

# MEDIADATA 2024

VALID FROM: JANUARY, 1ST 2024

**pulse:**  
\_publishing

A scenic view of a golf course at sunset. The foreground is filled with dense green trees and shrubs. In the middle ground, a well-maintained golf course with green fairways and sand traps is visible. In the background, a small town with white buildings is nestled on a hillside. The sky is a mix of orange, yellow, and grey, with a bright light source on the right side, creating a dramatic sunset effect. The text 'GOLF PUNK' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# GOLF PUNK



**„I’VE LOVED  
GOLFPUNK FROM  
THE START. IT’S  
JUST A BRILLIANT  
MAGAZINE!“**

*Ian Poulter*

**GOLFPUNK** is the voice of the new generation of golfers who won’t compromise on their choice of a favorite magazine - just as little as they compromise when purchasing equipment or selecting a trainer.

Our writers have the sixth-sense for the most relevant stories, our photographers have the eye for the best pictures and our equipment specialists know exactly what works and what doesn’t.

**... going strong for more  
than 100 issues.**

WWW.GOLFPUNK.DE



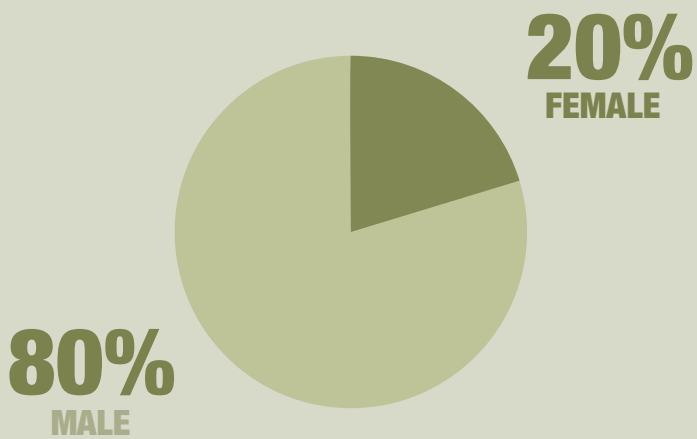
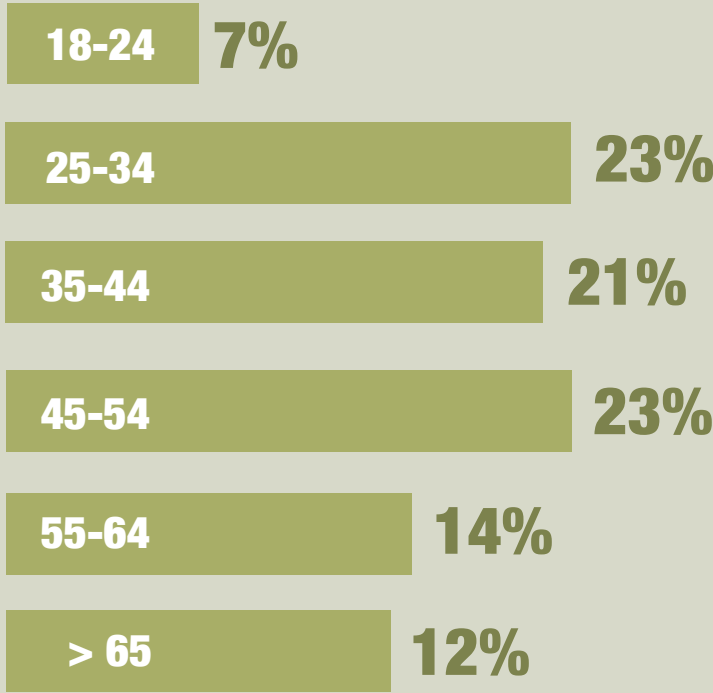


# THE GOLFPUNK\_TARGETGROUP



**Self-confident, stylish and always in control of the situation – in the sport, in fashion, in pop culture: GolfPunk readers know what they want and where they can get it.**

## AGE GROUPS





# THE GOLFPUNK\_PERSONAS

## SPORTS & FITNESS\_

GolfPunks are crazy about their sport, crazy about music and crazy about events. If they aren't at home, they will be at the center of where something is happening. Just ask any member of the GolfPunk club called "Schwinger Club".

## CAR ENTHUSIASTS\_

For GolfPunk readers a car is more than just a means for transportation. They are interested in function, comfort and design – as well as the future of mobility.

## REAL ESTATE & DESIGN\_

GolfPunk readers are stylish and self-conscious, and value real estate, furniture and design.

## GLOBETROTTER\_

Always in search of the best golf course and new challenges – GolfPunk readers will travel the world to find their next golf adventure.

## ELEKTRONICS-GEEK\_

GolfPunks delight to see the data, smartly analyzed; they use social media and love photography and communication. High-tech has become a permanent part of the golf world. Give a GolfPunk a new gadget to make him or her happy!

## FASHIONISTA\_

Our community bets on style – showing life next to the golf course with the newest trends in fashion and lifestyle.

Photography: J. Lindeberg





# GOLFPUNK\_NETWORK

Partner: 

## MAGAZINE

We focus on exactly those themes that matter - all around the sport of golf, like interviews with golf professionals and golf celebrities, tips and tricks for self-improvement, surprising insights from the world of golf, travel reports, and of course, equipment tests.

## DIGITAL

GolfPunk.de is the home of the digital world of golf. The platform offers news, tips, and services all around equipment, golf courses, and events. Our cooperation with our content partner, GOLF.COM, gives our readers a unique spectrum of enjoyable and relevant golf.

## SOCIAL MEDIA

Our social media engagement is highly visible on platforms like Instagram, Facebook, TikTok, and YouTube. Followers receive exclusive insights into the content of our international golf-world network.

