partner



List of All Media Formats available for Hotels

Direct Integration on Golf Post	Additional newsletter options	Soziale Medien & Branded Content
Hotel-Listing 750 € per year	Sponsoring of weekly travel newsletter 1,200 €	Social Media Story 750 €
Travel-Recommendation (Placement in web & newsletter) 600 € per month	Stand-Alone Newsletter to all travel interested users 4,000 €	Sponsored Post 5,000 €

Package deals for Hotels/Resorts

	Hotel Package BRONZE	Hotel Package SILVER	Hotel Package GOLD
Hotel-Listing	✓	✓	✓
Travel Recommendation	1 month	2 months	4 months
Social Media Story	✗	✗	1 x
Package price (p.a.) Liste-price	850 € 1,350-€	1,500 € 1,950-€	2,500 € 3,900-€

Add-On Options, in addition

2 months of travel recommendation **1,100 €** ~~1,200-€~~

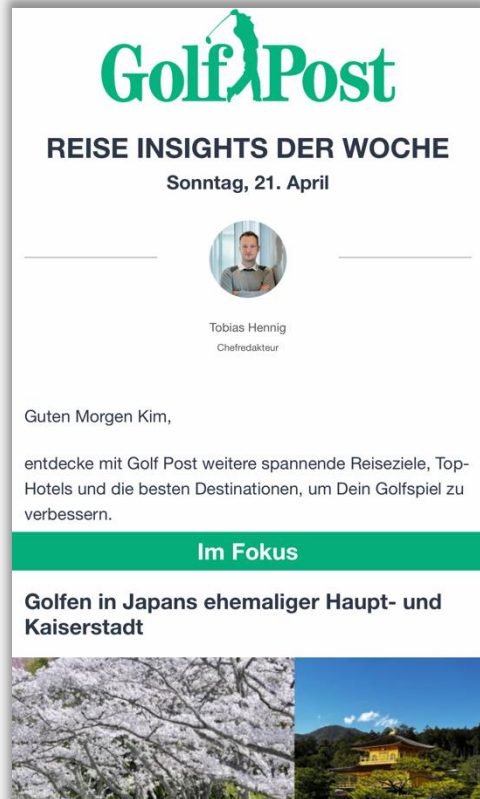
3 months of travel recommendation **1,600 €** ~~1,800-€~~

6 months of travel recommendation **3,000 €** ~~3,600-€~~

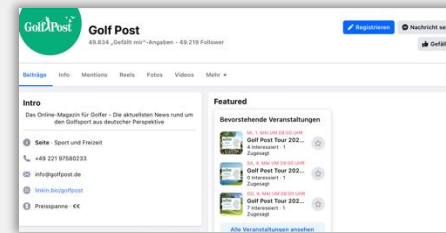


Travel Newsletter

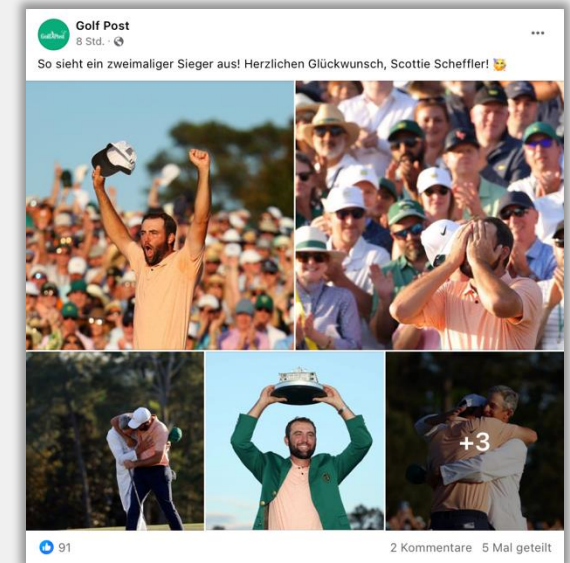
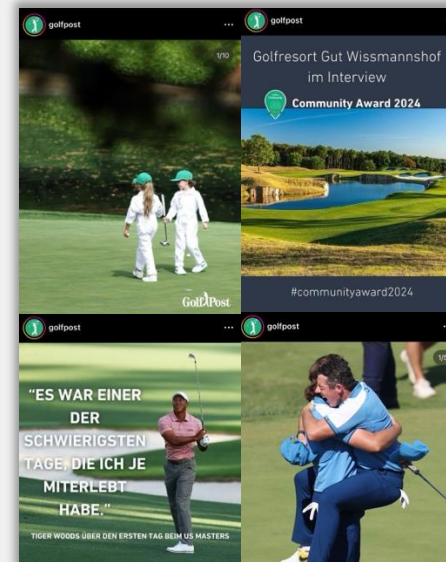
Weekly newsletter on travel destinations, insider tips and the current travel recommendations



40,000+
Travel Newsletter
subscribers



80,000+
Social Media
followers



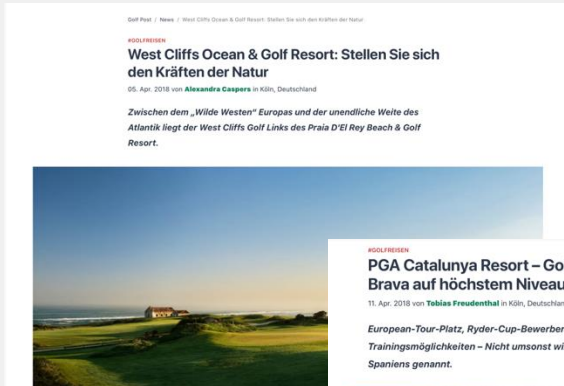
Social Media

Inspiration and content for golfers all over the world

References

Impressions of past campaigns for travel partners

West Cliffs Ocean & Golf Resort, Portugal



Destination Carinthia, Austria



PGA Catalunya Resort, Spain

List of selected partners

International high-class resorts

- Lumine Resort
- West Cliffs Ocean & Golf Resort
- PGA Catalunya Resort, Spain
- Sun Resort, Mauritius
- Verdura Golf Resort, Italy
- Robinson Clubs
- Costa Navarino, Greece

Destinations

- Tourism Ireland
- Golf Italy
- Kärnten
- Tourism Spain
- Cyprus Tourism Board
- Mallorca Golf Island

Your Contacts



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WELCOME TO THE DIGITAL HOME OF GOLFERS.

Golf Post

