LIFE \FTER FOOTB\LL.



# LIFE AFTER FOOTBALL

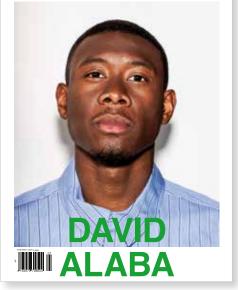
MULTIMEDIA PLATFORM FOR FOOTBALL, FOOTBALL CULTURE & FOOTBALL LIFESTYLE.

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.





ALC: NO.

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## TREMENDO!

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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

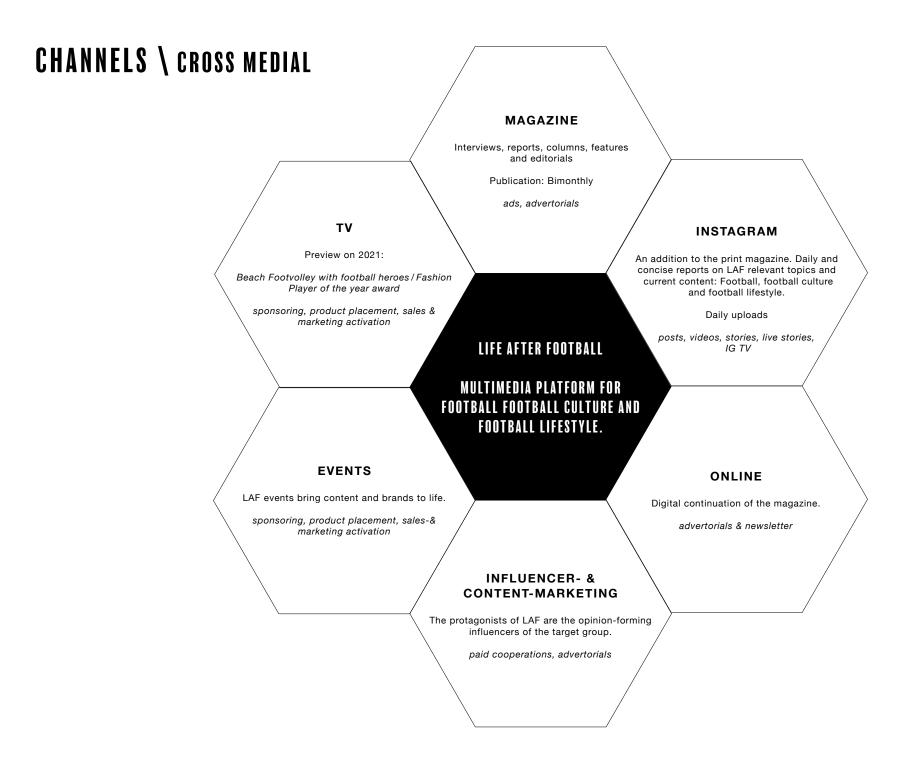
TRAVEL

ART & CULTURE

INTERIOR DESIGN

& ARCHITECTURE

INVESTMENT



## MAGAZINE

CIRCULATION 40.000 issues

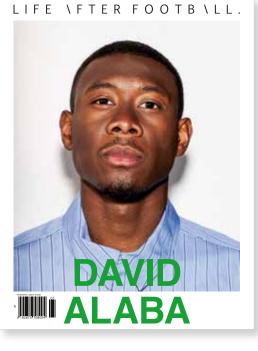
**RETAIL PRICE** 8.00€

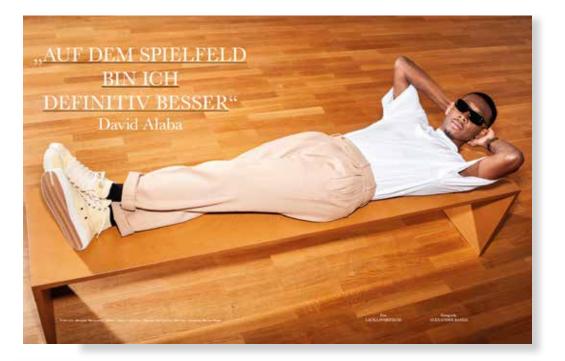
FREQUENCY bimonthly

SCOPE minimum of 112 pages

#### FORMAT

215 x 280 mm





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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



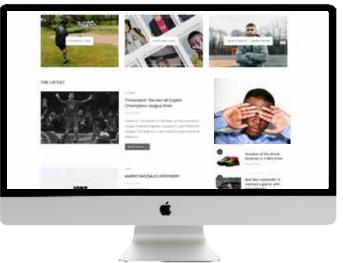


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# ONLINE

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









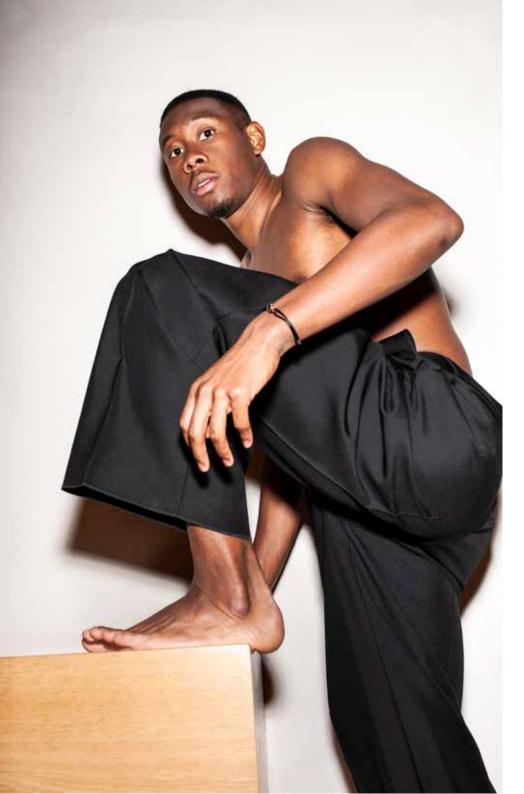












PRICE LIST 2020 Germany

# 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

# CONTACT

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