## NEWSLETTER

Thanks to our cooperation with the US media platform GOLF.COM we can now offer regular and targeted content from the world of golf starting in 2024. This includes the newest equipment trends and, of course, the famous top 100 lists of golf courses around the world.

**GolfPunk** has long been more than just a print magazine! With our digital offers, social media presentations, events, and our very own Royal Punk Club we are at the perfect intersection for the young and modern generation of golfers. These are your new customers who are searching for fresh and authentic content within a community of people with the same attitude. This year we have the pleasure of sharing our new status as an exclusive partner of the international magazine golf.com. This partnership offers our readers a completely new dimension regarding quality and originality in the German-language content world. This cooperation extends GolfPunk's digital footprint extensively, and we are stoked about it.



# THE\_MAGAZINE

Authentic content, unconventionally produced photography and exclusive interviews are what our readers love. GolfPunk readers are a little bit different than the typical golfer and demand a magazine that fits. Readers expect a magazine on their level – and we deliver.

Publication frequency  
**6X/Year**

Copy price  
**6,90 €**

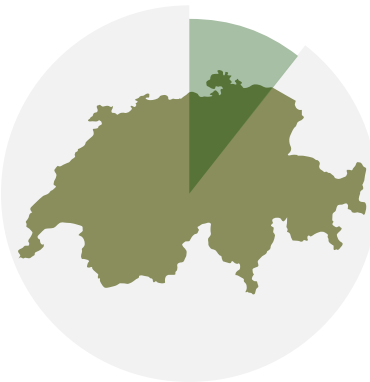
PRINT CIRCULATION	36.000
SOLD CIRCULATION	22.800
REACH	63.840

### Distribution

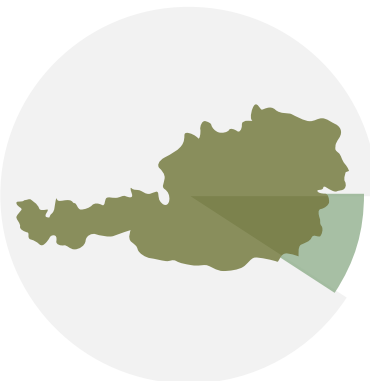
Kiosks, train station bookstores, airports, golf courses, book stores, super markets, gas stations, web shops, special sales locations and subscriptions.



**85%**  
Germany



**8%**  
Switzerland



**7%**  
Austria





BUYER'S GUIDE

# FAIRWAYHÖLZER & HYBRIDE 2021

STEHEN DIE HÖLZER MEIST IM SCHATTEN DES ALLMÄHIG WACHSENDEN HYBRIDEN. 2021 HAT FÜR FAIRWAYHÖLZER UND HYBRIDE NEUES LICHT. ABSOLUT ESSENZIELL. 2021 HAT FÜR FAIRWAYHÖLZER UND HYBRIDE NEUES LICHT. ABSOLUT ESSENZIELL. 2021 HAT FÜR FAIRWAYHÖLZER UND HYBRIDE NEUES LICHT. ABSOLUT ESSENZIELL.

**AIRWAY & HYBRID 2021**

BEIM KAUF NEUER SCHLAGER STEHEN DIE HOLZER MEIST IM SCHATTEN DES ALTMODIGEN DRIVERS. DOCH EIN GUTES SET-UP AUS AIRWAY-HOLZERN UND HYBRIDEN ALS ALTERNATIVE VOM TEE- ODER RETTER IN HOCHSTER NOT ABSOLUT ESSENZIELL. 2021 HAT FÜR ALLE DREI IHREM HOLZ 3 AUF KRIEGSPUSSEN, JEDE MENGE ZU BIETEN.



test JAN LANGENBEIN

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**IM RAHMEN**  
Flavale Zonen  
orange-braun  
bis den steife  
der 7X-Hölzer  
man für w

**ZACKEN IN DER KRONEN**  
Eine Stütze in der Form  
des Z-Lithiums sank den  
Schwerpunkt für höhere  
Schläge vom Fernway um  
aus dem Flogh.

2 | GOLFPUNK - BUYER'S GUIDE 2021

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**SSUNGSFAHIG**  
 (1) Der Fahrer ist  
 (2) Der Fahrer ist  
 (3) Der Fahrer ist

TIEFER GELEG

**„GOLFER, DIE MIT  
GERINGEREN  
SCHLAGERKOPF-  
GESCHWINDIGKEITEN  
KEINE PROBLEME  
HABEN, SOLLTEN  
IHREM BALL MIT  
DIESEM RESCUE  
GENÜGEN HOHE  
MIT AUF DEN WEG  
GEBEN.“**

...steigt die Ballgeschwindigkeit infolge der Reib Spurt ab, auch in dieser Peripherie, wo die G425 Hölzer mehr eine Anpassung des Liefrindels.

TEASOURCE BUYER

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MODE

# Südlich vom Nordpol

from Mike Meyer  
Selling: Tamara von Ehsenpierre  
Marketing: Anne Kathale Hystad  
Postgraduate: Sandra Mike Meyer  
Music: Renee Hillis, Gregg Vik  
Modeling: Heather Management Oslo

Wir sind nach Norwegen gereist, um die  
aktuellen Lieblings-Outfits der norwegischen  
Frauen im Rahmen zu bieten. Hat sich

**BUSHNELL  
TOUR V5  
SLIM SHIFT**

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# MEDIA INFORMATION\_PRINT

In addition to classic advertisements, we also offer a wide range of special formats. If you are requesting special advertising formats that you can't find here, please ask us, please get in touch with us.

