



It's time for Golf & Travel

MEDIA
2026



MALLORCA GOLF GUIDE

19th edition - 2025 - GRATIS
español / deutsch / english

LOS CAMPOS DE GOLF DE MALLORCA EN DETALLE

DIE GOLFPÄTZE
MALLORCAS IM DETAIL
THE GOLF COURSES OF
MALLORCA IN DETAIL

HOTELES & FINCAS PARA SUS VACACIONES DE GOLF EN MALLORCA

HOTELS UND FINCAS FÜR IHREN
GOLFURLAUB AUF MALLORCA
HOTELS AND FINCAS FOR YOUR
GOLF HOLIDAYS IN MALLORCA

MALLORCA GOLF GUIDE 2025

It's time for Golf & Travel

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MALLORCA GOLFGUIDE – THE ORIGINAL!

YOUR GOLF & TRAVEL GUIDE FOR MALLORCA
SINCE 2007

WHY YOUR BRAND SHOULD BE PRESENT IN THE MALLORCA GOLF GUIDE:

- The Mallorca Golf Guide has been published annually since 2007 – in 2026, we'll celebrate the 20th edition. With a yearly circulation of at least 10,000 copies, it is one of the island's most established golf publications. Distribution is targeted directly to all golf clubs in Mallorca, at golf fairs in Germany, and through selected partner companies, hotels, and resorts located near golf courses – right where your target audience is.
- Golf is experiencing strong growth across Europe: +34% vs. 2019 – with over 10.6 million active golfers in Europe today. Mallorca is among the most popular golf destinations, featuring 23 courses on a single island.
- On average, golfers spend €3,000 per year on the sport. 42% have a monthly net household income of over €4,000.
- Active golfers have a customer lifetime of over 20 years and show high brand loyalty – especially toward companies that are visible in the golf environment.
- 86% of golfers use online platforms for research and information. The Mallorca Golf Guide is available as a high-quality print product as well as via website and social media, making it perfectly positioned to reach this audience across all channels.
- The pandemic, the baby boomer generation, and new formats like TopGolf and golf simulators are attracting younger and new audiences to the sport. Mallorca is benefitting from this shift in golf tourism.
- For nearly 20 years, the Mallorca Golf Guide has been a trusted part of the island's golf scene. Your ad is not perceived as traditional advertising but as a valuable component of an established, credible golf guide – both online and in print.



It's time for Golf & Travel

Media Data 2026

Magazine

Format A5 (148 x 210 mm)

Website*

www.mallorca-golf-guide.com

Social Media°

@mallorcagolfguide



PAR

WEB

55 €/month or 599 €/year



BIRDIE

WEB + SOCIAL MEDIA

95 €/month or 1.099 €/year



EAGLE

WEB + SOCIAL MEDIA + 1 PAGE PRINT

132 €/month or 1.499 €/year



ALBATROS

WEB + SOCIAL MEDIA + 2 PAGES PRINT

179 €/month or 1.999 €/year



HOLE IN ONE

CUSTOM COOPERATION

By agreement

All prices are per issue, in euros and excluding VAT. Minimum duration per package: 1 year. Subject to change.

Note: The print ad is published once per year in the new edition of the Mallorca Golf Guide, which is released at the beginning of the year with a minimum circulation of 7,500 copies. Web and social media services can start flexibly at any time after contract signing.

Distribution: Free of charge to all golf clubs, golf shops, 4- and 5-star hotels, advertising partners, marinas, and more.

Print File Requirements:

- File format: PDF, JPG, EPS or AI
- Resolution: Min. 300 dpi
- Color mode: CMYK
- Bleed: At least 3 mm on all sides

Minor adjustments to the ad are included in the price. Major changes will be charged based on effort.

* Company profile including logo, text & link on the website www.mallorca-golf-guide.com

° 1 social media post or reel & 3 stories per quarter

MGG

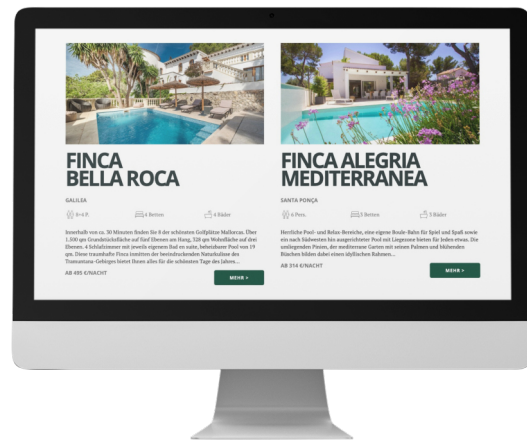
Media Data 2026



PAR

WEB

55 €/month or 599 €/year



www.mallorca-golf-guide.com

The **Mallorca Golf Guide** website is currently being restructured:

Instead of the previous “Partners” section, the main navigation will now feature themed categories such as **Hotels & Fincas, Food & Wine, Sports & Leisure, Lifestyle & Art**, and other topics related to the golf lifestyle on Mallorca.

In these sections, we will prominently showcase selected partners with an image, a short description, and a direct link to your website or booking platform.

