

Golfbranschen

When you want to reach the heart of golf.



PRICE LIST & MEDIA FACTS 2024

If you want to reach golf's decision makers at a reasonable cost, there is no more effective channel!

GOLFBRANSCHEN.se offers a range of effective opportunities to market your business, service or product towards the Swedish golf industry.

Display on the web and in newsletters, job ads and content marketing (native), or a combination of these. With an ad or a native article (promotion) on Golfbranschen, you reach the heart of golf in Sweden - the decision makers.

Therefore, the Golfbranschen is a good choice when you need to communicate news and information about industryrelated products and services, or when you need to recruit knowledgeable and experienced personnel.

When you advertise on Golfbranschen, you deliver your message in a relevant, neutral and credible editorial environment.

The golf industry is read daily by golf's decision makers:

- club managers
- suppliers
- distributors
- purchasing managers (shop)
- course managers
- greenkeepers
- golf travel agencies
- PGA pros
- site managers
- personnel managers
- business manager
- board members.

In addition, the golf industry is followed by many who use golf as a marketing, sponsorship and investment channel.

The golf industry publishes weekly news

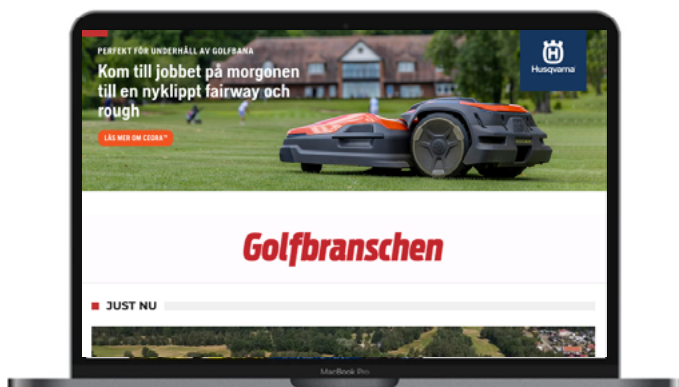
that is relevant and interesting to everyone who works with golf. It gives our advertisers a daily relationship with readers who want to stay up-to-date on what is happening in the various parts of the Swedish golf industry.

We communicate with our readers via a newsletter with around 2,400 subscribers and via social media (Facebook, Instagram, LinkedIn and Twitter).

Each month we have around 20,000 unique readers and 60,000 page views. Your ad on the Golf industry is right. •



Tommy Jeppsson,
editor & founder

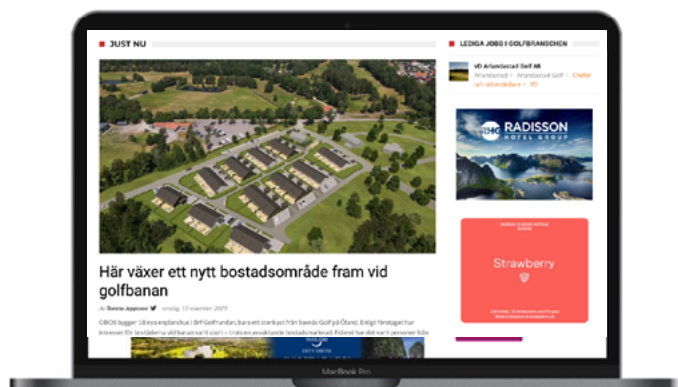


PANORAMA

Width: 1890px

Height: 400px (flexible)

Price: £2,285/month, 2 600 €/month



OUTSIDER

Width: 300 px

Height: 250-400 px (flexibel)

Price: £839/month, 955 €/månad.

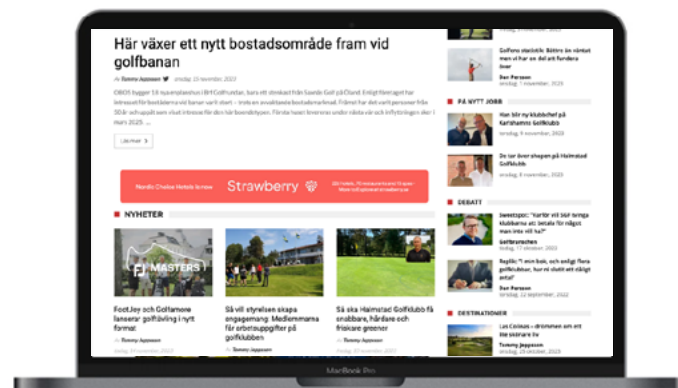


INSIDER (IN ARTICLE)