## 1/2024\_MARCH

Deadline: 02.02.2024  
Finalization: 09.02.2024  
Supplement delivery: 16.02.2024  
Release date: 01.03.2024

## 2/2024\_APRIL

Deadline: 08.03.2024  
Finalization: 15.03.2024  
Supplement delivery: 22.03.2024  
Release date: 05.04.2024

## 3/2024\_MAY

Deadline: 19.04.2024  
Finalization: 26.04.2024  
Supplement delivery: 03.05.2024  
Release date: 17.05.2024

## 4/2024\_JULY

Deadline: 31.05.2024  
Finalization: 07.06.2024  
Supplement delivery: 14.06.2024  
Release date: 28.06.2024

## 5/2024\_AUGUST

Deadline: 19.07.2024  
Finalization: 26.07.2024  
Supplement delivery: 02.08.2024  
Release date: 16.08.2024

## 6/2024\_NOVEMBER

Deadline: 27.09.2024  
Finalization: 04.10.2024  
Supplement delivery: 11.10.2024  
Release date: 25.10.2024





# NEWS\_LETTER

The newsletter of GOLFPUNK supplies the community with the newest and hottest news from the world of golf. It gets sent out ten times each year to over ten thousand GOLFPUNK fans. Readers enjoy current information on golf-clubs, bags, trolleys, the coolest fashion items, and everything you might possibly need for golfing. Innovative golf gadgets, the competitions that matter, the funniest gossip from the golf scene, and the absolutely hottest travel destinations for golfing—this is all part of the newsletter.

We offer our advertising customers various means of participation and placement of their advertisements, such as advertorials and native advertising with links. Please ask us about our portfolio of opportunities.

Photography: Patrick Koenig



## 1/2024\_JANUARY

Dispatch: 19.01.2024

## 7/2024\_JULY

Dispatch: 19.07.2024

## 2/2024\_FEBRUARY

Dispatch: 16.02.2024

## 8/2024\_AUGUST

Dispatch: 23.08.2024

## 3/2024\_MARCH

Dispatch: 15.03.2024

## 9/2024\_SEPTEMBER

Dispatch: 20.09.2024

## 4/2024\_APRIL

Dispatch: 12.04.2024

## 10/2024\_OCTOBER

Dispatch: 18.10.2024

## 5/2024\_MAY

Dispatch: 17.05.2024

## 11/2024\_NOVEMBER

Dispatch: 15.11.2024

## 06/2024\_JUNE

Dispatch: 14.06.2024

## 12/2024\_DECEMBER

Dispatch: 13.12.2024



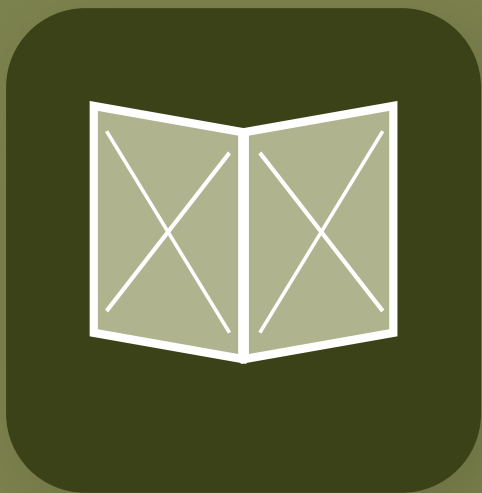
# ADVERTISEMENTS\_PRINT



**1/1 ADVERT**  
**7.100 €**  
(Size: 230 mm x 300 mm +  
3 mm Bleed each page)



**2/1 ADVERT**  
**12.600 €**  
(Size: 460 mm x 300 mm +  
3 mm Bleed each page)



**2/1 ADVERT U2 + P. 3**  
**14.500 €**  
(Size: 460 mm x 300 mm +  
3 mm Bleed each page,  
5 mm trimm)



**1/1 ADVERT U4**  
**8.500 €**  
(Size: 230 mm x 300 mm +  
3 mm Bleed each page)



**1/1 ADVERT U2**  
**7.800 €**  
(Size: 230 mm x 300 mm +  
3 mm Bleed each page)



**1/2 ADVERT**  
**3.900 €**  
(horizontal 230 mm x 149 mm or vertical  
114 mm x 300 mm, 3 mm Bleed each page)



**1/3 ADVERT**  
**2.700 €**  
(horizontal 230 mm x 100 mm or vertical  
76 mm x 300 mm, 3 mm Bleed each page)



**1/4 ADVERT**  
**2.100 €**  
(horizontal 230 mm x 76 mm or vertical  
57 mm x 300 mm, 3 mm Bleed each page)



**TIP-IN**  
**PRICE ON REQUEST**  
(4 pages, more pages on request  
(plus costs for carrier announcement)



**TIP-IN TIP-ON**  
**PRICE ON REQUEST**



**INSERTS**  
**PRICE ON REQUEST**  
(at uncertain place)



**BOUND INSERTS**  
**PRICE ON REQUEST**



**TIP-ON SAMPLE**  
**PRICE ON REQUEST**  
(additional costs for carrier display)  
up to 10 grams; further grammages  
on request



