

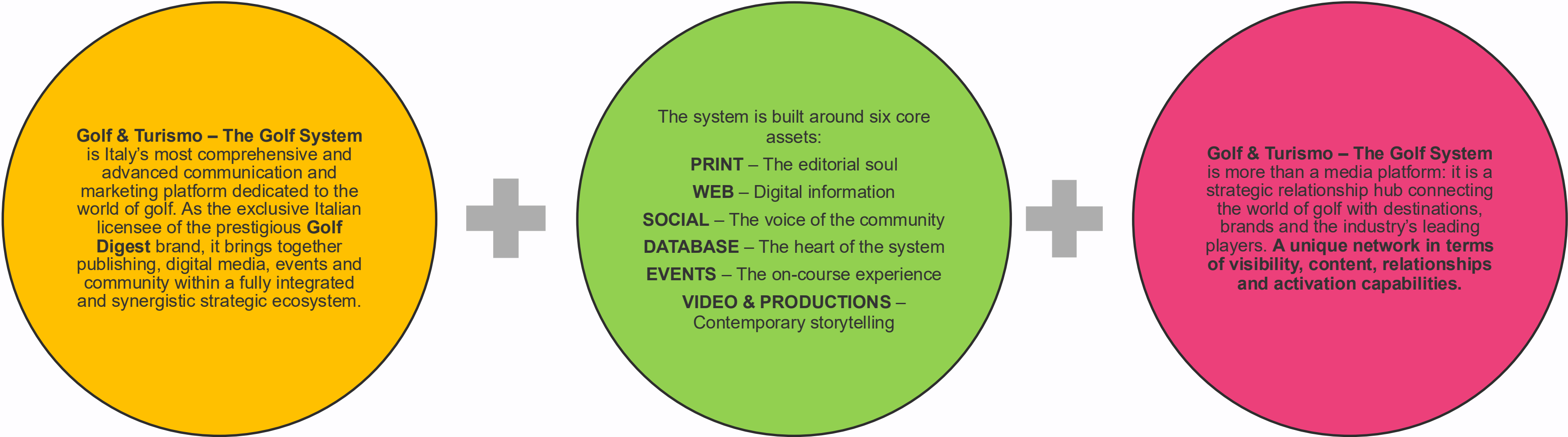
golf
& turismo

GolfDigest



GOLF&TURISMO | THE GOLF SYSTEM

THE INTEGRATED PLATFORM FOR ITALIAN GOLF



TARGET: WHO IS THE

1. Age Group Italian golfers are generally **between 35 and 65 years old**, with a significant proportion **over 50**. In recent years, the average age has decreased slightly, thanks to promotional initiatives aimed at younger players.

2. Socio-Economic Profile Italian golfers typically belong to an **upper-middle-income segment**, including professionals, entrepreneurs, senior executives and affluent retirees.

Golf is still perceived as an exclusive sport, although it is increasingly opening up to a broader audience.

3. Lifestyle Italian golfers enjoy **travel, high-quality tourism, wellness, and food & wine experiences**.

They place great importance on **physical and mental well-being**, with a strong interest in sustainability and immersive experiences in nature.

4. Interests & Media A regular reader of specialist magazines such as *Golf & Turismo*, the Italian golfer is active on social media, particularly **Facebook and Instagram**, keeps up to date online, and follows major international golf events such as **the Masters, the Ryder Cup and the Italian Open**.

5. Playing Frequency & Motivations Italian golfers play regularly, **on average once or twice a week**, and take part in amateur tournaments.

Golf is seen as a **sport that combines activity and relaxation** — time for oneself or an experience to share with friends and colleagues.

6. Age Distribution
Under 18 | 5–7% – Young players, a growing segment thanks to school and junior golf programmes
18–34 | 10–12% – Emerging audience, attracted by events and digital engagement
35–49 | 20–25% – Working professionals, interested in networking and travel
50–64 | 35–40% – The core of the golfing community, with more leisure time and greater spending power
Over 65 | 20–25% – Active retirees, loyal to the sport and regular players

Age and gender ■ 75% MEN ■ 25% WOMEN ■

Target audience

★ 94.000

★ MEDIUM-HIGH EDUCATION

★ HIGH-SPENDING

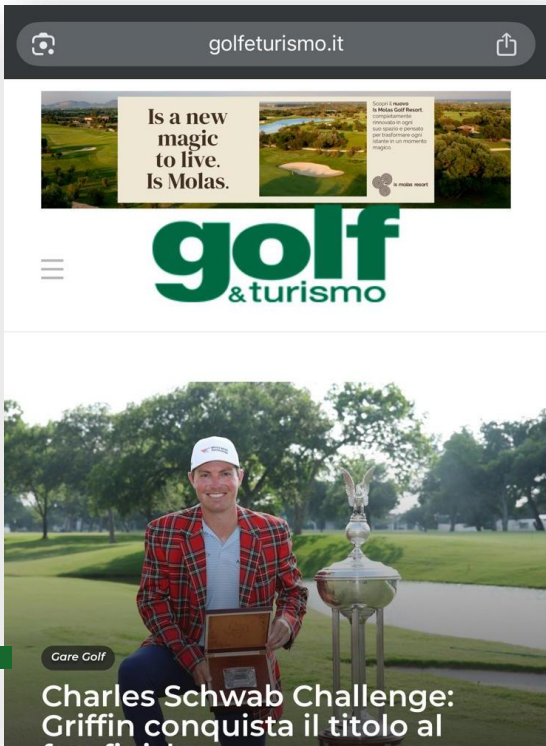
1.



PRINT

Stories, interviews, travel and current affairs from the world of golf.

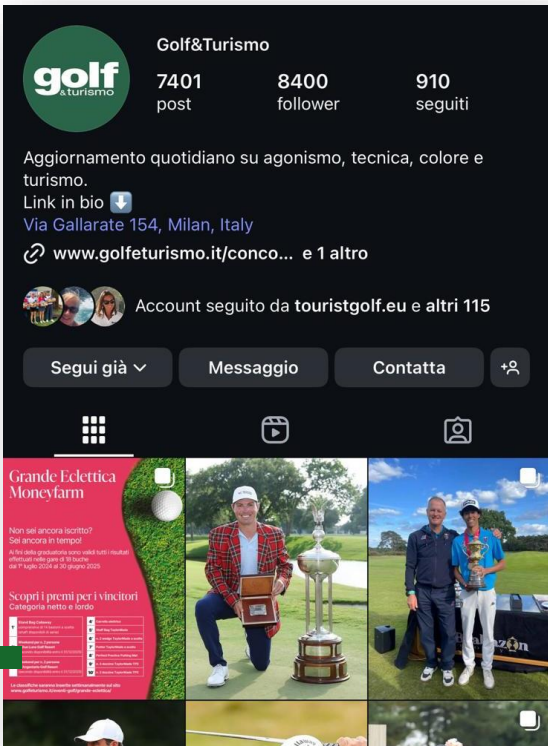
2.



WEB

Up-to-date content, news, rankings, courses and an interactive database.

3.



SOCIAL

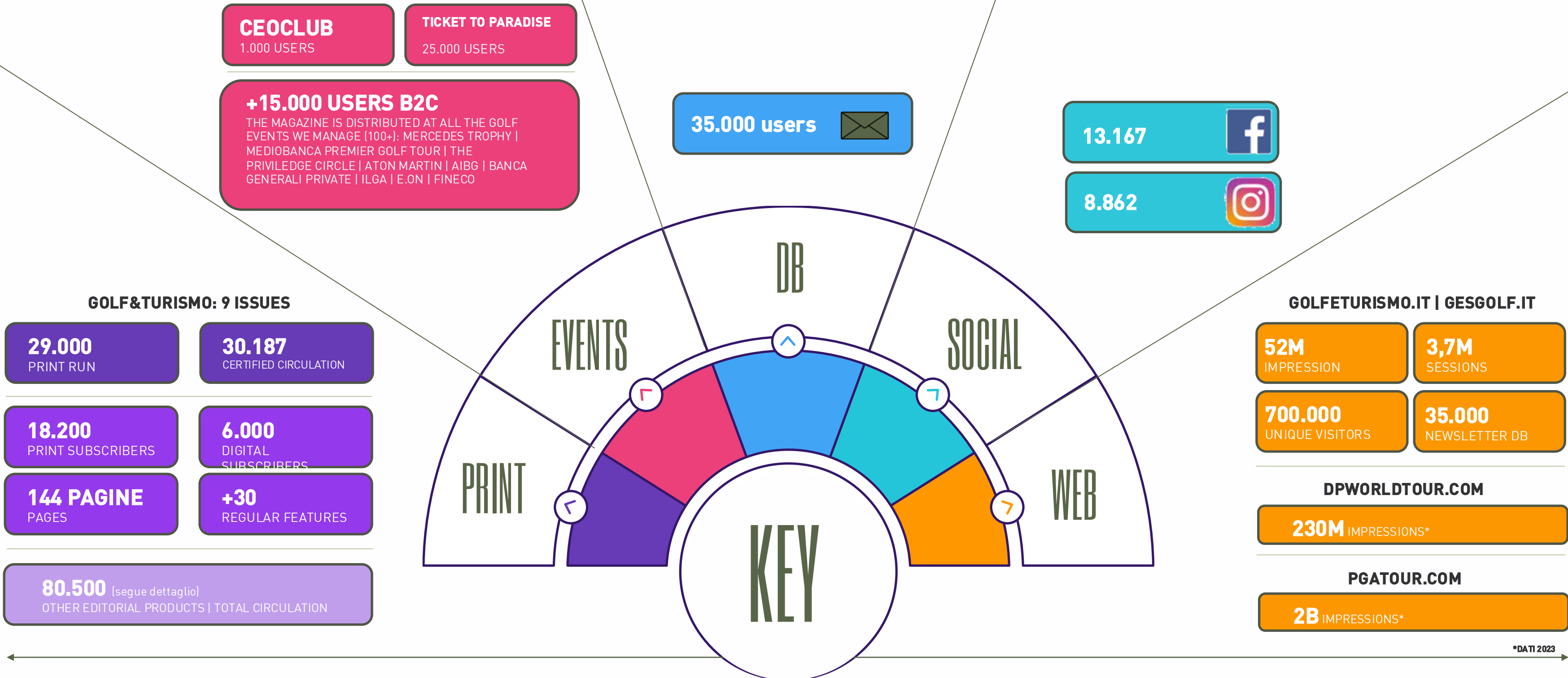
An active community, daily updates, interaction, video and continuous inspiration.

