

pulse:
_publishing

GOLFPUNK

THE WORLD IS GOLF

MEDIA DATA | 2026

VALID FROM:
JANUARY, 1ST 2026

20 YEARS



In May 2006, **GOLFPUNK** introduced a cooler attitude to the German golf scene, becoming the voice for a new generation of golfers who wanted to make the same statement with their choice of favorite magazine as they do with their style on the course or when buying new equipment.

Our editors have a knack for finding the most relevant and unusual stories, our photographers have an eye for the most iconic images, and our equipment specialists know what works and what doesn't...

...GOING STRONG FOR 20 YEARS NOW.



PER
SONAS

EVENT-GOER//

GolfPunks are crazy about their sport, about music and all kinds of events. If they aren't at home, they will be at the center of where something is happening.

DESIGN-LOVER//

GolfPunk readers are elegant and self-conscious, they value luxurious real estate, sophisticated furniture and ground-breaking designs.

STYLE ICON//

Our community focuses on style. Whether on or off the course, GolfPunk readers set new trends and standards in fashion and lifestyle.

TECH-GEEK//

GolfPunks enjoy smartly analyzed data; they use social media and love photography and communication. Give a GolfPunk a new gadget and she or he will be happy!

GLOBETROTTER//

Always in search of the best golf courses and new challenges – GolfPunk readers love to travel to find their next great golf adventure in all corners of the world.

GEARHEAD//

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.

TARGET GROUPS

AGE GROUPS



80%
MALE



20%
FEMALE

**SELF-CONFIDENT,
STYLISH AND
ALWAYS IN CONTROL.
WHETHER SPORTS,
FASHION OR POP
CULTURE: GOLFPUNK
READERS KNOW,
WHAT THEY WANT AND
WHERE TO GET IT.**



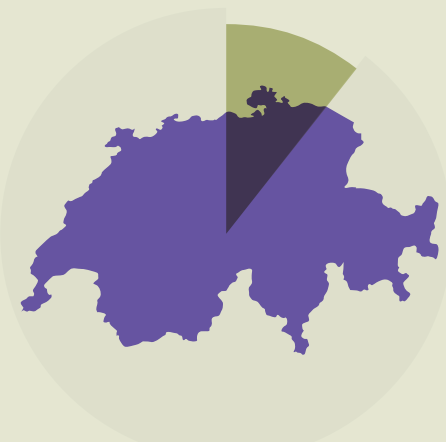
Authentic content, modern photo spreads and exclusive interviews are what our readers love. Our readership is a little bit different than the typical golfer and demands a magazine that fits them. We supply the GolfPunk-community with content on their level.



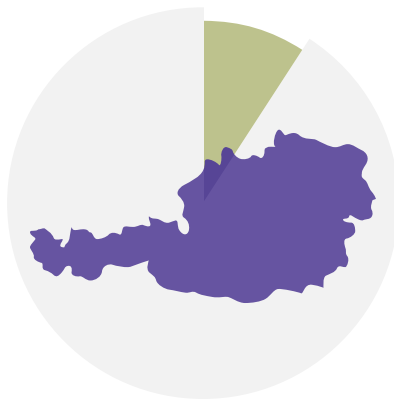
MARKETS



85%
GERMANY



8%
SWITZERLAND



7%
AUSTRIA

COPY PRICE

7,50
EURO

PUBLICATIONS
[2026]

6 ISSUES +
1 WOMEN'S SPECIAL

REACH

38.000
24.400
65.980

PRINT CIRCULATION

SOLD CIRCULATION

READERS

DISTRIBUTION//

KIOSKS, SUPERMARKETS, TRAIN STATION BOOKSTORES,
AIRPORTS, GOLF COURSES, BOOK STORES, GAS STATIONS,
WEB SHOPS, SPECIAL SALES LOCATIONS AND SUBSCRIPTIONS.

THE
MAGAZINE



SPECIALS 2026



BUYER'S GUIDE//

The first issue of the year is the most important stop for anyone looking for the best equipment for the new season. Whether drivers, irons, putters, balls, trolleys, bags, or gadgets: in here, the community not only finds out what's new on the market, but also, with the help of experts, what to look for when going on a shopping spree.