**BANDEROLE**  
**PRICE ON REQUEST**

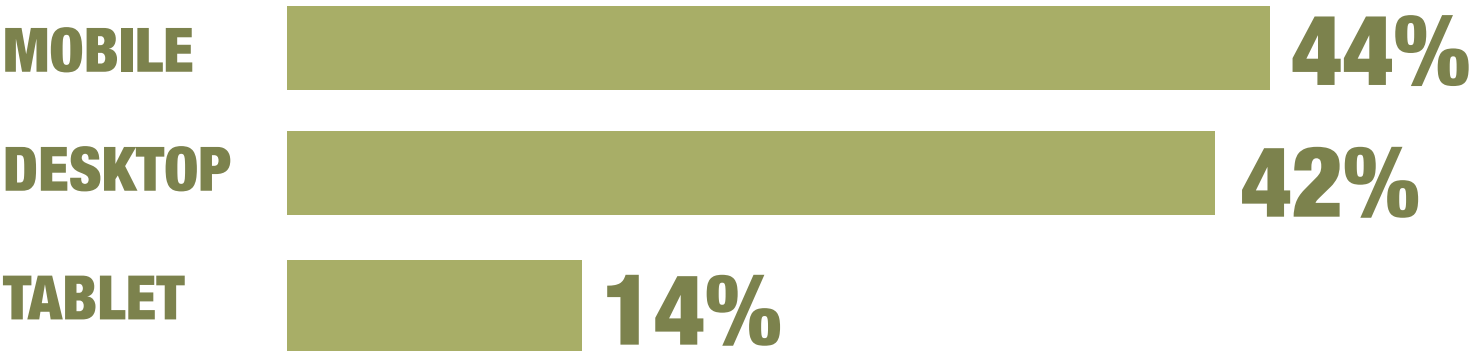


**GATEFOLD (4-PAGES)**  
**PRICE ON REQUEST**



# WELL\_ NETWORKED

## DEVICES



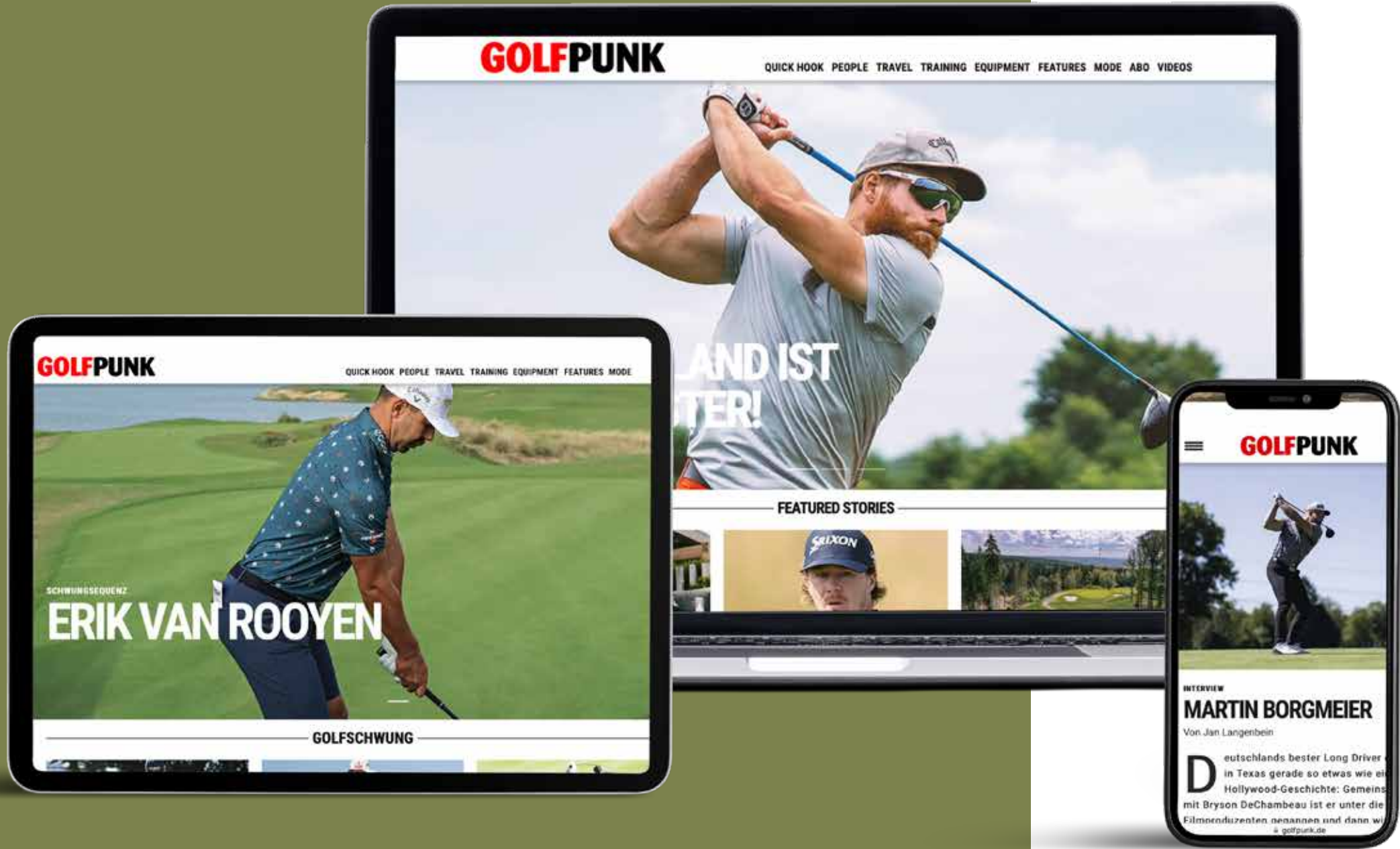
3.853 | 12.257

## SOCIAL MEDIA

Our network is completed with our social media channels and we continuously increase our reach. We would enjoy extending your brand presentation at GolfPunk and implementing your ideas.

## ONLINE EDITION

Our slogan “**The world is golf**” puts multi-media dynamically into the modern golf scene. Besides news from the world of golf, we present interviews with the pros and all the information to current series and events. Trend and style-aware golfers will find a rich source of information, for life on and after the green. **Golf-Punk.de** further presents video clips and instructional videos on the webpage.