4.



EVENTS

Exclusive tournaments, networking, unique experiences, branding and shared passion.



PRINT

STORIES, INTERVIEWS, TRAVEL AND CURRENT AFFAIRS FROM THE WORLD OF GOLF



PRINT | B2G



GOLF&TURISMO

Italy’s most widely circulated golf magazine.
Founded in 1994, Golf & Travel established itself within a few years as the leading magazine in the sector. Alongside golf travel features, its editorial coverage includes reports on major tournaments, profiles of the game’s most popular champions, equipment buying guides and essential playing-technique lessons from leading coaches and champions.

The editorial offer is completed by lifestyle features tailored to golfers, presented through elegant design and a strong focus on overall product quality. The digital edition is available from the Golf & Travel Store. Since 2020, it has been the official Golf Digest licensee for the Italian market.

REGULAR FEATURES

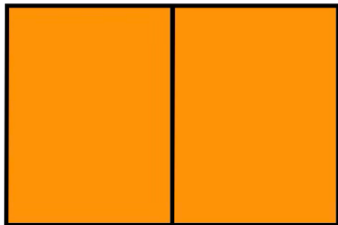
- Editorial by Andrea Vercelli
- Laser Frankie by Francesco Molinari
- Gramma’s View by Silvio Grappasonni
- Serial Golfer by Ascanio Pacelli
- How to Play by Roberto Zappa
- Fil Rouge by Federica Rossi
- Di Sana Pianta by Francesca Piantanida
- Golf & Posture by Norberto Confalonieri
- The Experts’ View by Corrado Graglia and Davide Maria Lantos
- 2025 Equipment Special
- Bag of the Month by Andrea Vercelli
- Cover Stories
- G&T Exclusives
- Major Events
- Inside the Ropes by Alberto Binaghi
- Exclusive Interviews by Federica Rossi
- Between Legend and Myth
- Technique
- Swing Zone
- Natural Challenges
- Itineraries
- Italia pro tour
- Travel
- New Trends
- Fashion & Lifestyle
- Golf & Wealth Management by Alessandro Manico, Fabrizio Cavallaro and Viola Innocenti
- News from the Fairway
- Associations

GOLF&TURISMO

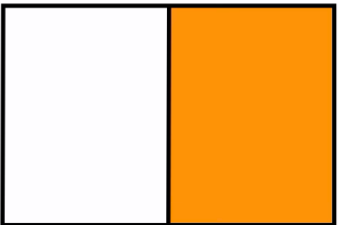


AD FORMATS & PRICES

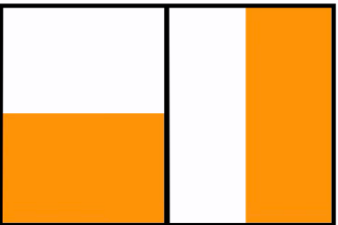
BLEED FORMAT (IN MM) – Trim/Bleed all around: + 5mm



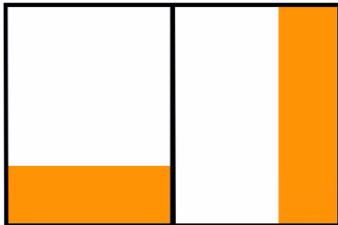
Double Spread 2/1
(410x275)
€ 15.400



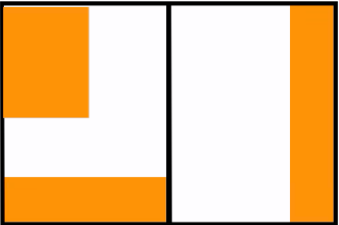
Single Page 1/1
(205x275)
€ 8.150



Half Page 1/2
(205x137) – (102x275)
€ 4.200



One Third Page 1/3
(205x91) – (68x275)
€ 3.300



Quarter Page 1/4
(205x68) – (51x275)
€ 2.600

SPECIAL POSITIONS

2^ cover – € 11.000

3^ cover – € 9.700

4^ cover – € 13.000

Inside Front Cover Double Spread – € 16.950

Special positions + 10%

PRINT TYPE: roto-off set

FILE TYPE: PDF 300 dpi w/ print proof

RESERVATIONS: 30 days before the publication

ARTWORK DEADLINE: 20 days before the publication

SEND FILES TO: traffico@publimaster.it

GOLF&TURISMO



ISSUE	PUBLISHING DATE	AD CLOSING AND CANCELLATION DATE	MATERIAL DEADLINE
1- MARCH	01.03.2026	01.02.2026	10.02.2026
2 - APRIL	01.04.2026	01.03.2026	10.03.2026
3 - MAY	01.05.2026	01.04.2026	10.04.2026
4 - JUNE	01.06.2026	01.05.2026	10.05.2026
5 - JULY	01.07.2026	01.06.2026	10.06.2026
6 – AUG/SEPT	01.09.2026	01.08.2026	10.08.2026
7 - OCTOBER	01.10.2026	01.09.2026	10.09.2026
9 - NOVEMBER	01.11.2026	01.10.2026	10.10.2026
9 – DIC / JAN	01.12.2026	01.11.2026	10.11.2026

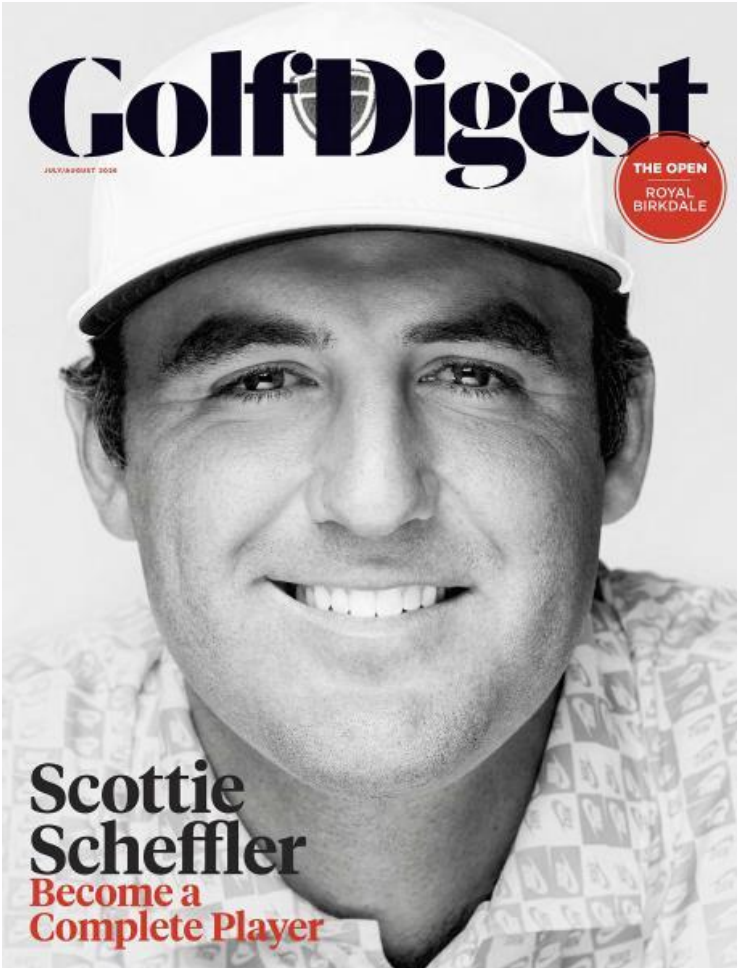


Golf Digest is a US magazine and multiaverage platform dedicated to the world of golf. Founded in 1950, it is one of the sport’s most authoritative and widely read publications worldwide.

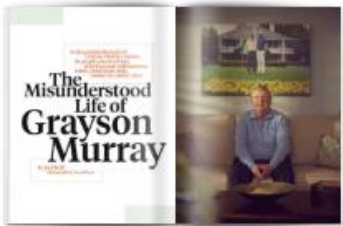
Its coverage spans a wide range of golf-related topics, including:

- Techniques and advice to improve your game (swing, putting, approach shots, etc.)
- Equipment reviews (clubs, balls and accessories)
- Interviews and profiles of professional and amateur players
- Rankings of the world’s best golf courses
- Tournament news, including the PGA TOUR, LIV Golf and the Ryder Cup
- Features on fitness and nutrition for golfers

In addition to its print edition, Golf Digest has a strong online presence through its website and social channels, publishing videos, tutorials, podcasts and exclusive content. Since 2019, Golf Digest has been part of Discovery, Inc., now part of Warner Bros. Discovery.



FEATURES
MASTERS TREASURES WENT MISSING. THEN THE FBI SHOWED UP
MAX ADLER



FEATURES
THE MISUNDERSTOOD LIFE OF GRAYSON MURRAY
JOEL BEALL



FEATURES
MAN OF STEEL
JOAQUÍN NIEMANN, LUKE KERR-DINEEN

PUBLIMASTER HOLDS THE GOLF DIGEST LICENCE FOR THE ITALIAN MARKET, FOR BOTH PRINT AND DIGITAL

EDITORIAL TEAM

Italy's most widely circulated golf magazine.
Our editorial team



ANDREA VERCELLI

Born in Milan in 1968, with a Spanish soul, he discovered golf at the age of eight in Spain, thanks to his mother. He developed his game at Villa d'Este and, in 1999, turned his passion for golf into a profession, first in event management and later in journalism. He joined the Golf & Travel team in 2004, serving as Deputy Editor from 2011 to 2019. Since 1 January 2020, he has been the magazine's Editor-in-Chief.