WOMEN//

35 per cent of all German golfers are female: a European record that has not been adequately reflected in golf magazines to date. It is high time to change this with a special issue focused purely on women's golf: coverage of the 2026 Solheim Cup, training advice, equipment tests and exciting profiles of the best in the game: we have it all.



TRAVEL//

Whether you're looking for winter destinations such as Spain and Portugal, a short break in the DACH region, a trip back to the origins of golf on the British Isles or an adventure off the beaten track, it is never too early to start planning your next golf trip. Our end-of-year travel special is the ultimate travel agency for our readers.



***MORE THAN
200,000 CONTACTS
PER MONTH***

GOLFPUNK NETWORK

GOLFPUNK is much more than just a print magazine. With a convergent media strategy, GOLFPUNK reaches its target audience at all touchpoints. The golfpunk.de website has been synonymous with journalistic excellence for years, we interact with the community on a daily basis via our social media channels, and at 500 AfterWork tournaments we seek direct contact with our readers, whom we keep up to date with the latest trends and news from the world of golf with our weekly newsletter.

GOLFPUNK reaches over 200,000 golfers in Germany, Austria and Switzerland with its network!

DIGITAL//

GolfPunk.de is our digital home. Our platform offers stories, news and advice on equipment, golf courses and fashion, as well as exclusive insights into hot events and the men's and women's majors. With over 150,000 page views per month, GolfPunk.de is one of the leading platforms in the German-speaking golf world.

EVENTS//

GolfPunk is a partner of one of Germany's largest and most popular amateur series: the ECCO Golf Days. Every year, over 14,000 golfers take part in more than 500 tournaments, spreading the GolfPunk vibe in golf clubs.

SOCIAL MEDIA//

Whether on Instagram, Facebook or YouTube, we offer our followers exclusive insights into the world of golf and maintain daily contact with our community. More than 20,000 people follow us on our channels, enabling us to reach over 80,000 golfers in total.

NEWSLETTER//

Every week, our curated newsletter arrives punctually in the inboxes of our subscribers and fans. Catchy, informative, humorous and in the unmistakable GolfPunk style, it features the latest news from the world of golf, bucket list trips, new equipment and much more.

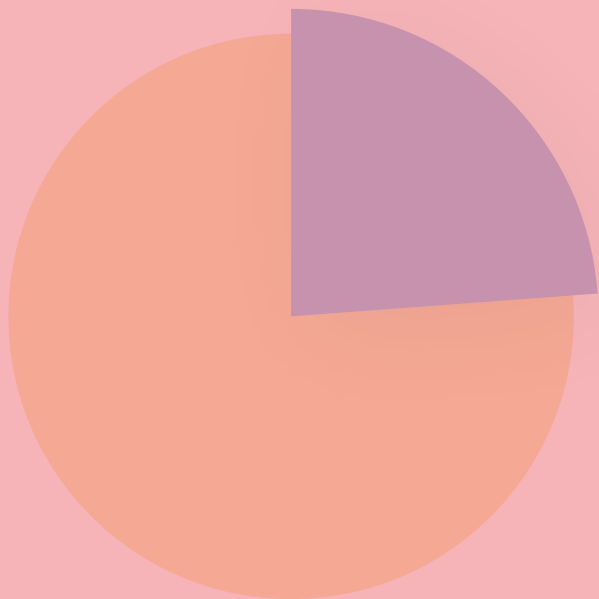
NEWSLETTER + ONLINE

GOLFPUNK

NEWS LETTER

11.200

SUBSCRIBERS



24%
OPEN RATE

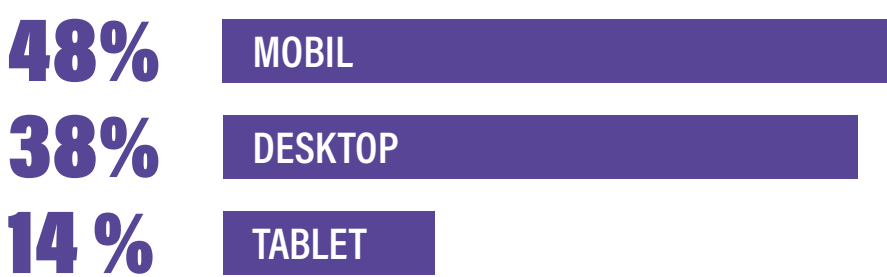
The GOLFPUNK newsletter provides the community with the latest and hottest news from the world of golf. Every week, we send over 10,000 GOLFPUNK fans the hottest and weirdest news from the world of golf, the latest information about new clubs, balls, trolleys, fashion and everything else related to golf. Whether it's the most innovative golf gadgets, the biggest

tournaments, the weirdest gossip from the golf scene or the absolute travel hotspots – nothing stays hidden from us.