# GOLFPUNK.DE

40K Uniques/Month 90K Impressions/Month




# PROMOTIONAL\_WAYS\_ONLINE


## DISPLAY ADS\_



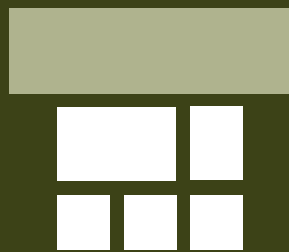
**BIGSIZE BANNER**  
728 X 90 PX  
19 € (TKP)




**BILLBOARD**  
970 X 250 PX  
29 € (TKP)




**MEDIUM RECTANGLE**  
300 X 250 PX  
19 € (TKP)



**EPIC TAKEOVER**  
1700 X 450 PX  
49 € (TKP)



**HALF PAGE AD**  
300 X 600 PX  
29 € (TKP)



**INTERSTITIAL AD**  
800 X 600 PX  
49 € (TKP)

## DATA DELIVERY

The delivery of banners in GIF / JPEG format must be made no later than two days before the start of the circuit.

## CONTENT-MARKETING\_

- Advertorials
- Sponsored Posts (Social Media)
- Video
- Guest articles
- Social Audio
- Listicles (Top 5 etc.)

Price on request

## VIDEO ADS\_

- Pre-Rolls/Mid-Rolls
- Length: max. 30 MB
- Dimensions: max. 1920 x 1080 px

Price: 79 € (TKP)

## ARTICLE BRANDING\_

- Logo integration into an article
- Dimensions: 90 x 25 px

Price: 900 €

## INDIVIDUAL SOLUTIONS

Co-branded solutions are conceivable for all types of advertising. In the same way, content within our publishing house can be used across all media. We are happy to put together an individual offer.



# PULSE\_PUBLISHING

With **BLOND**, **NYLON** and **GOLFPUNK** along with the leading online platforms in the action sport and lifestyle segment pulse publishing is the first address when addressing this active and trend-oriented target group.

With over **3.000.000 impressions** and **600.000 visitors** per month pulse publishing provides the largest action- sport network in the German-speaking countries. The individual offers are leaders in their respective segments, and always leading the trend.



**Pulse Publishing** belongs to the most successful brand marketers for this young and active target group. With the proximity to athletes and influencers of the various tribes we know what makes a brand successful in the market. We offer the perfect place for your authentic presentation of your brand.

Our writers and employees are the guarantee for competency and authenticity. Their stories and tales are not only written but alive. Believable, competent and relevant content contributes to the lifestyle and passion of the users.



# TERMS AND CONDITIONS\_

## 1. APPLICABILITY \_

These terms and conditions apply to all advertisement orders and for all orders for inserts, stickers, bound-in supplements, glued-in inserts and other technically special formats and ad-formats as well as online advertising. The validity of any general terms and conditions statements of the Customer is excluded in all cases, including if the Customer has sent such terms and conditions to pulse or such terms and conditions are known to pulse.

## 2.ORDER CONFIRMATION\_

- 2.1. „Order“ is defined by these terms and conditions as a contract over the publishing of one or several advertisements in a printed issue or in any of the Internet pages operated by pulse pushing for the purpose of distribution.
- 2.2. Offers by pulse publishing are subject to change. The order becomes binding with the written confirmation by pulse publication or by fulfilment of the order. Verbal or agreements based on telephone conversations are considered non-binding discussion, as long as not in written form and confirmed. Written form is fulfilled in transmission by Fax or Email.
- 2.3. Orders for advertisements or foreign supplements that are intended to be published in specific issues or at specific placements in the printed brochure or magazine must be delivered early enough that the publisher can inform the Customer before the deadline that the order is can not be fulfilled in the way intended. pulse accepts orders under the provision that the order is fulfilled, including when pulse publishing does not explicitly indicate when accepting the order. Categorized advertisements will be printed in their category without further agreement.
- 2.4. pulse publishing reserves the right to deny orders, including individual orders in a subscription or series of orders, if any content violates or breaches the law, ordinances, official impositions or public morals or if publication would be unacceptable for pulse publishing. This also applies when pulse publishing has already accepted the order, which in hindsight would not fulfil the provisions above. Insert orders are only binding after presentation of a sample of the insert and written confirmation by pulse publishing.
- 2.5. No guarantee by pulse is offered for specific placement in specific issues - except if the Customer has explicitly made the booking dependant on the specific placement/issue AND pulse publishing has confirmed the request. pulse publishing reserves the right to withdraw from its obligation of a specific placement/issue if circumstances such as a change in the size of the issue or issue specifics change; the Customer may only withdraw such agreed upon advertisements only until the advertisement deadline for the specific issue.

## 3. RESPONSIBILITIES OF THE CUSTOMER \_

- 3.1. The Customer must ensure that all required documents for printing, inserts, information, data, files and all other required material is delivered in-time, complete, error-free and in accordance with all contractual agreements; further, the advertisement must be suited for the use intended, especially for online advertisements and the relevant screen display, the surrounding and the size. The risk of delivery of the materials including the proofs is with the Customer, except if explicitly agreed upon; such materials must fulfil the technical requirements of pulse publishing. For the format chosen, advertisement materials must correspond precisely to the current requirements given by pulse publishing. pulse publishing guarantees the usual print quality for the titles booked, within the constraints defined by print quality of the specific title.
- 3.2. The responsibility for the correct data transmission and the costs for data or samples that have to be created or manipulated or worked upon lies with the Customer. The Customer is responsible for transmission of digital material free of any damaging code such as computer viruses, worms, Trojans etc. and any other damaging sources. If a file is damaged or infected pulse publishing will not use this file and for purposes of damage prevention delete the file; in no case may damage compensation be claimed. pulse publishing reserves the right to claim damage compensation against the Customer in the case damages have occurred from such sources.

