



GOLF

**A UNIQUE WEB GOLF CHANNEL
FOCUSED ON AN ATTRACTIVE TARGET GROUP
2018**



GOLF

LINK YOUR IMAGE TO A PRESTIGIOUS INTERNATIONAL BRAND

WE ARE PART OF THE NBC GROUP



GOLF IN CZECH REPUBLIC & SLOVAKIA

PEOPLE, WHO PLAY OR WATCH GOLF

TOTAL NUMBER: 953 700

SOCIAL -DEMOGRAFIC ANALYSIS	NUMBER OF PEOPLE	% PERCENTAGE FROM TOTAL NUMBER OF PEOPLE
AB GROUP	314 857	33,0 %
ABC1 GROUP	475 006	49,8 %
ABC GROUP	655 382	68,7 %

Source: MEDIAN – 2016

GOLF IN CZECH REPUBLIC & SLOVAKIA

PEOPLE, WHO PLAY OR WATCH GOLF
AND PAY FOR EXTRA TV CHANNELS

TOTAL NUMBER: 280 637

SOCIAL -DEMOGRAFIC ANALYSIS	NUMBER OF PEOPLE	% PERCENTAGE FROM TOTAL NUMBER OF PEOPLE
AB GROUP	124 405	44,3 %
ABC1 GROUP	171 230	61,0 %
ABC GROUP	218 247	77,8 %

Source: MEDIAN – 2016

GOLF CHANNEL WEB

OUR READERS PROFILE, PAGE VIEWS

NUMBER OF UNIQUE READERS	200 000 / YEAR
NUMBER OF PAGE VIEWS	3 000 000 / YEAR
GENDER	MALE 79 %, FEMALE 21 %
AGE	35–44: 26 %, 45–54: 22 %, 55–64: 19 %, 25–34: 18 %, 65+: 10 %, 18–24: 5 %
GEOGRAPHIC DATA	82 % CZECH REPUBLIC, 11 % SLOVAKIA, 7 % OTHERS

SOURCE GOOGLE ANALYTICS

ADVERTISEMENT IN GOLF

ADVERTISEMENT IN GOLF IS LINKED TO EMOTIONS

sport

emotions

GOLF

lifestyle

relations

- GOLF REPRESENTS THE UNIQUE TARGET GROUP
- GOLF IS A LIFESTYLE
- GOLF COMMUNITY HAS ITS OWN INTERPERSONAL AND ECONOMIC RELATIONS

PAGE OVERVIEW



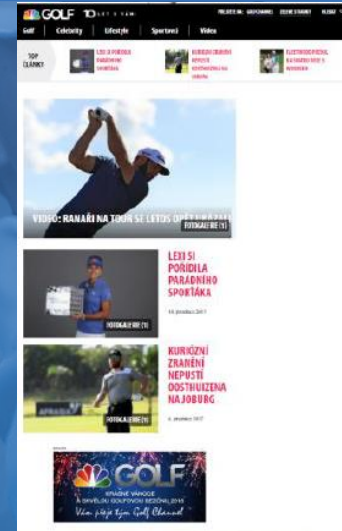
NEWS

UP TO DATE NEWS & TOP STORIES



GOLF GREEN PAGES

A COMMUNICATION WEB PORTAL FOR GOLF COURSES & SHOPS AND OTHER GOLFING ENTITIES



DOGLEG

GOLF CELEBRITY NEWS & BACKSTAGE STORIES. HUMAN INTEREST ARTICLES FROM AROUND THE WORLD OF GOLF

AN OVERVIEW OF ADVERTISING FORMATS

BRANDING OF A BACKGROUND

DOUBLE LEADERBOARD

PREMIUM

HALF PAGE

COMERCIAL PRESENTATION

LONG PAGE

BRANDING POZADÍ

PREMIUM

HALF PAGE

LONG PAGE

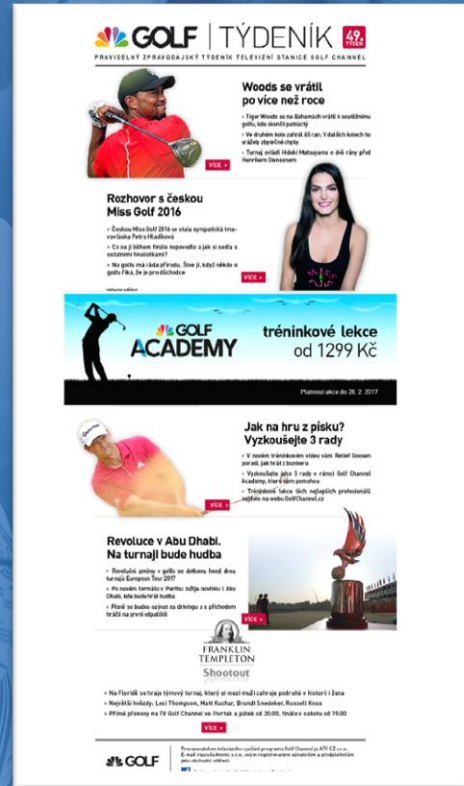
Komerční prezentace

NEWSLETTER

DIRECT MAIL GET DISTRIBUTED TO 15 000 SUBSCRIBES

- GOLFCHANNEL.CZ READERS
- TV GOLF CHANNEL VIEWERS
- BUSINESS PARTNERS
- PRIVATE TOUR PARTNERS

EVERY TUESDAY SUMMARIES OF THE MOST IMPORTANT EVENTS OF THE LAST WEEK



PRICE LIST

FORMAT	SIZE	DUARTION	GUARANTEED*	PRICE
BRANDING OF A BACKGROUND	1 920 x 3 000 px	1 week	40 000	39 000 Kč
DOUBLE LEADERBOARD	998 x 200 px	1 week	40 000	35 000 Kč
PREMIUM	450 x 280 px	1 week	40 000	35 000 Kč
HALF PAGE	300 x 600 px	1 week	40 000	35 000 Kč
LONG PAGE	630 x 200 px	1 week	40 000	25 000 Kč
COMERCIAL PRESENTATION		1 week	40 000	35 000 Kč
NEWSLETTER	SIZE	DURATION	GUARANTEED	PRICE
DIRECT MAIL	800 x 269 px	newsletter	15 000	35 000 Kč

*

* WE GUARANTEE THE DATA FROM BOTH GOOGLE ANALYTICS AND ADOCEAN

TV GOLF CHANNEL

**DO YOU NEED TO ADDRESS AN UNIQUE TARGET GROUP?
GOLF CHANNEL IS A MUST IN YOUR MEDIA MIX!**

GOLF CHANNEL STUDIO:

ATV CZ s.r.o., Lužná 716/2, 160 00 Prague 6, Czech Republic

CONTACT	POSITION	CELL PHONE	E-MAIL
MICHAELA KABELOVÁ	DIRECTOR	+420 725 322 252	m.kabelova@golfchannel.cz
JAN DAVID	TECHNICAL & DISTRIBUTION DIRECTOR	+420 777 563 208	j.david@golfchannel.cz
MILAN JANSÁ	TV & WEB CONTENT MANAGER	+420 608 548 100	m.jansa@golfchannel.cz
NORA WALTEROVÁ	KEY ACCOUNT MANAGER	+420 725 339 407	n.walterova@golfchannel.cz
JANA PATZÁKOVÁ	KEY ACCOUNT MANAGER	+420 736 751 506	j.patzakova@golfchannel.cz

ALL ABOUT GOLF ONLY WITH US

Private Tour

Akademie

TV Golf Channel

GolfChannel.CZ

DogLeg.cz

ZeleneStrankyGolfu.cz