We offer our advertising customers various integration options, including advertorials and native advertising with links. Please feel free to contact us.

2025

DEVICES



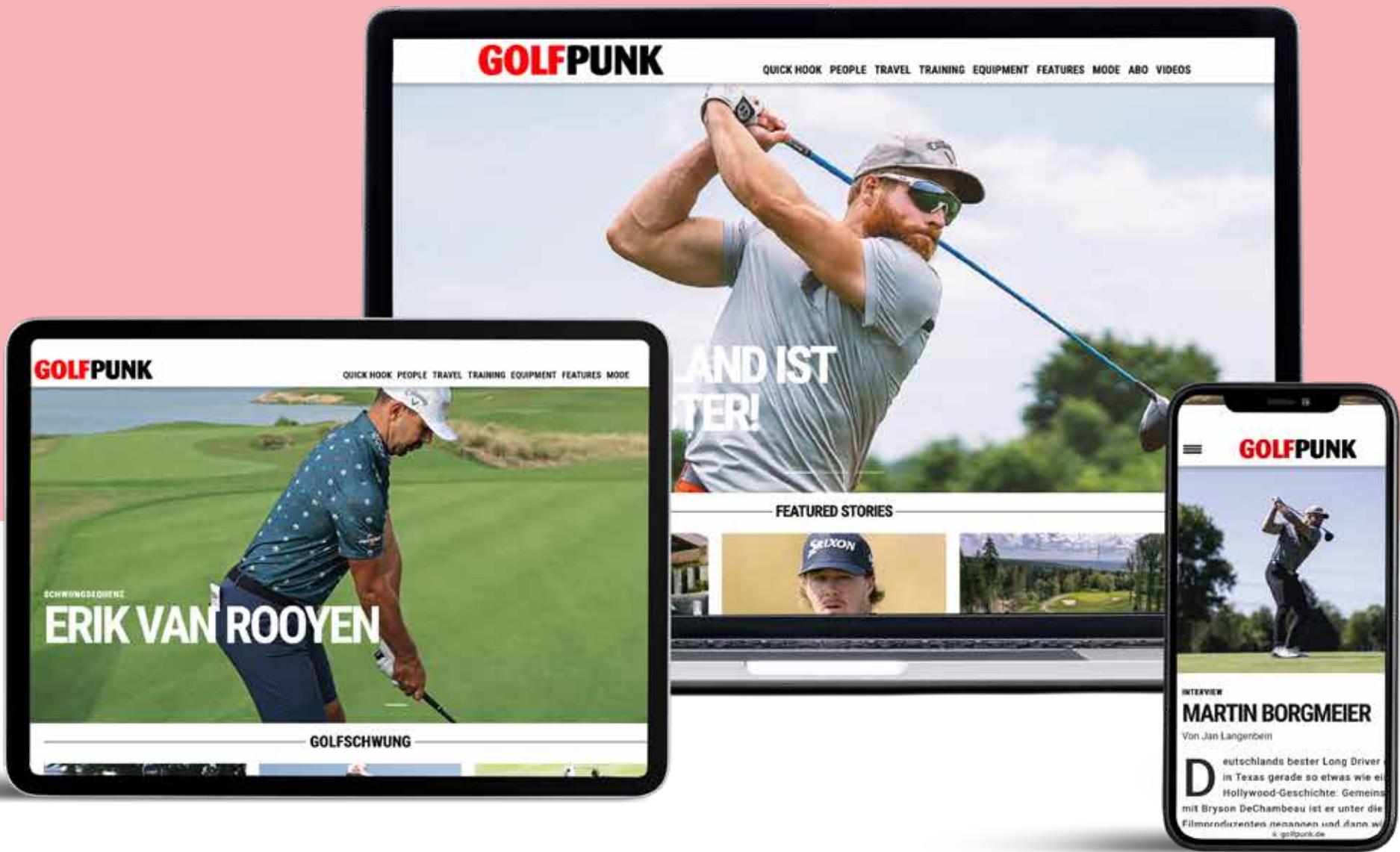
4.886 | 12.120

SOCIAL MEDIA

We complement our network with our social media channels and are continuously expanding our reach. We would be delighted to enhance your presence on GolfPunk and showcase your brand with innovative ideas.

GOLFPUNK.DE

With the slogan 'The world is golf', GolfPunk brings multimedia energy to the modern golf scene. In addition to news from the world of golf, interviews with the pros and information on current events, trend- and fashion-conscious golfers will find a wealth of information here for their lifestyle on and off the green.



GOLFPUNK.DE

80K UNIQUES/MONTH 170K IMPRESSIONS/MONTH





SAVE THE DATE!
PRINT DATES 2026

01

BUYER'S GUIDE

DEADLINE
23.01.2026
FINALIZATION
30.01.2026
SUPPLEMENT DELIVERY
09.02.2026
RELEASE DATE
20.02.2026

02

DEADLINE
05.03.2026
FINALIZATION
12.03.2026
SUPPLEMENT DELIVERY
20.03.2026
RELEASE DATE
02.04.2026

03

DEADLINE
10.04.2026