- 3.3. The Customer authorizes pulse publishing to acquire, to work upon or to implement anything necessary including printing materials, drafts, illustrations, lithography, translation and anything similar and also any requirements communicated by the Customer; these orders will be in the name of the Customer and the invoice will be for the Customer.
- 3.4. The Customer is solely responsible for the lawfulness of all of the advertising materials and for all the linked offers and for all the products advertised for. The Customer assures with placement of the order that the advertising materials delivered including the products or services advertised for are in accordance with current law of the Federal Republic of Germany, especially with any laws criminal law, any law, and any other ordinance for the protection of youth (e.g. Jugendschutzgesetz, Jugendmedienschutzstaatsvertrag), and any law for consumer protection (e.g. Telekommunikationsgesetz, Telemediengesetz), and any other laws (e.g. Urheberrechtsgesetz, Gesetz gegen den unlauteren Wettbewerb (UWG), etc.), and also do not breach public morality.
- 3.5. The Customer grants pulse publishing all rights to publishing the advertisement in online and offline media of every kind; the rights include copyrights, ancillary copyright, right of use, and all other rights, including the right to copy, disseminate, transmit, broadcast, save, save in databases for all for such extent as required to complete the order. pulse publishing also receives the right to change any document, but limited to what is technically and editorially necessary. The aforementioned rights are not limited to any geographical region and entitle pulse publishing to publish with any known technical procedure and in any known form of online- and offline media. The aforementioned rights include the right to advertise, including cost-free advertising, by printing, by sending and or any other presentation for the purpose of self-advertisement, e.g. for an archive or for a presentation.

## 4. CONTENT OF THE ADVERTISEMENT \_

- 4.1. Advertisements that cannot be recognized as such because of their editorial design will be marked with the word „Anzeige“ or „Advertisement“ by pulse publishing.
- 4.2. The online platforms where advertising on platforms of pulse publishing refers to, the Customer is obliged to make sure that no software is used/installed/made available to the user where any transmission protocols or calls to 0900 phone numbers or any other number group is initiated without express consent of the user; also, no permanent changes in the transmission settings of the user may be made (so called autodialers).
- 4.3. If the Customer is using any services (e.g. numbers such as 0900, 0137, 0180, 012 or other) that the end-user encounters or if the Customer advertises any such information services via pulse publishing, all target pages of ads published on pulse publishing pages must be marked in compliance with §66a TKG and be conform to the rules of §66b ff. TKG (Telekommunikationsgesetz).
- 4.4. The Customer ensures at the time of placement of order that the Customer owns all applicable rights on the content.
- 4.5. The Customer releases pulse publishing and all of its representatives and agents with regard to the advertising order of all responsibilities and claims of third parties, which would arise from breach of laws or ordinances or agreements of this contract, especially with regard to the published advertisement. The Customer further releases pulse publishing from the appropriate costs of prosecution or legal procedure. The Customer is obliged to support pulse publishing with information and documents for any legal defence as necessary. The enforcement of any other claims remains reserved.
- 4.6. pulse publishing remains entitled to delete or block any illegal, deficient or otherwise flawed advertisement, even after publication of the advertisement. The Customer is obliged to block access to such content, within reasonable technical means that pulse publishing deems faulty or illegal. This applies especially in the case where pulse publishing can not block the content.

## 5. MOVING ADVERTISEMENTS\_

Advertisements must be put in publication within one year after contract formation. The Customer has -independently of the above clause- the right to move an advertisement from one issue to another issue date, but only 14 days before the deadline of the issue where the content is to be moved from. Advertisement orders that are moved or cancelled after this period before the deadline will be invoiced fully. The individual deadline dates are part of the Media Data published yearly by pulse publishing; the Customer must check the individual deadlines for each applicable issue.

## 6. RIGHTS AND DUTIES OF PULSE PUBLISHING\_

- 6.1. pulse publishing will publish the advertisement in the media for the booked period.
- 6.2. Online advertisements will only be placed in agreed upon positions. If the position has not been determined, the placement will be chosen by pulse publishing with as much consideration as possible of the assumed interests of the Customer. The Customer may not claim the same positioning of the advertisement for a later advertisement that has been placed a period of time later.
- 6.3. pulse publishing is entitled and has the right to deliver partial services.

## 7. FURTHER PAYMENT CONDITIONS\_

- 7.1. If no specific size regulations are given, the invoice will be calculated according to the actual und usual print size of the advertisement. If the client supplies any data, draft or other material for advertisements larger than the pre-agreed advertisement size, then the client owes the usual price for the larger advertisement, as long as it is not possible for pulse publishing to print the advertisement on the basis of the pre-contracted size. In the other case, when specific data, draft order material is delivered by the client for a smaller than agreed-upon size, the client may only claim the publishing of the smaller ad, but not the deduction of the pre-agreed charge. In this case, pulse publishing will attempt to print the ad in the pre-contracted size if possible.
- 7.2. Unless otherwise expressly stated, all prices are plus the respective statutory VAT. Price changes (price reductions, changes in the discount, price increases) are valid from the date the current or new price lists, this also applies to current advertisements and other contracts.
- 7.3. Invoices shall be paid within 14 days after the invoice date to the full amount, except if the customer has not paid in advance or a different payment period has been agreed upon. Contracting Partners who have their headquarters abroad are liable to pay advance with order placement unless otherwise agreed. Relevant to compliance with the deadline is the receipt of the amount paid for pulse publishing. Payments are credited only in the order of § 366 II BGB and the Customer waives applicability - if legally permissible - of any other provisions. Any discounts for early payment will only be granted based on the price list, a general discount grant is not permitted.
- 7.4. If payment pursuant to section 7.3. is later than the payment deadline then pulse publishing is entitled to interest at the rate of 14.5% as well as a refund of any other damages; in the case of non-merchants this applies after default begins. The customer may prove a lower rate of compensation. In case of exceeding payment deadlines, pulse publishing may stop presentation of advertisement and processing of any open orders until the full payment of all open invoices has been fulfilled including payments for future booked orders.
- 7.5. In case of doubts about the solvency of the customer pulse publishing is entitled to revoking further dissemination of the publication and any other advertising material, regardless of the originally agreed payment of advance payments and the settlement of outstanding amounts.
- 7.6. Agencies that order in their own name, but for which third party ads appear, release their corresponding claims against their contractors to pulse publishing, up to the total amount of all liabilities of each existing liability to pulse publishing. Agencies must communicate at the request of pulse publishing the names and addresses of their contract partners and alert them of conveyance.
- 7.7. In addition to the invoice pulse publishing will provide y sample copy of the print order on request. If a sample can



