



GolfPost Advent Calendar

Engage with the audience during the high-value Christmas season and benefit from our best-performing marketing tool of the whole year



- From December 1st to 24th with daily sweepstakes
- Editorial coverage for every partner on Golf Post
- Every door will be pushed via social media and newsletters to the whole Golf Post audience
- Prominent placement of the partner with logo and link to the partners website

Advent Calendar 2024

Performance

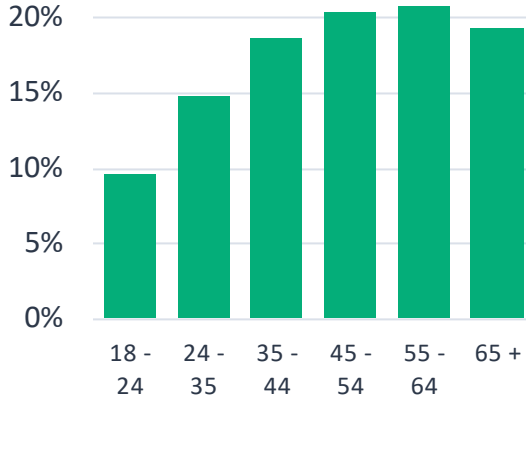
- Each spot generated over **60,000 page views** on average
- More than **250,000 unique visitors** reached
- Over **150,000 participants** – on average more than **5,000 participants per door**

GOLF POST IN 2025

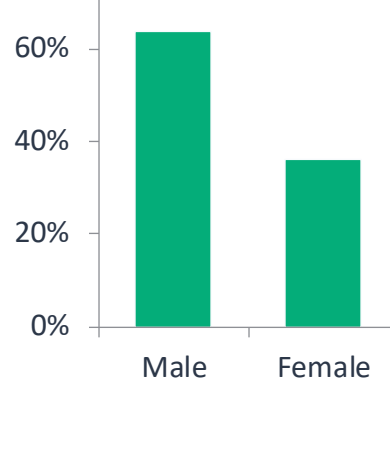
Ø 500,000 Monthly Unique Users

Ø 80.000 Social Media Followers

User by age



User by gender



Book your spot!

1. Choose your product for the lottery.
2. Golf Post writes an article with an integrated question (answer will be embedded within the gallery)
3. Pictures and links to the partner are integrated in the article
4. The lottery is promoted via Facebook, Twitter, newsletter and prominently on the Golf Post home page



OFFER 2025

1 placement: 3,000 €

- > 200,000 reach per spot
- > 20,000 interested users per spot
- > 5,000 participants per spot

Premium placement: 5,000 €

Advantages and benefits of the premium placement

- After-mailing to all participants
- Native Ad Bundle with 50,000 impressions

(Prices plus VAT and supply of products)

ADD ON

Lead Generation (GDPR-compliant)

Optional newsletter opt-in for partner per door
Typical opt-in rate: 25–50%. Billing is based on the number of generated leads..

Price: 1.50€ per lead

YOUR CONTACTS



Matthias Gräf
CEO & Founder

+49 221 9758 0231
matthias.graef@golfpost.de



Tobias Freudenthal
Sales Manager Travel

+49 176 386 484 39
tobias.freudenthal@golfpost.de



Ulrich Schulte
Sales Manager

+49 175 543 710 7
ulrich.schulte@golfpost.de



Jonah Bauer-Maas
Sales Manager

Phone: +49 173 920 484 8
joanh.bauer-maas@golfpost.de

www.golfpost.de