FINALIZATION
17.04.2026
SUPPLEMENT DELIVERY
23.04.2026
RELEASE DATE
08.05.2026

04

DEADLINE
15.05.2026
FINALIZATION
22.05.2026
SUPPLEMENT DELIVERY
01.06.2026
RELEASE DATE
12.06.2026

05

DEADLINE
12.06.2026
FINALIZATION
19.06.2026
SUPPLEMENT DELIVERY
29.06.2026
RELEASE DATE
10.07.2026

06

WOMEN'S SPECIAL

DEADLINE
07.08.2026
FINALIZATION
14.08.2026
SUPPLEMENT DELIVERY
24.08.2026
RELEASE DATE
04.09.2026

07

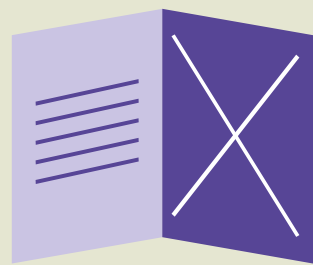
TRAVEL SPECIAL

DEADLINE
25.09.2026
FINALIZATION
02.10.2026
SUPPLEMENT DELIVERY
12.10.2026
RELEASE DATE
23.10.2026

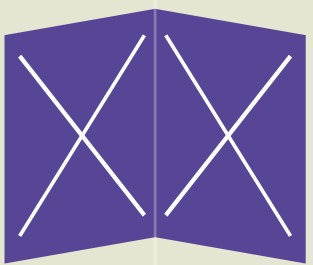
In addition to traditional advertisements, we offer a wide variety of special advertising formats. If you would like to implement a particular advertising format that you cannot find here, please do not hesitate to contact us.

PRINT
DATES

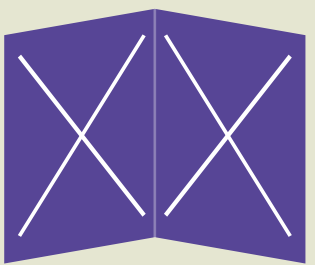
ADVERTISEMENTS



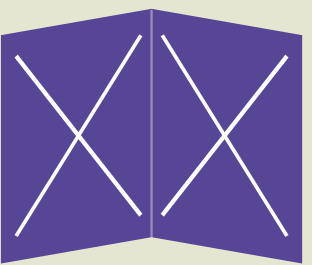
1/1 ADVERT
7.100 €
(Size: 230 mm x 300 mm +
3 mm Bleed each page)



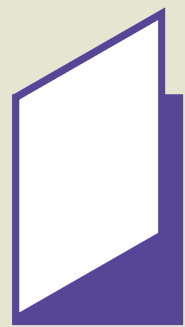
2/1 ADVERT
12.600 €
(Size: 460 mm x 300 mm +
3 mm Bleed each page)