FEDERICA ROSSI

Federica Rossi was born in Milan and grew up immersed in the world of golf. Her grandfather and father passed on their passion for the sport, leading her to join the Italian Women's National Team during her high-school years. After earning a Master's degree in Philosophy, she combined her passion with her career by joining the Golf & Travel editorial team in 2011. Her curiosity and desire to explore new experiences took her elsewhere for four years, but she returned to Golf & Travel in January 2019 and has served as Deputy Editor since January 2024.



ANDREA RONCHI

Andrea Ronchi is from Milan. A lifelong sports enthusiast, he tried several disciplines in his youth and became a competent tennis player and footballer. He discovered golf later in life, but soon enough to experience the thrill and pressure of a single-digit handicap. His passion eventually became his profession: today, in addition to heading special projects, he is a leading writer for Quotidiano Sportivo. When snow covers the fairways, he swaps golf shoes for skis and explores the Alps on telemark skis, also in his role as Deputy Editor of Sciare magazine.



MATTEO FAMIANI

Matteo Famiani is from Arona. He discovered golf at the age of fifteen and has pursued his passion for the game ever since, currently playing off a handicap of 15. A Business Administration graduate specialising in Marketing, he combines his professional career with interests ranging from sport and music to travel. Convinced that every experience is an opportunity to grow, he brings to the golf course the same curious and competitive spirit that guides him in everyday life.

TECHNICAL COMMITTEE

Italy's most widely circulated golf magazine.
Our expert panel



ALBERTO BINAGHI
Alberto Binaghi, born in Milan in 1964, is a former Italian professional golfer and a successful coach. He played on the European Tour for 14 years and represented Italy in prestigious international competitions. Since 2006, he has served as head coach of the Italian Men's Amateur National Team, contributing to the development of talents such as Matteo Manassero and the Molinari brothers. He currently runs the Eagle Golf School at Golf Club Monticello.



SILVIO GRAPPASSONNI
Silvio Grappasonni (born in Como on 9 August 1962) is a former Italian professional golfer and current Sky Sport commentator. Son of renowned golfer Ugo Grappasonni, he continued the family tradition, playing on the European Tour from 1985 to 2002. During his career he represented Italy in six World Cups between 1987 and 1997 and won five professional tournaments, including the 1989 Martini Trophy on the Challenge Tour. Today he is also co-founder and instructor at the O.L.G.A. Golf Academy.



FRANCESCO MOLINARI
Francesco Molinari (Turin, 1982) is the most successful Italian golfer of all time. A professional since 2004, he made history by winning The Open Championship in 2018, becoming the first Italian to win a Major. That same year he won the Race to Dubai and delivered a perfect five wins from five matches at the Ryder Cup. He has also won on the PGA TOUR and remains a benchmark for Italian golf.

TECHNICAL COMMITTEE

Italy’s most widely circulated golf magazine.
Our expert panel



ASCANIO PACELLI

Ascanio Pacelli (Rome, 1973) is a former professional golfer, teaching professional and sports executive. A professional since 1997, he competed in around 50 events across the Challenge Tour and Alps Tour before moving into coaching at several clubs in the Lazio region. In 2023 he was elected President of the Italian PGA, the association representing golf professionals in Italy. He is also known to the wider public for appearing on Grande Fratello in 2004 and for his subsequent career as a television presenter and actor.



ROBERTO ZAPPA

Roberto Zappa (Monza, 1974) is a former professional golfer and one of Italy’s leading coaches. He is head coach of the Italian Women’s Amateur National Team and has coached players including Manassero and Scalise. A respected Sky Sport commentator, in 2023 he received the “Pallina d’Oro” award for his contribution to golf.



FRANCESCA PIANTANIDA

A professional journalist since 2008 and part of the Sky Sport team since 2012, Francesca is an anchor, reporter and a recognised face of golf. She received the 2023 Press Golf Award for “storytelling that celebrates the beauty of golf”, under the patronage of USSI and AIPS, followed by the 2024 USSI Award for “Golf, Passion and Expertise.” Always on the lookout for compelling stories, she has also joined Golf & Travel, where her contribution goes well beyond the written page.

PRINT | YEARBOOKS

G&T YEARBOOK



TECHNICAL SPECIFICATIONS

- Double-page spread - 280 x 222 + 5mm abbondanza
- Full page - 140 x 222 + 5mm abbondanza

Special Clubs & Calendars Yearbook

A comprehensive guide for those who want to experience golf as a journey: different courses, inspiring landscapes, culture, food & wine and relaxation.
A specialist, always up-to-date communication tool, unique in Italy for the breadth of its content and ease of consultation.
The yearbook brings together useful information on 393 Italian golf clubs, more than 9,000 scheduled competitions and a selection of the best hotels and restaurants near the courses.
320 pages of insights, events and essential recommendations for every golf enthusiast.
On newsstands in April.
Editor-in-Chief: Andrea Vercelli

Print Run: 30,000 copies
Circulation: 26,500 copies
Publication Date: 10 April 2026
Booking & Cancellation Deadline: 10 March 2026
Material Deadline: 15 March 2026

FIG YEARBOOK



TECHNICAL SPECIFICATIONS

- Double-page spread - 280 x 210 + 5mm abbondanza
- Full page - 140 x 210 + 5mm abbondanza

FIG Yearbook, Italian Golf Federation

With a total print run of 45,000 copies, the Yearbook has long been an essential reference point within the Italian golf industry.
Published by the FIG in early April, it opens with an extensive introductory section covering results, rolls of honour and activities at national and regional level.
This is followed by profiles of more than 400 Italian clubs, listed alphabetically for quick and easy consultation.
The Yearbook includes complete calendars of all competitions scheduled throughout the year, enabling golfers to plan their season effectively.
For this reason, it is consulted frequently and regarded as an indispensable resource by golf enthusiasts.
Distribution is entirely free of charge across golf clubs nationwide, ensuring maximum reach and accessibility.

Print Run: 45,000 copies
Circulation: 45,000 copies
Publication Date: 7 April 2026
Booking & Cancellation Deadline: 7 March 2026
Material Deadline: 15 March 2026

PRINT | B2B



PROFESSIONE GOLF: 3 ISSUES

3.000
PRINT RUN

2.500
CERTIFIED CIRCULATION

PROFESSIONE GOLF

The B2B golf sector in Italy is experiencing a period of strong growth and consolidation. Professional operators include several distinct categories, each represented by dedicated associations: greenkeepers and course staff through AITG, club secretaries and managers through AITG and CICPG, teaching professionals and playing professionals through PGAI, as well as the FIG, which works across all areas of the industry.

Alongside these organisations, major training and networking initiatives are active, including the Golf & Tourism Academy and the Golf Business Community, the latter promoted by KPMG and organiser of the prestigious Golf Business Forum.

In questo contesto nasce Professione Golf, la prima e unica rivista dedicata esclusivamente al settore professionale del golf. Il suo obiettivo è offrire a tutti gli operatori un average di riferimento in grado di raccogliere e veicolare in modo organico e professionale le informazioni e le comunicazioni, finora disperse tra i siti web delle varie associazioni, i congressi e i corsi di formazione.

Editor-in-Chief: Andrea Vercelli

REGULAR FEATURES

- Editorial by Andrea Vercelli
- Cover Stories
- Books & Reading
- Soil Ecology
- Turf Management
- On-Course Technology
- Companies & Innovation
- Environment
- Aitg Focus
- Golf & Business
- Practical Guidance
- New Courses
- Italian Golf Clubs
- Special Interviews
- Training
- Current Trends
- Ask the Expert
- Golf Referees Association
- Legal Expert
- Golf Club Management
- Life Stories

PRINT | B2B

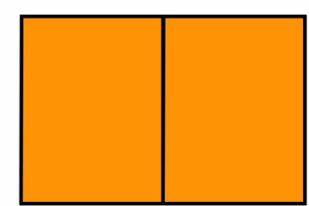
PROFESSIONE GOLF



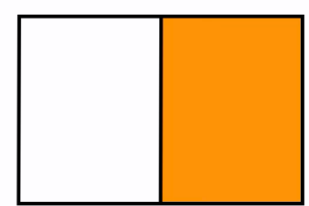
- TECHNICAL SPECIFICATIONS**
- Double-page spread - 410 x 275 + 5mm abbondanza
 - Full page - 205 x 275 + 5mm abbondanza
 - ½ horizontal page – 205 x 137 + 5mm abbondanza
 - ½ vertical page – 102 x 255 + 5mm abbondanza

AD FORMATS & PRICES

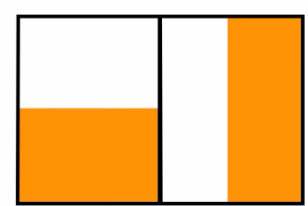
BLEED FORMAT (IN MM) – Trim/Bleed all around: + 5mm



Double Spread 2/1
(410x275)
€ 5.000



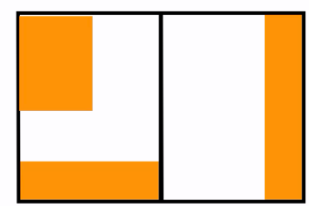
Single Page 1/1
(205x275)
€ 2.600



Half Page 1/2
(205x137) – (102x275)
€ 1.500



One Third Page 1/3
(205x91) – (68x275)
€ 1.000



Quarter Page 1/4
(205x68) – (51x275)
€ 800

SPECIAL POSITIONS

- 2^ cover – € 3.500
- 3^ cover – € 3.100
- 4^ cover – € 5.000
- Inside Front Cover Double Spread – € 6.000
- Special positions + 10%

PRINT TYPE: roto-off set
FILE TYPE: PDF 300 dpi w/ print proof
RESERVATIONS: 30 days before the publication
ARTWORK DEADLINE: 20 days before the publication
SEND FILES TO: traffico2@publmaster.it

Spring

Booking & Cancellation Deadline: 1 February 2026
Material Deadline: 10 February 2026

Autumn/Winter

Booking & Cancellation Deadline: 1 November 2026
Material Deadline: 10 November 2026

Summer

Booking & Cancellation Deadline: 1 June 2026
Material Deadline: 10 June 2026

Scopri la collezione
PRIMAVERA ESTATE 2025
CHERVÒ

NEWS : TOUR PLAY : TURISMO G&T TRAVEL : G&T EVENTS CEOCLUB

golf
&turismo

Charles Schwab Challenge: Griffin conquista il titolo al fotofinish
Rebecca Argentero, 26 Maggio 2025

Soudal Open: vince Reitan, 11° Laporta
La Redazione, 26 Maggio 2025

Biagio A. Brabazo
La Redazione

WEB

ON-COURSE STRATEGIES

GOLF&TURISMO.IT & GESGOLF.IT | THE ESSENCE OF GOLF

52M
IMPRESSION

3,7M
SESSIONS

700.000
UNIQUE VISITORS

35.000
NEWSLETTER DB

golf&turismo

NEWS

TOPICS

GOLF NEWS EDITORIALE

Soudal Open: vince Reitan, 11° Laporta

La Redazione, 26 Maggio 2025

The biggest professional golf tournaments: daily news, interviews and exclusive videos. Leading golf coverage from Golf & Travel.