Width: 728 px

Height: Flexibel (90- 400 px)

Price: £1,490/month, 1 690 €/month

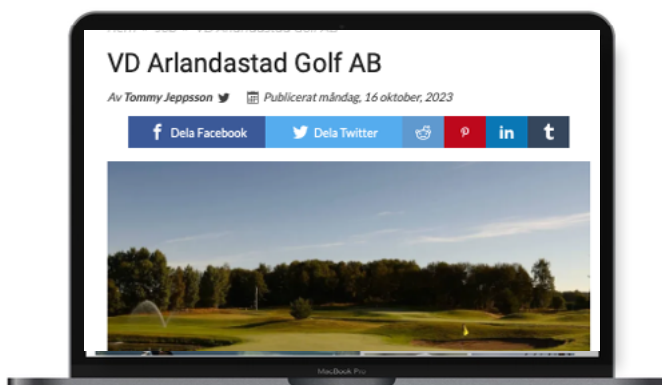


MODULE »PAGE ONE«

Width: 798 px

Height: 200-400 px (flexibel)

Price: £1,490/month, 1 690 €/month



JOB AD

Don't settle for second best. The possibility of finding the right person for the right position increases with a job advertisement on Golfbranschen. A job ad on Golfbranschen reach the entire industry - not just the niche you operate in. As a recruiting company, you are exposed to the editorial environment that the candidates themselves turn to when they want to read

and deepen their knowledge in their field.

The ad is exposed for one month on the site and is included in the newsletter for four weeks. In addition, the job advertisement is shared in our social media channels with several thousand followers.

Price: £380/month, 429 €/month



NATIVE (promotion/content marketing)

Do you have a product, service or an offer you want to tell us about? A promotional article boosts your brand and, by extension, also your sales. We offer articles that tell exactly your story and that channel your offer to the golf market. An advantage of promotion stories is that they have a long lifespan. They remain on the website and can be shared several times. We assist with text.

The content is distributed on the web, in the newsletter and in the golf industry's social media channels.

A few brands as chosen native in the golf industry.

[Cobra Golf \(One Length\)](#)

[Husqvarna 1](#)

[Husqvarna 2](#)

[US Kids](#)

[Gimmie Vitamins](#)

[Swerock](#)

[Golfinity 1](#)

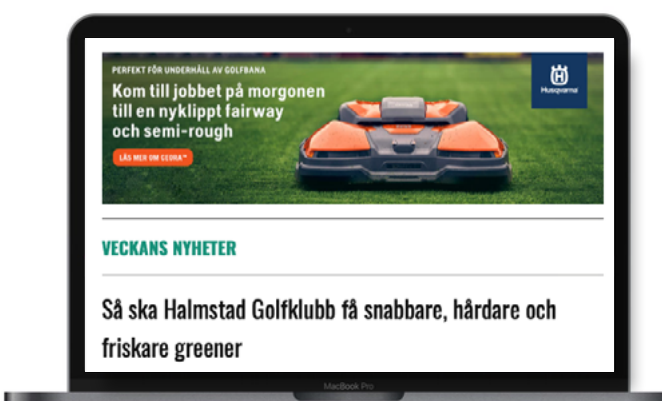
[Golfinity 2](#)

[Sweetspot](#)

[PowerPlate Pulse](#)

[Netheroes](#)

Price: £2,285/month, 2 600 €/month



BANNER IN THIS WEEK'S NEWSLETTER

The golf industry's newsletter summarizes the week's most important news from the golf industry. Advertising in the newsletter is a good complement to advertising on the site. The newsletters are sent once a week (non-holiday Fridays) and have approximately 2,400 subscribers.

Width: 798 px

Height: 240 px

Price:

Panorama:

£379/week

1 149 €/month

After first news:

£299/week

1 129 €/month

CONTACT:

Tommy Jeppsson

tommy.jeppsson@golfbranschen.se

+46-(0)70-456 23 19

The newsletter will be published 44 times in 2024

January: 12, 19, 26 **February:** 2, 9, 16, 23 **March:** 1, 8, 15, 22 **April:** 5, 12, 19, 26 **May:** 3, 10, 17, 24, 31 **June:** 7, 14, 20*, 28 **July:** (uppehåll) **August:** 9, 16, 23, 30 **September:** 6, 13, 20, 27 **October:** 4, 11, 18, 25 **November:** 1, 8, 15, 22, 29 **December:** 6, 13, 20 *thursday