LIFE \FTER FOOTB\LL.



LIFE AFTER FOOTBALL

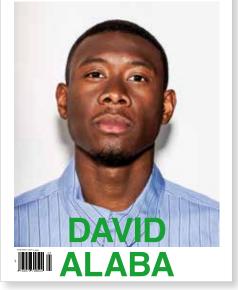
MULTIMEDIA PLATFORM FOR FOOTBALL, FOOTBALL CULTURE & FOOTBALL LIFESTYLE.

LIFE AFTER FOOTBALL (LAF) Was founded in the Netherlands in 2006.

LIFE AFTER FOOTBALL CREATES BRAND RELEVANCE & INSPIRES A TARGET GROUP OF INFLUENCERS & EARLY ADOPTERS, OF ACTIVE FOOTBALL PLAYERS & SUPPORTERS OF THE FOOTBALL WORLD.

ON FEBRUARY 20, 2020, THE FIRST GERMAN ISSUE OF LIFE AFTER FOOTBALL WAS PUBLISHED.

LIFE \FTER FOOTB \LL.





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AUF DEM SPIELFELD BIN ICH DEFINITIV BESSER" David Alaba



FOOTBALL, FOOTBALL PLAYERS & FOOTBALL CULTURE

AUTOMOBILE & TECHNOLOGIE

FASHION

WATCHES & JEWELRY

GROOMING

FOOD, HEALTH & WELLNESS

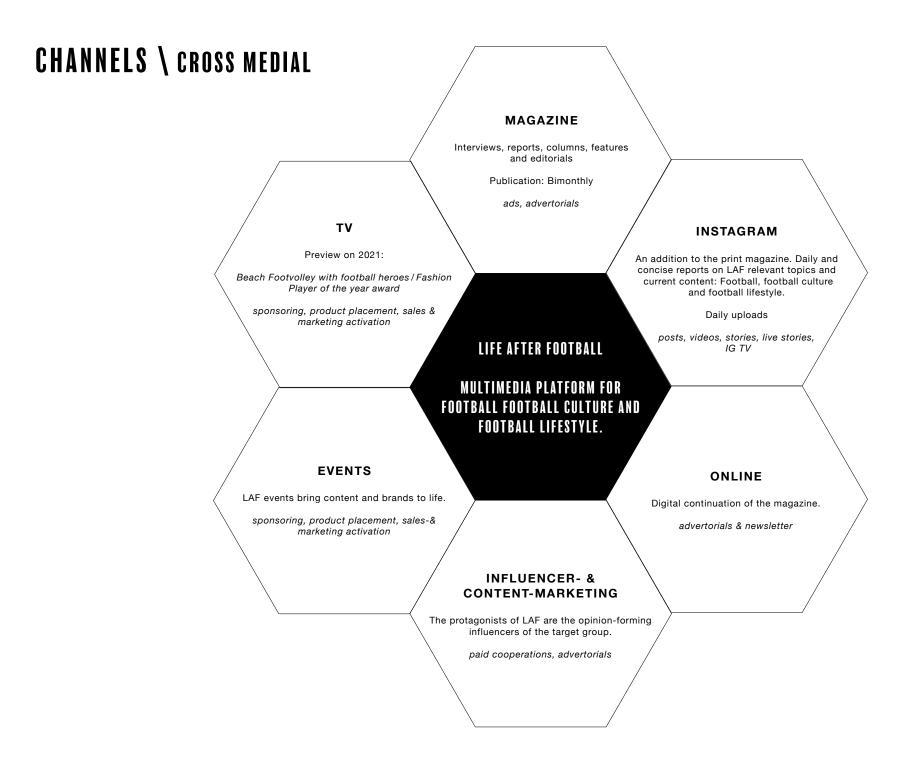
TRAVEL

ART & CULTURE

INTERIOR DESIGN

& ARCHITECTURE

INVESTMENT



MAGAZINE

CIRCULATION 40.000 issues

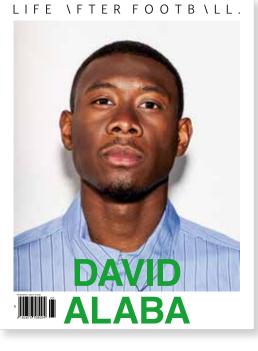
RETAIL PRICE 8.00€

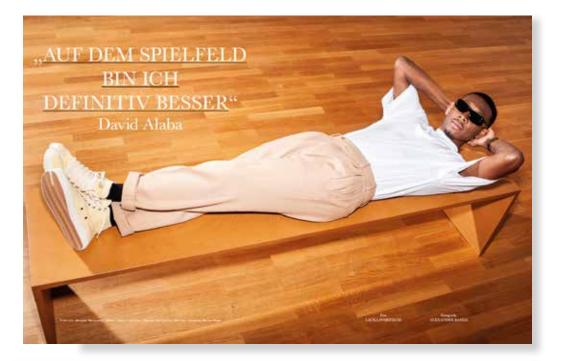
FREQUENCY bimonthly

SCOPE minimum of 112 pages

FORMAT

215 x 280 mm





Antoine

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2020

#2 Closing date Printing material deadline

#3 Closing date Printing material deadline

#4 Closing date Printing material deadline

#5 Closing date Printing material deadline

#6 Closing date Printing material deadline

DATE OF PUBLICATION

April 2 February 20 February 27

June 4 (European championship special) April 23 April 30

August 6 June 25 July 2

October 8 August 20 August 27

November 26 October 15 October 22

IN STAGRAM

AMBITION: INCREASE OF 40.000 FOLLOWERS PER YEAR



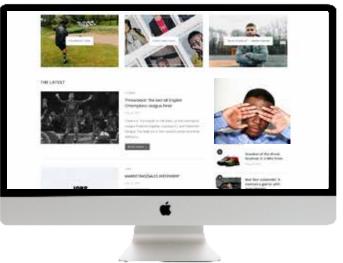


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ONLINE

AMBITION: 100.000 VISITORS PER MONTH











NEWSLETTER

AMBITION: INCREASE OF 10.000 SUBSCRIBERS