Golf in real time: news, editorials, in-depth features and exclusive videos. Every day, trusted coverage from Golf & Travel.

golf&turismo

TOUR

Il Danish Golf Challenge a Gøth-Rasmussen, 13° Mazzoli

Jonathan Gøth-Rasmussen ha conquistato il Danish Golf Challenge, torneo dell'HotelPlanner Tour, realizzando il putt per il birdie decisivo all'ultima buca di giornata al Bogense Golf Club, in

The biggest professional golf tournaments: daily news, interviews and exclusive videos. Leading golf coverage from Golf & Travel.

golf&turismo

PLAY

TOPICS

TECHNIQUE EQUIPMENT CLUBS

Attrezzatura Golf

TaylorMade riscrive la storia con i nuovi P790

TaylorMade scrive l'ultimo capitolo della storia dei

Discover the most fascinating destinations and the world's best golf courses. Golf & Travel takes you where golf meets travel.

Technique, equipment, clubs and training: everything you need to experience golf to the fullest. Improve your game with Golf & Travel content.

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G&T EVENTS

TOPICS

CEOCLUB TICKET TO PARADISE

For over 20 years, we have created exclusive events for brands that want to stand out. Golf, mountains, padel and leisure: tailor-made experiences designed to engage audiences and generate business.

Discover the most fascinating destinations and the world's best golf courses. Golf & Travel takes you where golf meets travel.

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SUBSCRIPTI

GOLF&TURISMO

ABBONAMENTO DIGITALE

9 NUMERI + SPECIALE

CIRCOLI E CALENDARI

Stay up to date with the world of golf. Subscribe to Golf & Travel and receive the magazine at home or digitally.

Stay up to date with the world of golf. Subscribe to Golf & Travel and receive the magazine at home or digitally.

golf&turismo

NEWSSTAND

Browse every issue of Golf & Travel at the click of a button. Discover the latest edition or revisit your favourites.

Stay up to date with the world of golf. Subscribe to Golf & Travel and receive the magazine at home or digitally.

SOCIAL MEDIA POST
FACEBOOK & INSTAGRAM (Feed, Story, Reel)
€400 / each
Creation and publication of sponsored content on Facebook and Instagram, designed to enhance the brand through engaging communication and in line with the editorial tone of the community. The content format (Feed, Story or Reel) will be defined according to the campaign objectives and the characteristics of the message to be communicated.

Technical specifications:

FEED POST

- Copy/text
- Image: 1080x1350 px (JPG or PNG) or MP4 video
- Destination URL (if applicable)

STORY

- Vertical creative: 1080x1920 px (JPG, PNG or MP4)
- Copy/text and call to action
- Destination URL (link, where available)

REEL

- Vertical video: 1080x1920 px (MP4)
- Recommended duration: 15-60 seconds
- Descriptive text/caption
- Destination URL (if applicable)

GOLFETURISMO.IT E GESGOLF.IT | DIGITAL FORMATS & RATES

LEADERBOARD - 8:2 (1800x450) = € 18,00 CPM

MIDBOARD - 8:2 (1800x450) = € 16,00 CPM

SIDEKICK - 1:2 (300X600) = € 14,00 CPM

FOOTERBOARD - 8:2 (1800x450) = € 12,00 CPM

VIDEO PRE-ROLL - 15'' no skip = € 25,00 CPM

VIDEO PRE-ROLL - 15'' skip 6'' = € 18,00 CPM

TECHNICAL SPECIFICATIONS

BANNER - Formats: JPG, PNG, GIF, GIF animated

Leaderboard - 8:2 1800x450px + url landing page

Sidekick - 1:2 300x600px + url landing page

Footerboard - 8:2 1800x450px + url landing page

Size: 350kb

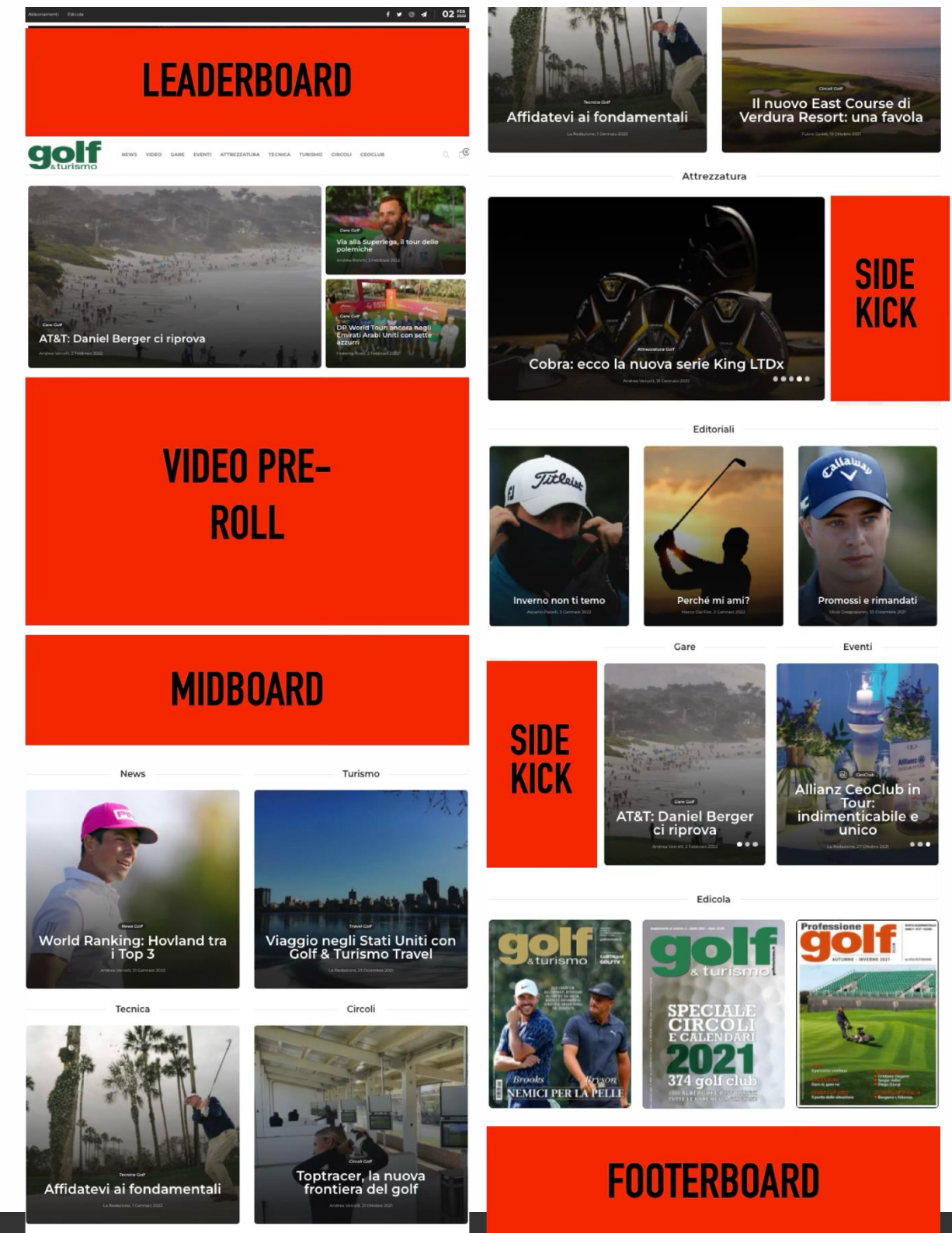
VIDEO - File: MPEG-4

Measures: 1280x720px - Audio: Stereo

Codec: ACC, H.264 - Color Profile: HD (1-1-1)