# TERMS AND CONDITIONS\_

not be obtained pulse publishing will provide a written certification instead. The obligation of pulse publishing for storage of printing materials ceases after the publication of the booked issue, except if a different agreement is made.

## 8. GUARANTEE\_

8.1. pulse publishing guarantees the presentation of the advertisement in the agreed-upon media in the usual presentation-quality.

8.2. If an individual order is not fulfilled due to reasons outside of the control of pulse publishing the Customer must - without regard to any further legal obligations-pay the difference between the granted and the real usage. The obligation to pay this additional payment ceases only in the case that failure to fulfil the individual order is because of force majeure, which lies in the risk of pulse publishing.

8.3. In the case of insufficient quality of the advertisement placement in the advertisement media the Customer has the right to claim amendment and later improvement or the placement of a correct compensational advertisement, but only to the extent that the intention of the advertisement is impaired. If the compensational advertisement fails or is unacceptable the Customer has the right to reduce payment, or to receive replacement of the direct damage, or may resign. In the case of minor shortcomings resignation is excluded.

8.4. If any shortcomings in the quality of the presentation -or any other shortcomings that lie in the responsibility of pulse publishing- are not apparent for pulse publishing, then the Customer does not have the right to any claims for deficient publication. The same applies to repeated presentations of advertisement with shortcomings if the Customer has not made notice of the failure before the next presentation begins. Apparent shortcomings must be indicated within 3 days after the first publication by the Customer; after this deadline no warranty may be exercised.

8.5. If the presentation of the advertisement order is not possible, due to editorial reasons, technical reasons, force majeure, due to legal ordinances or any other reasons, then the presentation of the advertisement will be moved to an earlier time or to a later time. Only if it is not a negligible movement the Customer will be informed. The notification will be communicated before the movement of the advertisement, but only if this is timely realistically possible.

8.6. The same applies to the situation where the advertisement is presented in a different placement than agreed upon, in which case the Customer will be informed.

8.7. As long as the Customer doesn't respond within 5 working days to the movement of the presentation of the order or to the placement in a different place, pulse publishing will understand this as an agreement. If the Customer objects to the suggested timing-adjustment, a later presentation or presentation in a different placement, then the Customer may claim the refund for any outstanding services beyond what has already been delivered. Further claims are excluded.

8.8. Complaints must be filed within two weeks after receiving the invoice and supporting proof, except if the shortcoming is obvious. Any right for reduction of payment is excluded, as is the right to receive a replacement advertisement, if the Customer fails to deliver printing materials, proofs or any other material required for a faultless presentation of the advertisement either in part or full or not in time or with technical shortcomings. The Customer has no right to any claims due to shortcomings in the advertisement or decreased quality if the shortcoming of the printing materials was not immediately visible and the shortcoming appears during the printing process. This also applies if a proof was present on which the shortcoming was not visible. Delivery of more than two colour submittals, delivery not in time or the request of changing the printing or colours that differs from the print submittals may have effects on placement and print quality - these do not incur any right to claim of reimbursement. The Customer must reimburse any increased costs due to these issues to pulse publishing.

8.9. All exclusion of liability and limitation of liability in accordance with this contract do not apply if pulse publishing (a) is alleged with intention or act of gross negligence, or in the cases of (b) of injury of life, the body or the health of people, (c) during acquisition of delivery- or guarantee of quality, (d) with malicious deception or concealment and (e)

in the case of claims because of product liability. Beyond this, in commercial transaction pulse publishing is not liable for gross negligence.

## 9. DATA PROTECTION\_

9.1. Both parties are themselves responsible for compliance to all rules, laws and regulations regarding data protection.

9.2. The Customer is liable to only use data and user data it receives from pulse publishing within fulfilment of this contract for the purposes of this contract; further, the Customer agrees to delete all of this data at the end of the contract; such deletion must adhere to the rules of appropriate law; further, the Customer must show pulse publishing evidence if requested.

## 10. FINAL PROVISIONS\_

10.1. pulse publishing has the right to name the Customer by its name and its logo as a reference client; pulse publishing has the right to name the campaign by its name and its logo as a reference campaign; the Customer may veto such usage in explicit form.

10.2. Beyond section 10.1. both parties oblige and agree that all information that ins used in the context of the work related to this contract, be it of technical, financial or business nature, must be kept secret and in no case forwarded or made available to any third party. It is not allowed for either party to use any of this information for any other purpose than those agreed upon by the terms of this contract. This obligation continues after cessation of this contract.

10.3. Press releases or any other publication of the existence of this contract and the cooperation must be agreed upon by pulse publishing before the publication of such press release. Agreement will only be made in explicit written form.

10.4. Changes made to these terms and conditions will be given to the Customer in written form. Such changes are assumed to be agreed upon if the Customer does not object in written form within one month after the message or publication.