LIFE VETER FOOTS VLL



Have you seen this video yet?!

The Golden Boy might be one of the most weil-known young players in world football right now, but some people know Matthijs de Ligt better than others.

WATCH NOW



COUNTDOWN ZUM RELEASE DER LAUNCH-ISSUE MIT CHRONOSWISS

For this edition, we are looking at a divine audio line-up from **Bowers** & Wilkins, as Formation Suite combines everything we love about the

brand.

READ MORE





BEHIND THE SCENES: CHRONOSWISS

PSG and Air Jordan's collaboration was undoubtedly one of the offthe-pitch stories of last summer, as one of the most isonic brands wentured into football for the first time.







PSG reveal Jordan third kit and more...

PSG and Air Jordan's collaboration was undoubtedly one of the offthe-pitch stories of last summer, as one of the most loonic brands ventured into football for the first time.





Lotto have brought back their classic boots

Lotto has relaunched their iconic Stadio football boot, coming in the original, beautiful colourway that is black with bright green detailing.





LAUNCH EVENTS

Each magazine is launched with a dinner. The host and patron of this dinner is the cover star of the new issue. He is present at the evening, inspires the concept of the evening and invites the guests together with LAF.

| CONTENT | A FORMAL OCCASION THAT GUARANTEES THE HIGHEST |
|------------------|---|
| | ATTENTION |
| WHEN | WITH EACH LAUNCH OF A NEW ISSUE |
| WHERE | DEPENDING ON THE COVER STAR/ PATRON OF THE EVENING |
| wно | INTERNATIONAL FOOTBALL PLAYERS, PARTNERS OF LAF LIKE |
| | DAVID ALABA, MITCHELL-ELIJAH WEISER, SERGE GNABRY, NIKLAS |
| | SÜLE, ALPHONSO DAVIES, RICCARDO BASILE, |
| | WOLFF-CHRISTOPH FUSS, |
| NUMBER OF PEOPLE | 50 TO 150 GUESTS |
| INTEGRATION | INDIVIDUALLY AND ACCORDING TO THE AGREEMENT |