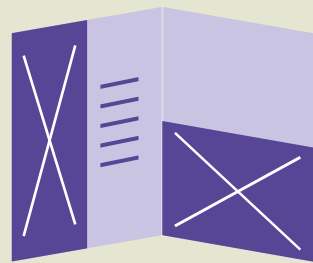
2/1 ADVERT U2 + S.3
14.500 €
(Size: 460 mm x 300 mm +
3 mm Bleed each page,
5 mm trimm)



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



1/1 ADVERT U2
8.200 €
(Size: 230 mm x 300 mm +
3 mm Bleed each page)



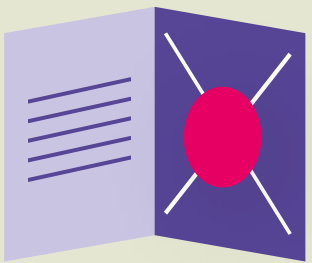
1/2 ADVERT
3.900 €
(horizontal 230 mm x 149 mm
or vertical 114 mm x 300 mm,
3 mm Bleed each page)



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)

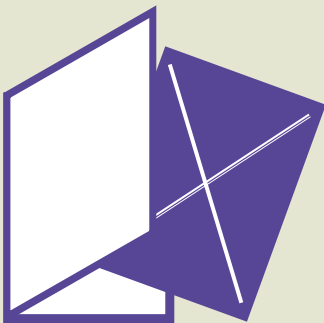


TIP-IN
PRICE ON REQUEST
(4 pages, more pages on request,
plus costs for carrier announcement)

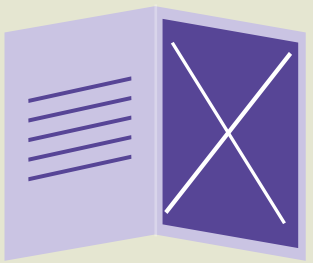


TIP-IN TIP-ON
PRICE ON REQUEST

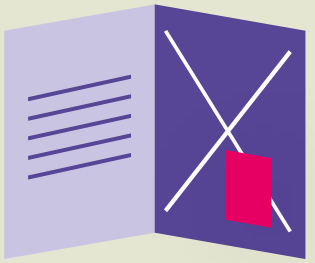
SPECIALS



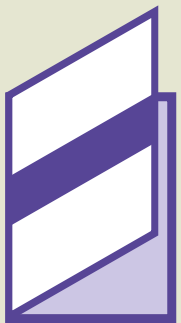
INSERTS
PRICE ON REQUEST
(at uncertain page)



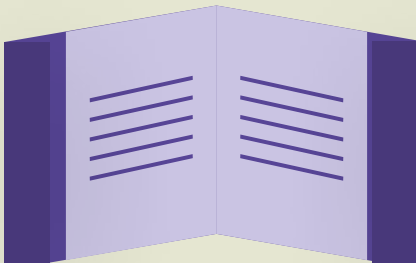
BOUND INSERTS
PRICE ON REQUEST



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



BANDEROLE
PRICE ON REQUEST
(at uncertain page)



GATEFOLD (4-PAGES)
PRICE ON REQUEST

DATA DELIVERY

DATA SUPPLY SPECIFICATION

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

PROGRAMS

Mac: InDesign CC, Photoshop CC, Illustrator CC, Acrobat including DC.
PC: only files converted to PDF, TIF, JPG.

DATA FORMAT

We prefer data according to ISO 15930-7, which corresponds to PDF/X-4. Please provide all pictures and fonts with reliable data.

BINDING

Due to the adhesive binding, 5 mm of the motif is not visible in the binding on the C2, the first and last content pages and the C3, and 3 mm on all other pages. An additional margin must be added here.

PRINTING PROFILES

We use the following standardized printing profiles of FOGRA:

- for cover:
ISOCoated v2.ICC
- for content:
ISOCoated v2 300%.ICC

You can download the profiles via 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.

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.