You can find a first impression of our current partner golf hotels here:

<https://mallorca-golf-guide.com/golf-hotels/>

✉ To ensure the best possible presentation, we kindly ask you to provide the following:

- 1 logo (SVG or PNG, minimum width 500 px)
- 1–2 high-quality landscape-format images
- Your preferred link (website, Instagram, etc.)

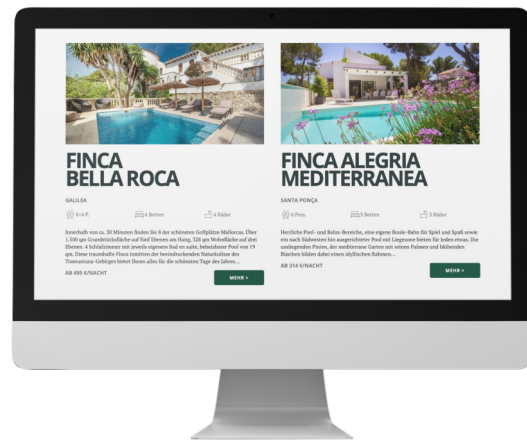
Media Data 2026



BIRDIE

WEB + SOCIAL MEDIA

95 €/month or 1.099 €/year



www.mallorca-golf-guide.com

Includes all contents of the PAR package

+

**1 social media post or reel
and 3 stories per quarter**

Posts in the feed or as reels will also be shared in our story (plus the 3 stories).



@mallorcagolfguide

Social Media

@mallorcagolfguide



STORY

Size: 1080 x 1920 pixels (9:16 format)

Visible for 24 hours, then saved as a story highlight.

Social Media File Delivery: please provide your content in .jpg, .png, or .mp4 format.

🇮🇹 Top Stats from the last 90 days (July 15 - October 12, 2025):

- Instagram views: over 68,035
- Facebook views: over 32.722
- 11,159 views on Reels and post only in August