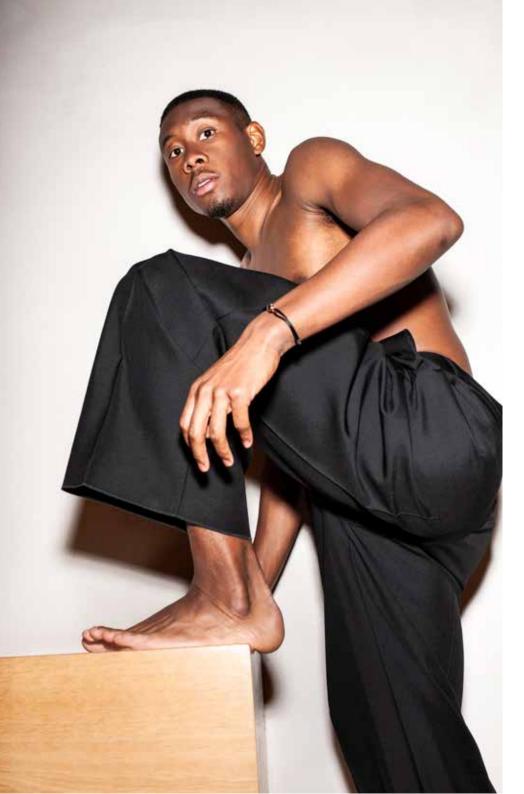












PRICE LIST 2020 Germany

MAGAZINE

| Ad-pages 1/1 page 2/1 page | 10,000 € 20,000 € |
|--|----------------------|
| 1/1 page including a onetime integration at a launch event <i>(industry exclusivity)</i> | 20,000 € |
| 2/1 page including a onetime integration at a launch event <i>(industry exclusivity)</i> | 30,000 € |
| Inside front cover plus page 3 | 30,000 € |
| Inside back cover | 12,000 € |
| Outside back cover | 20,000 € |

| 2020 | DATE OF PUBLICATION |
|----------------------------|--|
| #2 | April 2 |
| Closing date | February 20 |
| Printing material deadline | February 27 |
| #3 | June 4 (European championship special) |
| Closing date | April 23 |
| Printing material deadline | April 30 |
| #4 | August 6 |
| Closing date | June 25 |
| Printing material deadline | July 2 |
| #5 | October 8 |
| Closing date | August 20 |
| Printing material deadline | August 27 |
| #6 | November 26 |
| Closing date | October 15 |
| Printing material deadline | October 22 |
| | |

DIGITAL

WWW.LIFEAFTERFOOTBALL.DE (DESKTOP & MOBILE)

| Homepage Take-Over | Price on request |
|--|------------------|
| Interscroller (full screen) | 30 € (CTP) |
| Rectangular (350x290) | 15 € (CTP) |
| Bottom Banner | 25 € (CTP) |
| Leaderbord (468x60) | 30 € (CTP) |
| Pop-up Homepage, video in 15sec loop | 2,250 € (fixed) |
| Advertorial Homepage (incl. link to website of client) | 1,250 € (fixed) |
| Product placement or Banner in Newsletter | 1,950€ (fixed) |
| Package Price | |
| Rectangle for 7 days + Advertorial Website + Product placement or Banner in Newsletter | 3,250€ (fixed) |
| Branded post incl. tags/link Instagram 'Stories' | 950€ (fixed) |
| INDIVIDUAL PACKAGES | |
| Custom-made video incl. football player influencer | Price on request |
| Package price, Digital & Socials | Price on request |
| Package price, Digital, Social und Print | Price on request |

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