Max size pre-roll 15 sec: 200 Mb

Max size video pre-roll 30 sec: 400 Mb



WEB | B2C



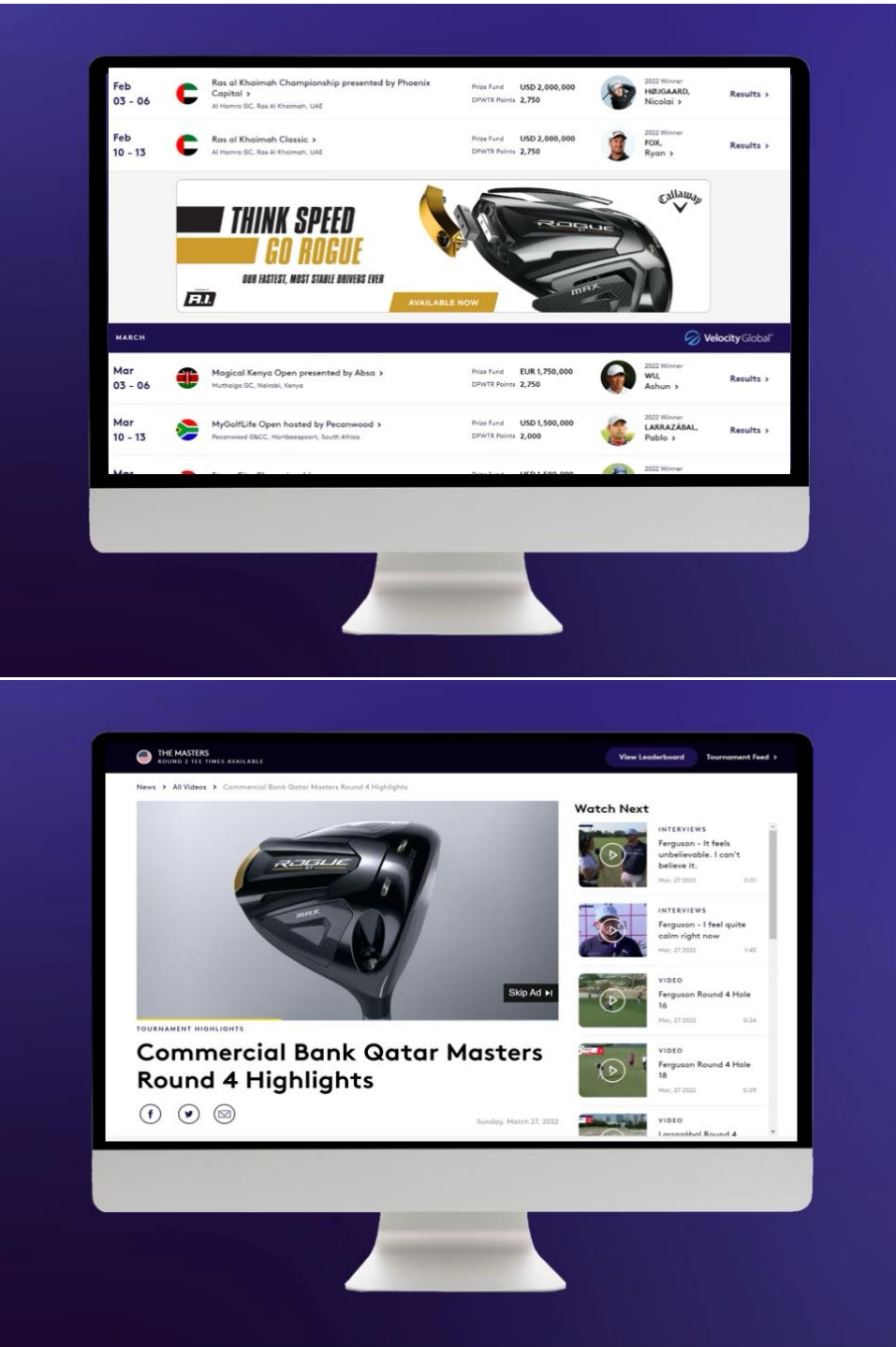
DP World Tour: put your advertising at the heart of world golf.

We are the exclusive advertising reseller for the DP World Tour in the Italian market, serving Italian clients across global inventory and international clients across Italian inventory.

The DP World Tour, formerly known as the European Tour, is Europe’s leading men’s professional golf tour and one of the game’s major international circuits.

The DP World Tour stages more than 40 tournaments per season across over 25 countries in Europe, the Middle East, Africa, Asia, Australia and North America, confirming its truly global footprint.

La piattaforma digitale del DP World Tour comprende sito web e applicazioni ufficiali, che rappresentano un canale centrale per la distribuzione di contenuti editoriali, video e di engagement per fan, partner e sponsor a livello internazionale.



DPWORLDTOUR.COM

230M IMPRESSIONS*

WEB | B2C

PGATOUR.COM



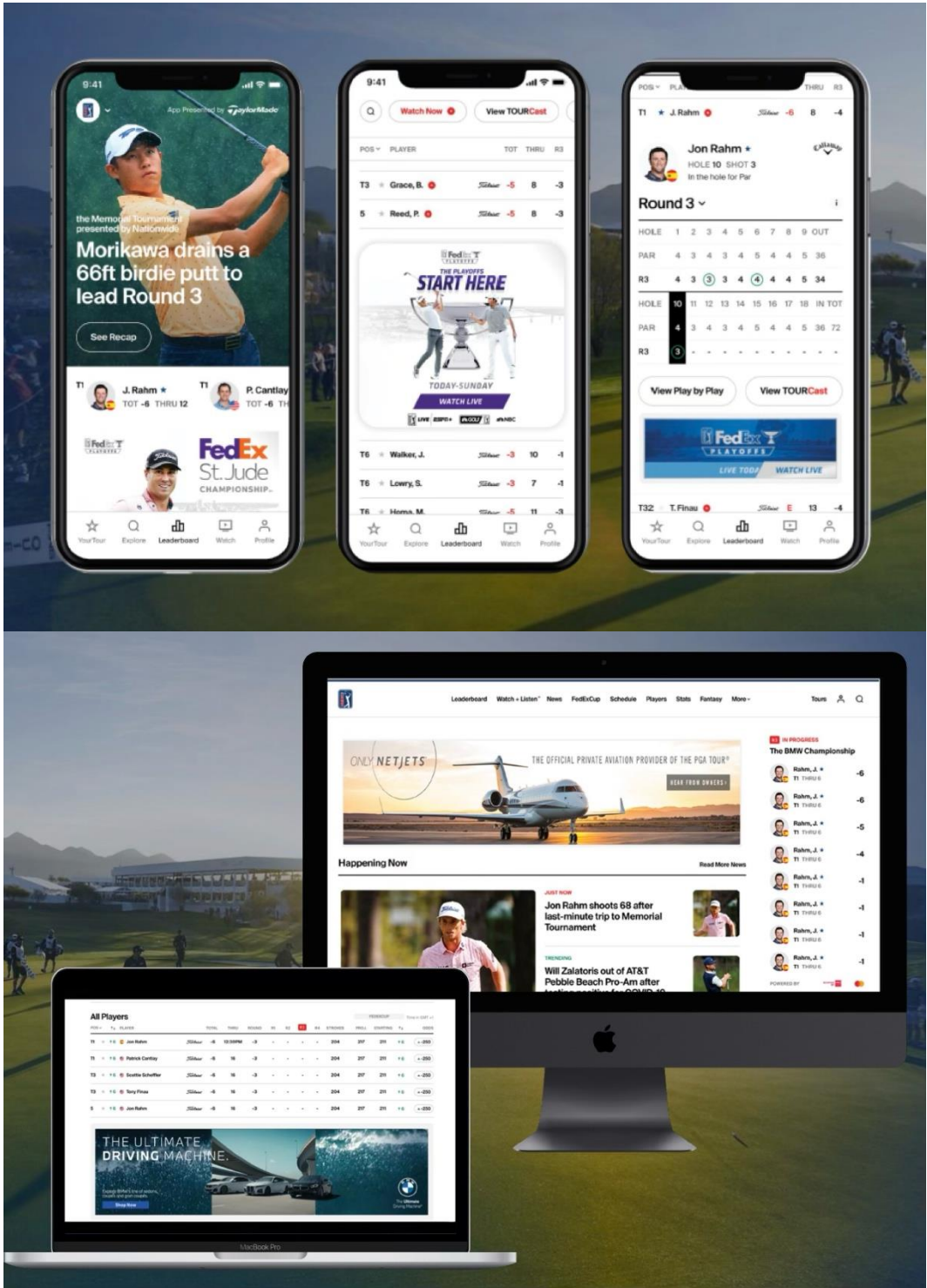
PGA TOUR, the global stage of professional golf

Publimaster is the exclusive PGA TOUR advertising reseller for Italian clients across global inventory and for international clients across Italian inventory.

The PGA TOUR is one of the world’s leading organisations in men’s professional golf and oversees several international tours, including the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Latinoamérica and PGA TOUR Canada.

The 2023–2024 PGA TOUR schedule comprises 47 FedExCup events, including 44 regular-season tournaments, beginning with the Sentry Tournament of Champions and concluding with the Wyndham Championship. The FedExCup Playoffs consist of three events: the FedEx St. Jude Championship, BMW Championship and TOUR Championship.

The PGA TOUR digital ecosystem includes its official website and apps, featuring editorial content, video and activation initiatives for fans, sponsors and partners worldwide, making it a key channel for brand communication and visibility.

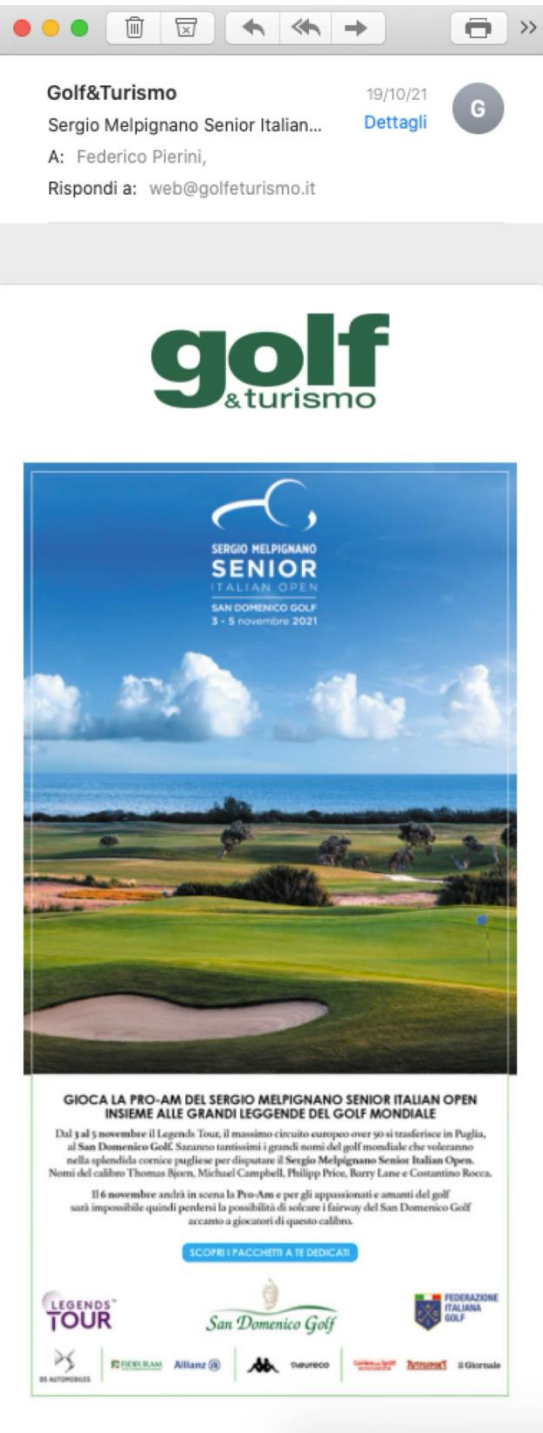


PGATOUR.COM

2B IMPRESSIONS*

NEWSLETTER & DEM

35.000 users



Golfeturismo.it, a leading reference point for Italian and international golf, offers targeted, highly profiled newsletter and DEM (Direct Email Marketing) services to more than 35,000 registered users with interests in golf, travel and lifestyle.

