



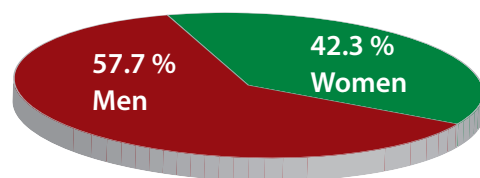
## Well-to-do golfers

Golfrevue is the ideal platform for increased advertising success.

Golfrevue addresses a target group with a diverse range of interests, from the **best social classes**, with **top jobs** and **impressive household net incomes**.

### Readership

The Golfrevue and Golfrevue Lady readership consists of 42.3 % women and 57.7% men.



### 30–59 years

Golfrevue	67.3 %
Total population	62.2 %

### AB-class

Golfrevue	49.8 %
Total population	37.4 %

### Top jobs\*

Golfrevue	28.8 %
Total population	17.2 %

### Household net income > € 3,300

Golfrevue	33.7 %
Total population	21.0 %

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, \*self-employed/free-lance, company owners, senior employees and civil servants, structure, reader per issue

## Facts & Figures

### Golfrevue at a glance

Readers	<b>82,000</b> (CAWI-Print 2011, reader per issue)
Print run	<b>37,000</b>
Subscribers	<b>31,980</b>
Publishing interval	<b>7 times a year</b> + special issues
Price per copy	<b>€ 3.90</b>
Founded in	<b>1979</b>

19 %  
more readers  
than 2010

### Special issues

Golf in Austria/PREMIUM	<b>50,000 copies, 21. May 2012</b>
Golfrevue Lady powered by WOMAN	<b>120,000 copies, 21. May 2012 (Golfrevue) 25. May 2012 (WOMAN)</b>

### Your Golfrevue-Contact

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**golf revue**  
WWW.GOLFREVIEWE.AT – GOLF IS OUR LIFE!

**CAWI-PRINT '11**  
confirmed

**Drive your message home – top advertising impact!**

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## CAWI-Print 2011

A reliable currency for the Austrian print market

The **CAWI-Print survey** is a media analysis covering Austrian magazines, journals and other specific print products. It was launched in 2006 by GfK Austria and The Media Consultants and has been conducted annually ever since.

Its purpose is to provide representative data on media coverage for a whole range of media never surveyed so far with a view to enabling **high-quality media planning**.



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### Methodology used by CAWI-Print 2011

<b>Universe:</b>	Austrians aged 14 to 65
<b>Geographical region:</b>	All of Austria
<b>Survey period:</b>	4 March to 24 June 2011
<b>Sample size:</b>	5000 interviews
<b>Interview method:</b>	CAWI = Computer-Assisted Web Interviews

## Hole-in-one for Golfrevue

What golfers want

### A diverse range of interests

Golfrevue readers' preferences are spread across a broad range of subjects. Topics such as travel, fine food or jewellery score high among them - their above-average interest is also reflected by the high affinity<sup>1</sup> figures.

	Golfrevue	Total population	Affinity <sup>1</sup>
Travel, holidays	58.0 %	44.6 %	130
Fine food/restaurants	55.2 %	32.8 %	169
Sports & equipment	54.7 %	27.6 %	198
Car tests & reports	33.3 %	24.1 %	138
Wine	30.0 %	12.1 %	273
HiFi/technology	29.7 %	22.2 %	134
Capital investment	25.9 %	19.1 %	135
Watches/jewellery	21.8 %	13.2 %	166
Motor sports	15.5 %	13.4 %	115

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, interests, structure, affinity, reader per issue

### Well-off

Given their excellent financial standing, Golfrevue readers can afford to buy the best. Be it wine cellar, private health insurance or holiday homes – Golfrevue readers have it all.

	Golfrevue	Total population	Affinity <sup>1</sup>
Notebook/Laptop	81.2 %	66.0 %	123
GPS/car navigation system*	77.5 %	56.3 %	138
Credit card	76.5 %	54.1 %	141
New passenger car*	63.5 %	51.1 %	124
Smartphone	47.3 %	35.4 %	123
Private health insurance	46.7 %	31.9 %	146
Wrist watch (from € 2,000)	36.9 %	6.8 %	543
Sauna, infrared cabin,	24.6 %	15.2 %	161
Whirlpool			
Wine cellar/ refrigerated cabinet*	20.0 %	8.7 %	231
Holiday / weekend home	17.1 %	7.1 %	209

CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, personal belongings,\*household goods, structure, affinity, reader per issue

### Travelling the globe

Golf fans have an above-average affinity for travel: Whether in Austria or abroad, Golfrevue readers feel at home all over the globe.

### Favourite destinations

	Golfrevue	Total population	Affinity <sup>1</sup>
Austria	49.0 %	46.2 %	106
Europa	77.4 %	58.9 %	131
Outside Europe	36.4 %	18.2 %	200

### Diverse holiday preferences

	Golfrevue	Total population	Affinity <sup>1</sup>
Activity holidays	41.5 %	14.5 %	287
City breaks	41.4 %	33.4 %	124
Foreign countries/cultures	36.7 %	21.5 %	170
Wellness holidays	33.8 %	25.5 %	133
Long-distance travel	20.2 %	8.2 %	247
Cruise	12.7 %	4.2 %	305
Wine-tasting/culinary trips	5.8 %	2.7 %	216

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, holiday destination, type of holiday, structure, affinity, reader per issue



<sup>1</sup> Affinity expresses the extent to which one can identify with a given topic: 100 = average, > 110 = above average