10.5. Transfer of rights or obligations from this contract to a third party by the Customer is only permitted after explicit authorization by pulse publishing. This approval may not be withheld without strong reasons. pulse publishing may transfer its rights and obligations from this contract at any time to another company that is connected to pulse publishing according to §§ 15 ff. AktG.

10.6. In case of invalidity of any individual section or clause of these terms and conditions or the contract with the Customer all other regulations continue to stay valid. The fully or partially invalid regulation shall be replaced with a regulation that appropriates as best as possible the cause and thought in business of the invalid clause.

10.7. Additions to the contract as well as changes and subsidiary agreements require written form.

10.8. The place of fulfilment is the location of pulse publishing.

10.9. The place of jurisdiction as far as the Customer is a business entity, merchant, legal person of public law or public-legal (öffentlich-rechtlich) special fund under public law, or in the case of absence of place of jurisdiction, is always the location of pulse publishing.

10.10. German law applies and is in force. The applicability of the uniform law on the international sale of goods is excluded (CISG law).

Hamburg, January 1st, 2024



# DATA\_DELIVERY

## DATA SUPPLY SPECIFICATION \_

Via e-mail (up to 12 MB) or as a link to [advertising@golfpunk.de](mailto:advertising@golfpunk.de), via FTP: sending the access data via e-mail or transmission of the data to the ad server by agreement.

## PROGRAMS \_

Macintosh: InDesign CC, Photoshop CC, Illustrator CC, Acrobat Including DC.  
PC: only files converted as PDF, TIF or JPG.

## DATEIFORMAT \_

We prefer data according to ISO 15930-4, which corresponds to PDF / X-1a. Please provide all pictures and fonts with reliable data.

## PRINTING PROFILES \_

We use the following standard print profile of FOGRA:

- for cover: PSOCoated.ICC
  - for content: PSO LWCimproved.ICC
- You can download the profiles via: [www.eci.org](http://www.eci.org).

## FONTS \_

All fonts used must be supplied. For vector graphics programs such as Freehand or Illustrator, all fonts should be converted to paths.

## IMAGES \_

All images and vector graphics must be supported with open data.

- We work with a total color order of 320% and one point increase of 16%.
- Uploaded images should not be larger than 130%, otherwise they can appear pixelated.
- We print according to the FOGRA Euro-Offset standard (cover: sheet-offset, shiny imprint, content: rolloffset, 115 g / m<sup>2</sup>, wood-free).



Photography: Les Bordes



# DATA\_DELIVERY



golfpunk\_mediadata

Photography: Stefan Heigl

## COLORS\_

For the documents, only Euroscale colors may be used. Special colors such as Pantone or HKS must be converted accordingly. Special colors or shades used by mixing Euroscale colors are not possible, as special agreements are required. Details available on request. Low tone variations are within the tolerance range of the offset process.

## SAFETY\_

Unless otherwise agreed, all data deliveries (except for FTP-distribution) require a color-binding proof according to ISO / FOGRA specifications. The proof is created directly from the delivered data.

All other forms of printouts are used exclusively for guaranteeing the control of the data and, in the case of a complaint cannot be regarded as binding proof. All the documents published by pulse publishing GmbH should be considered as copies and saved until the publication of the magazine.

All data media and proofs are in possession of pulse publishing GmbH. No liability is assumed for any data-loss.

The advertisement price includes the costs for processing and adaptation to the printing of complete, error-free documents. Should we have to edit your data, there is a need to pay 120 Euro plus the legal VAT per hour for such artwork. The post- processing fee is not discountable.

**Pulse publishing GmbH** reserves the right to apply additional costs, in case of non- compliance with one of the above or in the case of unforeseeable difficulties during the period necessary for processing of documents.

**Disclaimer:** If no contract proof is included, the pulse publishing GmbH does not accept any liability for incorrect reproduction in print.



# DATA\_DELIVERY

## TECHNICAL SPECIFICATION\_

Bigsize Banner	728 x 90 px	150 KB	/Gif/Html(5)/Redirect
Medium Rectangle	300 x 250 px	150 KB	/Gif/Html(5)/Redirect
Billboard Ad	970 x 250 px	250 KB	/Gif/Html(5)/Redirect
Half Page Ad	300 x 600 px	200 KB	/Gif/Html(5)/Redirect
Epic Takeover	1700 x 450 px	250 KB	/Gif/Html(5)/Redirect
Interstitial Ad	800 x 600 px	250 KB	/Gif/Html(5)/Redirect

## VIDEO ADVERTISING\_

To display video advertisements correctly we require a source file in FLV format. You may deliver your videos to us in the formats MPEG or AVI, we will then transfer them into the FLV format.

Delivery of video advertisement is also possible in the VAST-URL format. The maximum resolution of each video may not be larger than 1920 x 1080 pixels. If necessary, the video will be transferred to the pillar-box format in the target size/ resolution.

Photography: Getty Images



## REQUIREMENTS FOR THE USE OF HTML5 ADVERTISING\_

We support Adobe Edge and Swiffy formats, among others. You may use as many graphic images, CSS, JavaScript and other files as you require. For each advertisement all files must be placed in ONE folder:

e.g. werbung/Skyscraper/css/..., werbung/Skyscraper/js/...,werbung/Skyscraper/img/... .

For each advertisement only one HTML file is allowed, which functions as the actual advertisement. This file must be placed above the other resource files such as images, JS, CSS. All files must be referenced relatively,

e.g. src = „css/myfile.css” .

Adobe Edge files must contain the following ClickTag function:

```
clickTag(); window.open(„http://www.zielseite.de“,“_blank“);
```

**OR:** In the code of the advertisement HTML file you may define a variable which will pass the target URL to AdSpirit via macro. The variable may be later used to open the window ( e.g. var zielseite = „%urlredirect%“).

Please send us your HTML 5 advertisements as a ZIP file.



# CONTACT\_

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