HIGH-QUALITY TARGET

- Profiled users: active golfers with high spending power and interests in travel, premium equipment and luxury.
- Loyal audience: a database built over more than 15 years of editorial activity, with high open and engagement rates.

TWO MAIN FORMATS

1. Editorial newsletter

Sent periodically (weekly or monthly)
Includes exclusive content: news, reviews, golf destinations, equipment and interviews.
Sponsorship opportunities within the newsletter through banners, native content or integrated promotions.

2. Bespoke DEM (Direct Email Marketing)

Emails dedicated exclusively to a single brand or message.
Creative, subject line and content can be tailored to the client's objectives.
Scheduled and segmented distribution based on parameters such as age, geographical area and interests.

BENEFITS & RESULTS

- High visibility within a premium golfing community
- Open and click-through rates above industry averages
- Detailed post-campaign reporting covering open rate, click rate, bounce rate and creative performance
- A/B testing available to optimise subject lines and content

GOLF&TURISMO.IT E GESGOLF.IT | DIGITAL NEWSLETTER & DEM

ADVERTORIAL IN NEWSLETTER+ Banner Newsletter - €1.000 /send

ADVERTORIAL IN NEWSLETTER - €600 /send

DEM - €1.000 /send

TECHNICAL SPECIFICATIONS

ADVERTORIAL

Text + Photo 1200x900px (jpg) + url landing page

BANNER IN NEWSLETTER

600x300px - Formats: JPG, PNG + url landing page

DEM

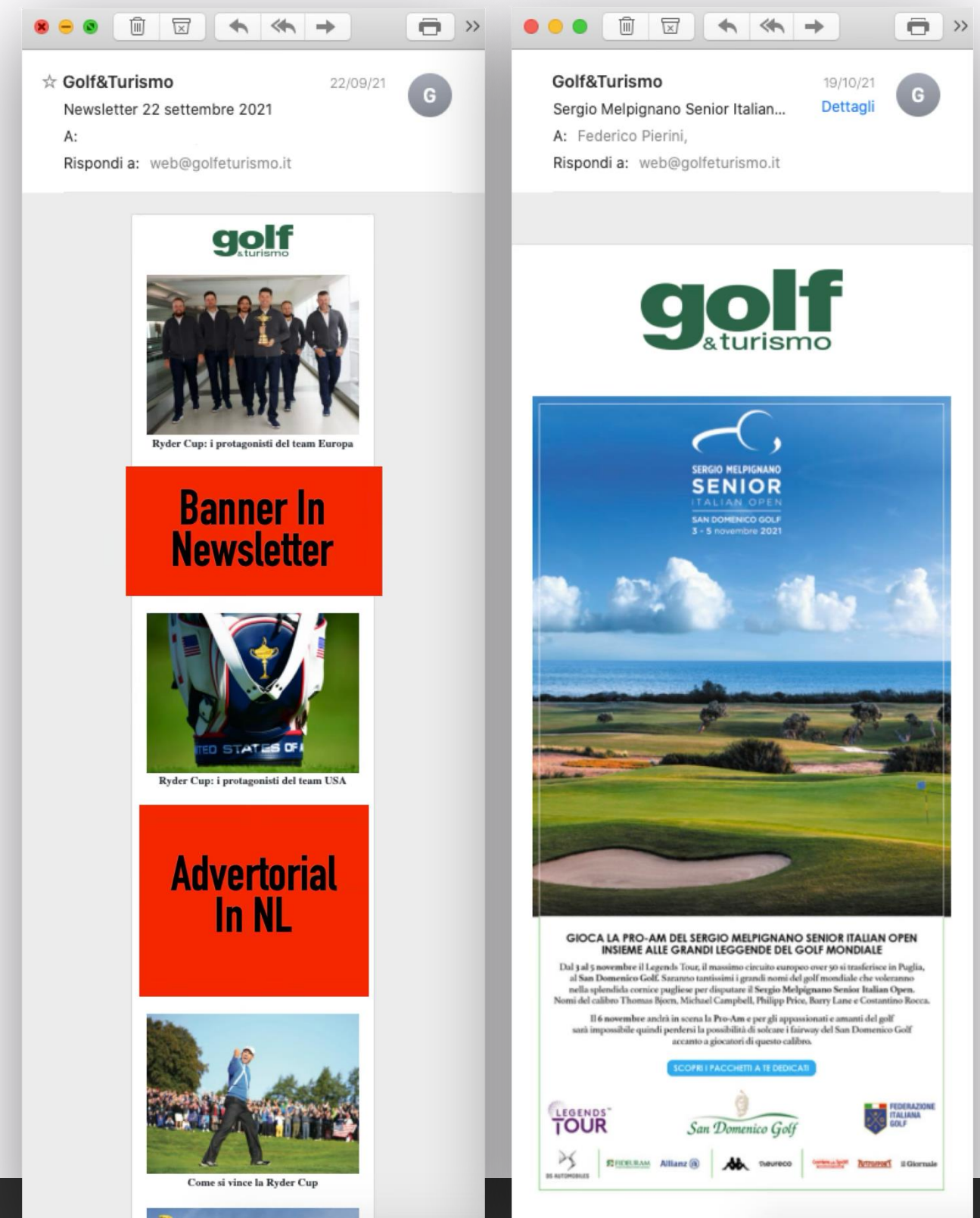
Formats: JPG

Dimensions: maximum width 600 px

Landing page: destination URL supplied by the client

For traffic tracking, the client is responsible for providing the HTML containing all links and the relevant tracking codes.

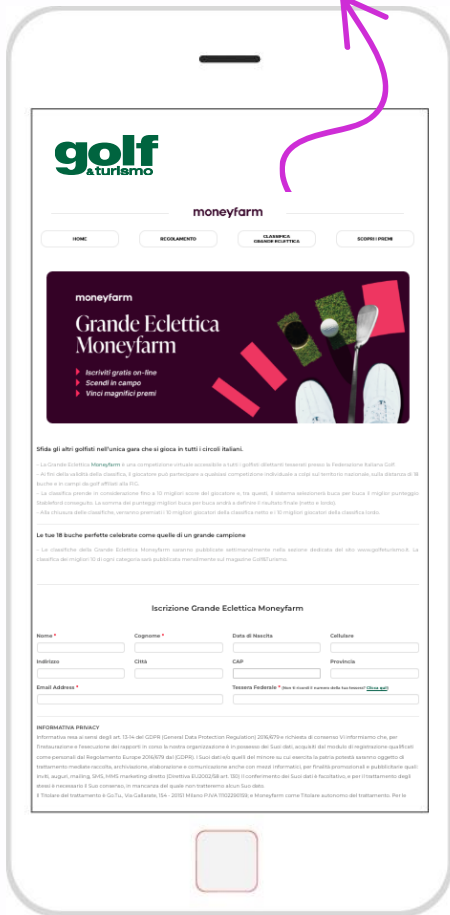
For HTML5 / Rich Media formats, an IAB-compliant HTML5 ZIP archive is required, including HTML files, scripts and multiaverage assets, compatible with Adobe Edge, Google Web Designer and equivalent platforms.



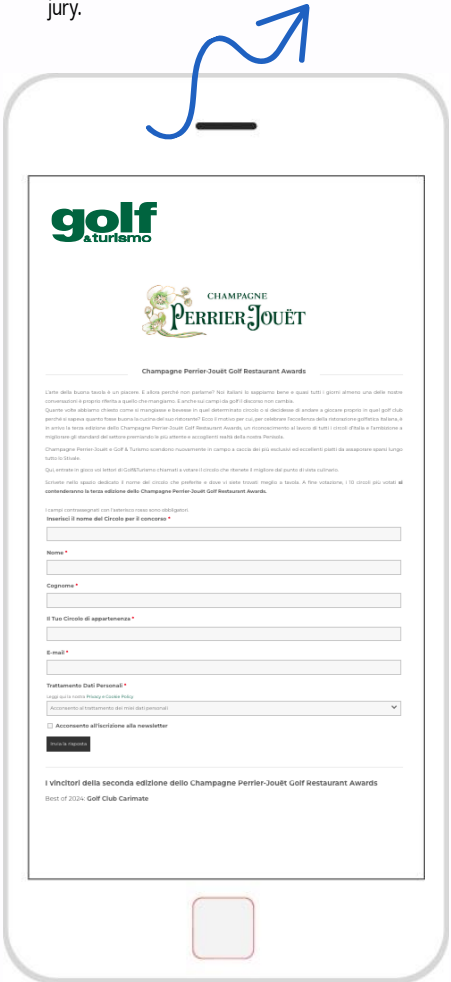
GOLF & TURISMO SPECIAL PROJECTS



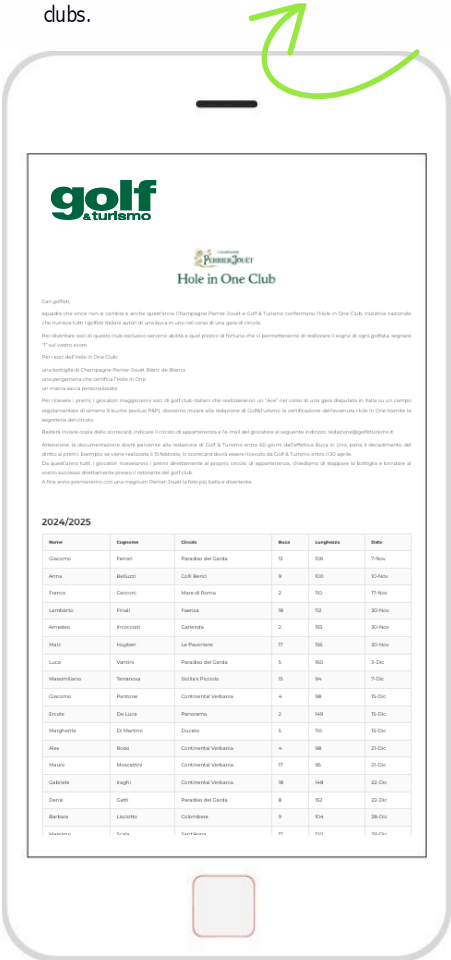
The Moneyfarm Grande Edettica is a virtual competition for Italian amateur golfers, combining each player's best hole-by-hole scores achieved in official tournaments over the course of a year. The top players win prizes and golf stays.