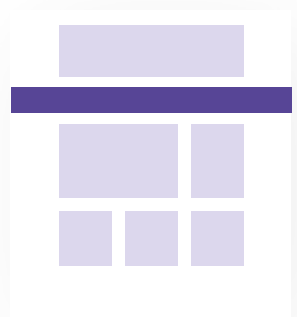
The advertisement price includes the costs for processing and adaptation to the printing of complete, error-free documents. Should we have to edit your data, there is a need to pay 120 Euro plus the legal VAT per hour for such artwork. The post-processing fee is not discountable.

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.

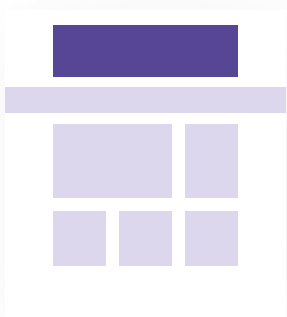
Disclaimer If no contract proof is included, the pulse publishing GmbH does not accept any liability for incorrect reproduction in print.

ONLINE ADS

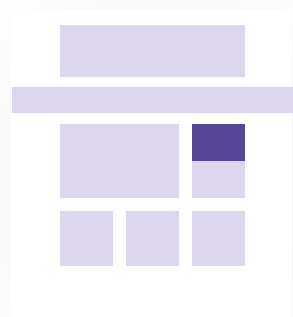
DISPLAY ADS_



LEADERBOARD
728 X 90 PX
19 € (TKP)



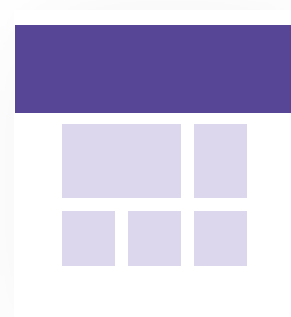
BILLBOARD
970 X 250 PX
29 € (TKP)



MEDIUM RECTANGLE
300 X 250 PX
19 € (TKP)



HALF PAGE AD
300 X 600 PX
29 € (TKP)



EPIC TAKEOVER
1700 X 450 PX
49 € (TKP)



INTERSTITIAL AD
800 X 600 PX
49 € (TKP)

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. 50 MB
- Dimensions: max. 1920 x 1080 px

PRICE: 79 € (TKP)

ARTICLE BRANDING//

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

PRICE: 900€

DATA DELIVERY

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

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.

TECHNICAL SPECIFICATION//

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

DATA DELIVERY

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.

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. advertisement/Skyscraper/css/..., advertisement/Skyscraper/js/...,advertisement/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.

surfers
MAGAZINE · SINCE 1995
SURFERSMAG.DE

explore
MAGAZINE
EXPLORE-MAGAZINE.DE

**PUBLISHING
HOUSE**

PULSE_PUBLISHING

GOLFPUNK
GOLFPUNK.DE

motoX
MOTOXONLINE.DE

BLONDE
BLONDE.DE

RCDE
ROADCYCLINGDE
ROADCYCLING.DE

freedombmX
bicycle motocross magazine
FREEDOMBMX.DE

snowboarder
MONSTER BACKSIDE MAGAZINE
SNOWBOARDERMBM.DE

dirty
MOUNTAINBIKE magazin
DIRTMOUNTAINBIKE.DE

**skate
board**
MONSTER SKATEBOARD MAGAZINE
SKATEBOARDMSM.DE

skiing
www.skiing.de
SKIING.DE

With BLONDE and GOLFPUNK, as well as the leading online platforms in the action sports and lifestyle segment, **pulse publishing** is the first port of call when it comes to an active and trend-oriented target group.

With over 3,000,000 impressions and more than 600,000 visitors per month, **pulse publishing** has the largest action sports network in the German-speaking world. Its individual offerings are often market leaders in their segment and always set trends. This makes **pulse publishing** one of the most successful marketers for a young, active target group.

Thanks to our close proximity to athletes and influencers from various tribes, we know what makes a media brand successful on the market and offer the ideal environment for credible brand presentation.

This success is guaranteed by the expertise and authenticity of the editors and staff, who not only write their stories and features, but also live them. Credible, competent and relevant content thus accompanies the lifestyle and passion of the users..

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 content 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 and 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, 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 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 a sample copy of the print order on request. If a sample can 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, 1.1.2026

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