strokesaver®

MADE IN SCOTLAND - HOME OF GOLF

Media Data 2027

Fairway Marketing GmbH - Hans-Peter Schild

October 2026

Strokesaver - The leading course guide for golfers

Strokesaver is the number one course guide for selected Swiss golf courses and the preferred playing aid of professionals. With its clear, easy-to-understand structure, it provides golfers with precise information that allows them to plan each shot accurately. Since 1982, Strokesaver has also been the official course guide of the **R&A** at the **BRITISH OPEN CHAMPIONSHIP** and is recognized worldwide as the standard.

Precision and reliability

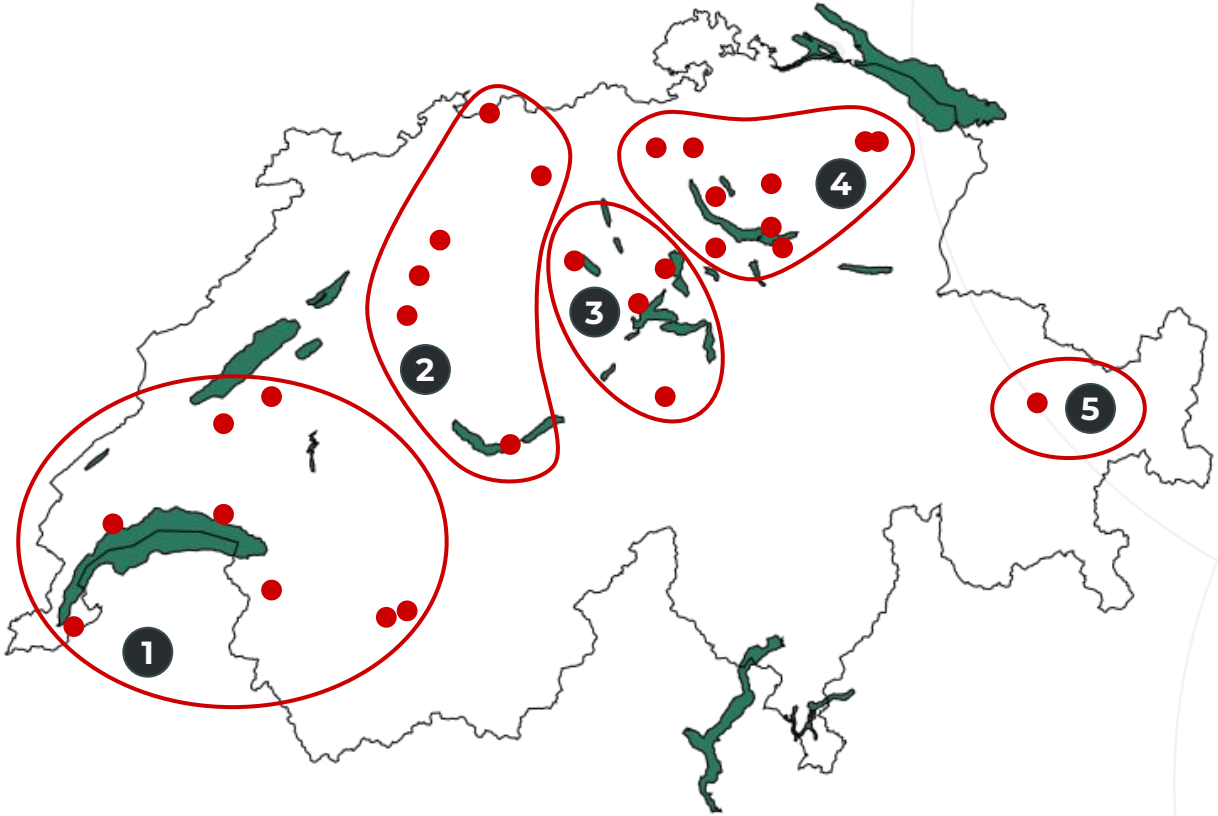
This handy guide provides accurate information to help players master the course with strategy and foresight. The printed course guides are available free of charge at participating golf clubs, while the Strokesaver eBooks can be accessed online anytime, anywhere, free of charge.

With over 35,000 unique visitors, Strokesaver is the most widely used off-course medium in the Swiss golf market.

Interactive ads for maximum impact

A special highlight: ads in Strokesaver eBooks are interactive and directly linked via hotspots, enabling seamless integration of advertising messages.

Regions and Clubs



Regions and Clubs

1. Romandie & Valais

- Golf Club de Genève
- Golfparc Signal de Bougy
- Golf de Lavaux
- Golf Club Vuissens
- Golf Club Payerne
- Golf Club Montreux
- Golf Club Sion
- Golf Club Sierre

2. Midlands & Northwest

- Golfpark Moossee
- Golf Limpachtal
- Wylihof Golf Club
- Golfzentrum Rheinfelden
- Golf Club Heidental
- Golf Club Interlaken

3. Central

- Golfpark Oberkirch
- Lucerne Golf Club
- Golf Club Engelberg
- Golfpark Holzhäusern

4. Zurich & Eastern

- Golfclub Breitenloo
- Golfpark Otelfingen
- Golf & Country Club Zürich
- Golf & Country Club Schönenberg
- Swiss Golf Bubikon
- Golf & Country Club Hittnau
- Golfpark Zürichsee
- Ostschweizerischer Golf Club
- Golfpark Waldkirch

5. Grisons

- Golf Club Davos

Advertising Prices

Position	1 Year	2 Years	3 Years
1 page inside	CHF 1'550	CHF 1'350	CHF 1'150
1 page inside, center of the book*	CHF 2'250	CHF 1'950	CHF 1'650
2nd / 3rd cover page	CHF 2'750	CHF 2'500	CHF 2'250
4th cover page	CHF 3'750	CHF 3'450	CHF 3'150
4th cover page w. Logo on front page*	CHF 4'750	CHF 4'400	CHF 4'050

* not on all Books possible

All prices exkl. VAT
The advertisment and links can be changed online at any time and free of charge.
In the case of a multi-year agreement, the advertisment can be changed on a yearly basis.

Technical specifications

Booklet format:	100 x 170 mm, **plus** 3 mm bleed
Type area:	90 x 160 mm
Cover paper	300 grams, matt coated art paper, bright white, matt laminated
Inside paper	150 grams, matt coated art paper, bright white, silk matt laminated
Printing	Offset, 60 Screen, 4/4-colour, Euro Scale (no Pantone colours)
Printing documents	Digital data, high-end PDF
Advertising deadline	February 19th., 2027
Final data acceptance	February 26th., 2027

We recommend avoiding small fonts to ensure optimal readability even during a round of golf.

Contact

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