The Perrier-Jouët Golf Restaurant Awards celebrate the best restaurants at Italian golf clubs, selected through reader votes and a jury.



The Perrier-Jouët Hole in One Club rewards Italian golfers who score a hole-in-one in official competitions, with champagne, certificates and prizes presented at their clubs.

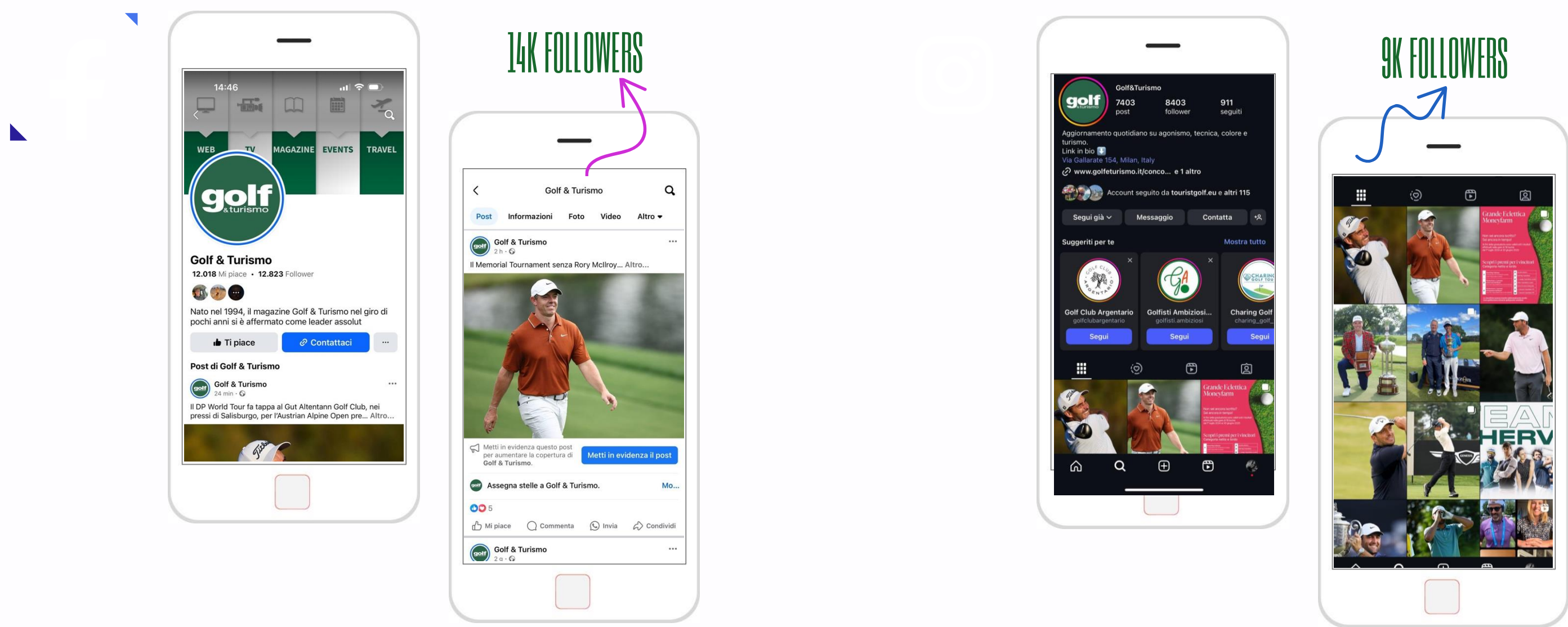




SOCIAL

GOLF & TURISMO SOCIAL: DAILY NEWS AND EXCLUSIVE CONTENT

GOLF & TURISMO SOCIAL MEDIA



EVENTS

EXCLUSIVE TOURNAMENTS, NETWORKING, UNIQUE EXPERIENCES,
BRANDING AND SHARED PASSION.

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360° GOLF EVENTS

For over 30 years, Publimaster has specialised in organising exclusive events that deliver unique experiences to participants.

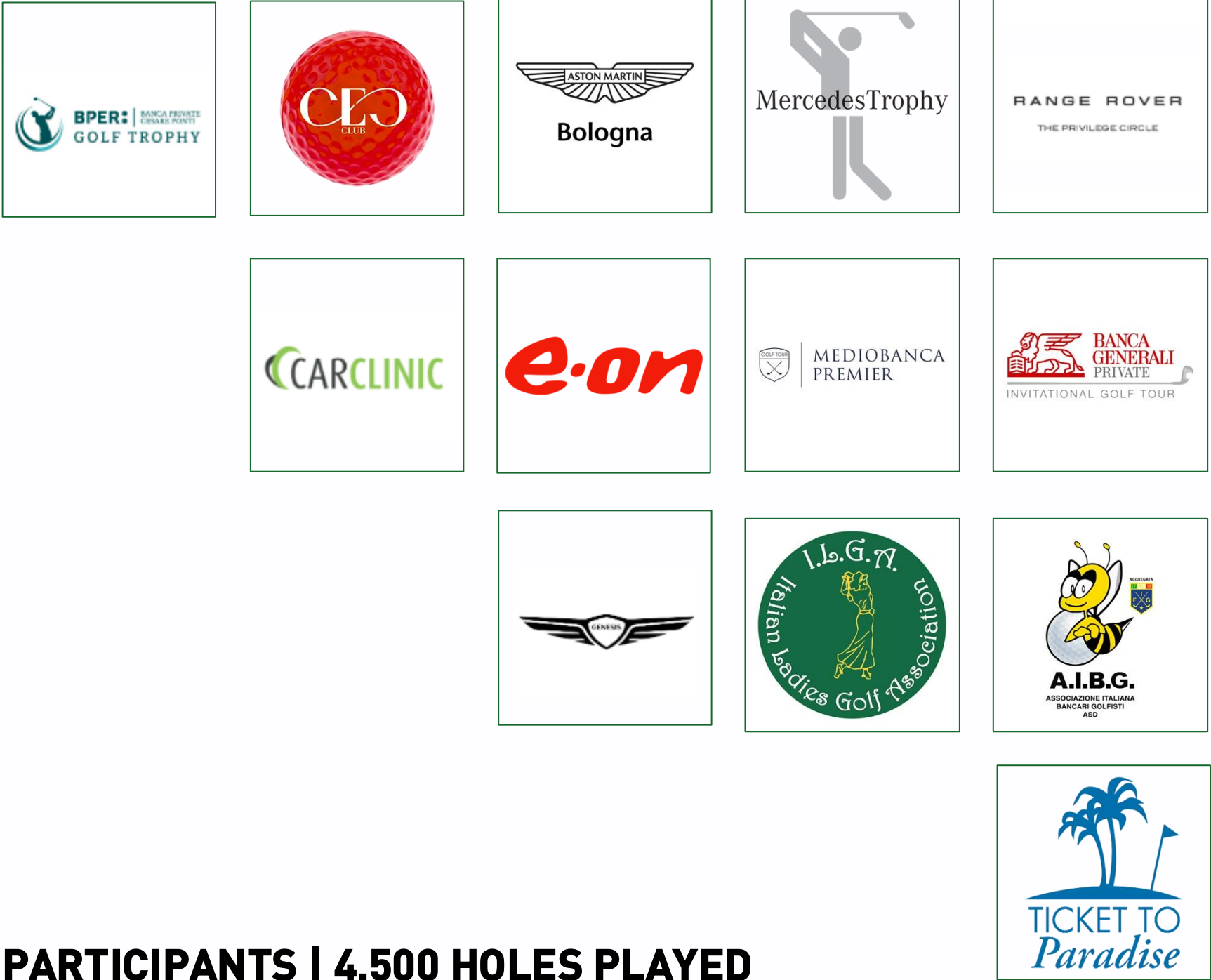
Sports Events: tournaments, competitions and sporting events, with a particular focus on premium sports such as golf and skiing, now also extending into padel.

Corporate Events: conferences, workshops, seminars and corporate meetings designed to facilitate networking and professional development.

Luxury Events: bespoke events for the luxury sector, including product launches, gala events and high-end experiences.

Target profiling is one of our key strengths, together with the care and passion we bring to the turnkey management of every project.

Creative concepts, professional organisation and extensive management experience come together to create unique occasions: sophisticated tools for branding, PR and communication.