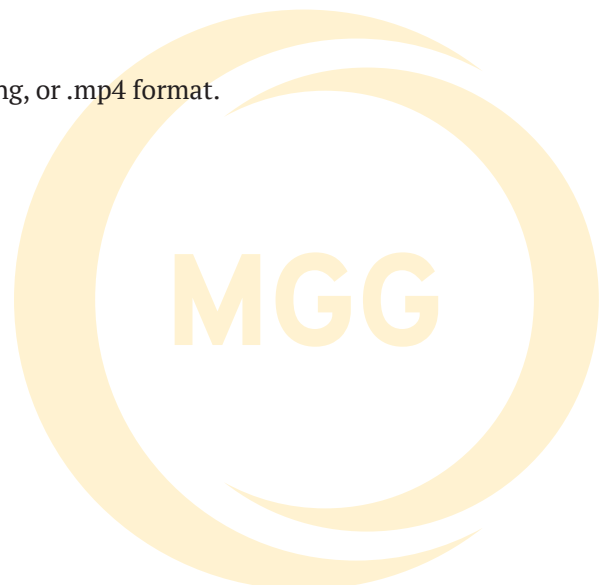
POST

Size: 1080 x 1080 Pixel, 1:1




REEL

Size 1080 x 1920 Pixel, 9:16

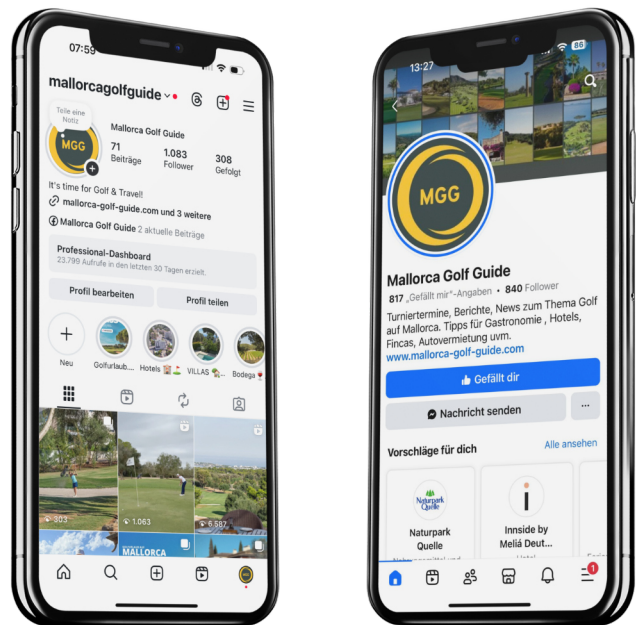


Media Data 2026

 **EAGLE** | **WEB + SOCIAL MEDIA + 1 PAGE PRINT**
132 €/month or 1.499 €/year



www.mallorca-golf-guide.com



@mallorcagolfguide

Includes all contents of the BIRDIE package

+

1 inside page in the printed magazine

INSIDE PAGES



1 PAGE

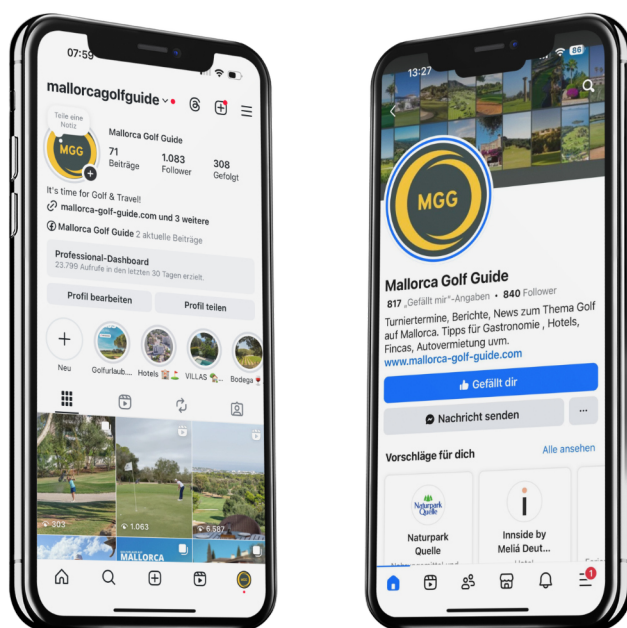
Size: 148 x 210 mm

Media Data 2026

 **ALBATROS** | **WEB + SOCIAL MEDIA + 2 PAGES PRINT**
179 €/month or 1.999 €/year



www.mallorca-golf-guide.com



@mallorcagolfguide

Includes all contents of the EAGLE package

+

2 inside pages in the printed magazine


INSIDE PAGES



2 PAGES

Size: 296 x 210 mm

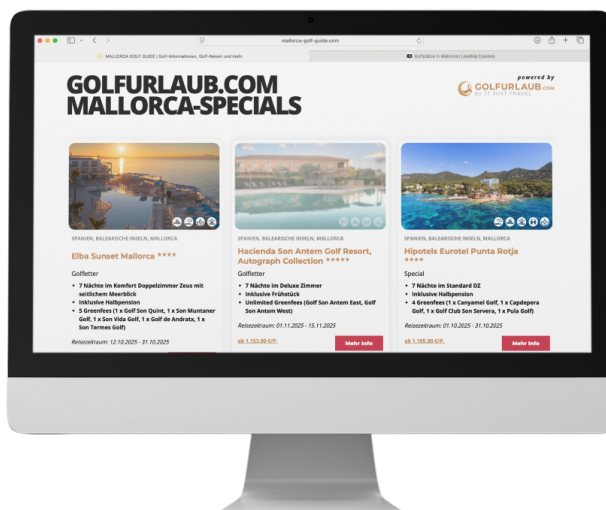
Media Data 2026

 **HOLE IN ONE** | **CUSTOM COOPERATION**
By agreement

Do you have a unique idea or are you looking for a tailor-made solution?
Whether it's **website plug-ins**, **cover pages** in the print magazine, **exclusive events**, or entirely new formats – the Hole-in-One Package offers (almost) limitless possibilities for custom collaborations.

Let's explore creative ways together to showcase your brand in the most impactful way!

WEBSITE PLUG-IN



COVER PAGES

BACK COVER
(U4)

Size: 148 x 210 mm
Price: €5,500 net

INSIDE FRONT OR
BACK COVER

Size: 148 x 210 mm
Price: €2,800 net

EXCLUSIVE
CUSTOM
COVER

Includes front & back cover, inside covers (pages 2 & 3), plus 1,000 complimentary copies
Price: €7,000 net



Golf-Fincas

Present your rental property on www.mallorca-golf-guide.com to a high-income and travel-savvy audience!

We'll showcase your property (or multiple properties) on our website, allowing you to benefit from our strong reputation and wide-reaching online platform.

PRICING

One-time setup fee per property: €150

Listing fee for 6 months: €150 total

Listing fee for 12 months: €280 total

From 3 properties: 10% discount

From 6 properties: 15% discount

From 10 properties: 20% discount

All prices are net, excluding VAT.

Please submit web-optimized files in .jpg, .gif, .png, or .svg format.



VILLA CASTILLO CALMA, SANTA PONÇA



Entwickelt in der „Perle der Insel“ - in einem von „prezioses Costa“ ...

WICHTIG

Die 60 Jahre alte Villa in Santa Ponça ...

AUSSTATTUNG

- 4 Schlafzimmer
- 5 Bäder
- ... (rest of the list is partially obscured)

FINCA CAN DUAI, SON SERVERA



Die 100 Jahre alte Finca Can Duai ...

Die Finca Can Duai ...

FINCA BELLA ROCA, GALILEA



- 4 Schlafzimmer
- ... (rest of the list is partially obscured)

PLANNINGSTUDIUM
2022 11 19 FREIZEITEN SAHATZ GUTERK
 ...

NATUR, GENUSS UND GRANDEZZA FÜR DIE GANZE FAMILIE
 Eine wunderschöne Aussicht auf die Bucht von Santa Ponça ...



AUSSTATTUNG

- 4 Schlafzimmer
- ... (rest of the list is partially obscured)

FORE! Golf & Reise UG
(haftungsbeschränkt)

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