OVER 250 GOLF EVENTS IN THE 2025 SEASON | 30,000 GOLFER PARTICIPANTS | 4,500 HOLES PLAYED

CEOCLUB

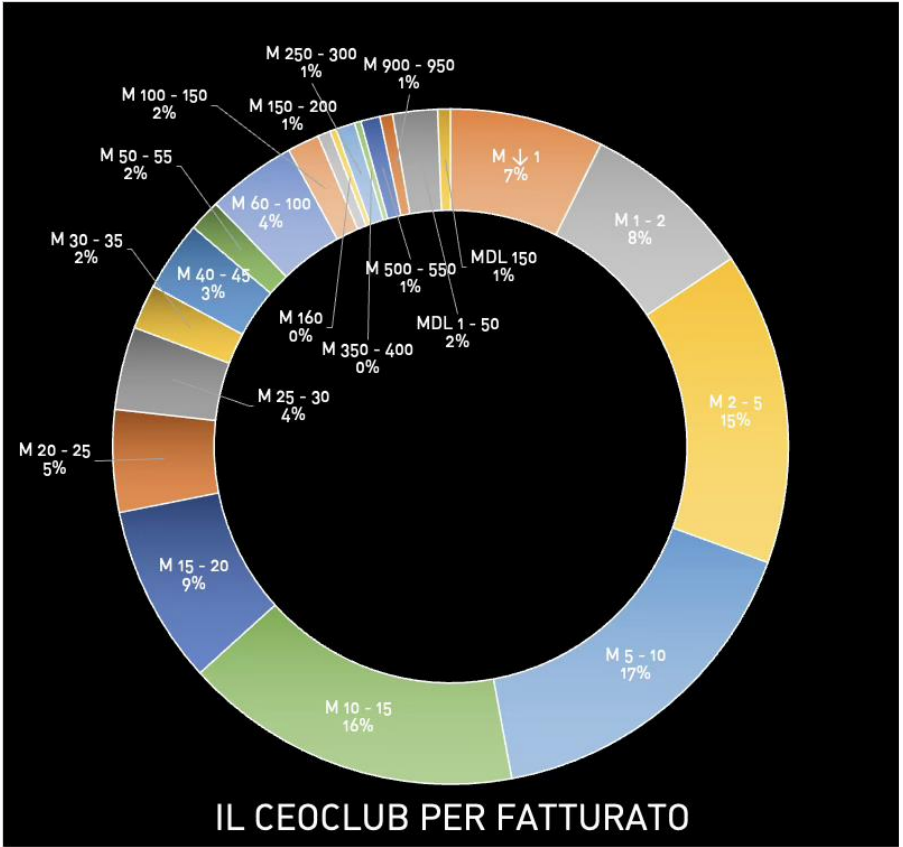
Some clubs share ideals; others, like ours, bring passions together: a passion for Business, Golf, Padel and the Mountains.

Each represents movement, growth and continuous challenge. The same is true of our members: high-calibre business leaders who approach life creatively and enjoy challenging themselves on the green.

Chief Executive Officer, Chief Financial Officer, Chairman, Business Owner, Country Manager, Managing Director, Chief Operating Officer, Board Member di società di capitale (S.r.l. e SPA) e partner di studi professionali associati.

These are the corporate roles eligible under the CEOClub 2024 regulations.

A high-value network that generates B2B connections designed to create business opportunities.



SPECIAL EVENTS

TICKET TO PARADISE

More than just a tournament circuit.
Numerous events were organised in 2025, attracting around 20,000 participants. A travelling community of golfers with one shared goal: to qualify for the National Final and earn the chance to travel to a paradise destination.

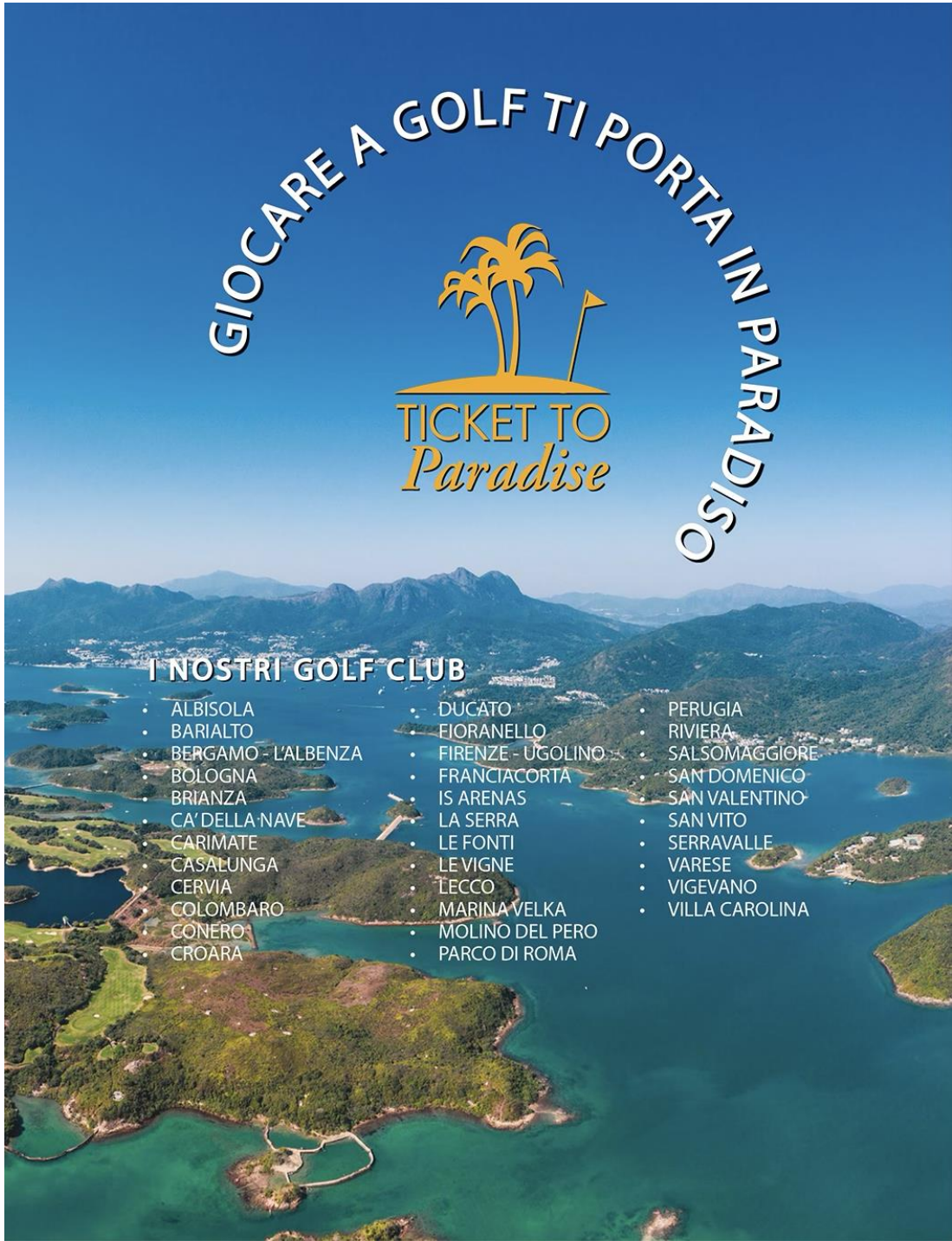
NATIONAL FINAL
The final will bring together 120 players from participating golf clubs, each of which will have the opportunity to run its own internal ranking. The National Final will take place by March 2026.

INTERNATIONAL FINAL
All winners of the Italian Final will travel to a paradise destination in spring 2026.

A DEDICATED SECTION ON WWW.GOLFETURISMO.IT
A dedicated section featuring the event calendar and weekly updates of each participating club's rankings, where applicable.
Average Monthly Unique Visitors: 64,000

NEWSLETTER TO REGISTERED WEBSITE USERS
Monthly newsletter sent to the Golfeturismo.it database.
Unique Contacts: 42,000

PRIZES WITH TECHNICAL GOLF PRODUCTS
7 tournament prizes – 18 holes
4 tournament prizes – 9 holes



SPECIAL EVENTS

GOLF & TURISMO TRAVEL



Golf & Travel Travel becomes a tour operator through its partnership with Acentro
Acentro was founded on extensive experience in the travel industry and on a vision of travel as value, research and thoughtful design. Its approach has been built over time on professionalism, expertise and in-depth destination knowledge—the company’s true added value.
Over the years, Acentro has developed a broad and highly specialised offer, designing tailor-made travel for leisure and corporate clients, with particular attention to themed experiences and high-quality tourism.
Recognised as a benchmark in golf holidays, Acentro has developed dedicated itineraries across numerous international destinations, providing access to hundreds of selected golf courses in leading resorts and premium settings.
Acentro works across every travel format: individual journeys, corporate programmes, incentives and tailor-made projects are developed with the same bespoke care, turning every proposal into a structured, reliable and memorable experience.



MEDIA PLANNING

INVEST



WHY INVEST IN THE GOLF & TURISMO NETWORK

Investing in Golf & Travel – The Golf System means connecting with the heart of Italian golf through a unique ecosystem integrating communication, content, relationships, events and profiled data.

INDUSTRY LEADERSHIP Golf & Travel is a leading reference point for golf information in Italy, supported by the exclusive Golf Digest licence, the heritage of the brand and credibility built over more than 30 years.	INTEGRATED MULTICHANNEL VISIBILITY Presence across print, web, social, video, events and database, with a cross-average strategy designed to multiply brand exposure and generate qualified awareness at every touchpoint.	HIGH-PROFILE TARGET More than 35,000 profiled Italian golfers: a passionate, loyal audience with high spending power, a strong propensity for premium travel and high conversion potential for sectors including: • automotive • luxury & lifestyle • technical apparel • travel & hospitality • food & beverage • premium goods & services	EXPERIENTIAL ON-COURSE ACTIVATIONS Through exclusive events at prestigious clubs, clinics with professionals, corporate tournaments, organised travel and bespoke formats, Golf & Travel enables partners to build genuine relationships with their audience in a premium, relaxed environment.	MEASURABLE DATA & PERFORMANCE Thanks to a structured platform, every investment is supported by trackable KPIs, detailed reporting and tangible metrics covering: • average reach • social engagement • web performance • event participation • promotional impact	A STRATEGIC PARTNER, NOT JUST A MEDIA PLATFORM Golf & Travel offers more than advertising space: bespoke projects, consultancy, storytelling, content production and co-branded activations designed to build value, reputation and business together.
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INVESTING IN GOLF & TURISMO MEANS CHOOSING AN AUTHORITATIVE, FLEXIBLE AND RESULTS-DRIVEN NETWORK, CAPABLE OF POSITIONING YOUR BRAND WHERE PASSION, SPORT AND LIFESTYLE COME TOGETHER.

PUBLIMASTER

GOLF&TURISMO

Publimaster Srl
Via Gallarate 154
20151 Milano
Tel +39 424191
publimaster.it