

L I F E \ A F T E R F O O T B \ A L L .

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.**



CONTENT



FOOTBALL, FOOTBALL PLAYERS &
FOOTBALL CULTURE

AUTOMOBILE &
TECHNOLOGIE

FASHION

WATCHES & JEWELRY

GROOMING

FOOD, HEALTH & WELLNESS

TRAVEL

ART & CULTURE

INTERIOR DESIGN
& ARCHITECTURE

INVESTMENT

CHANNELS \ CROSS MEDIAL



CALENDAR



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

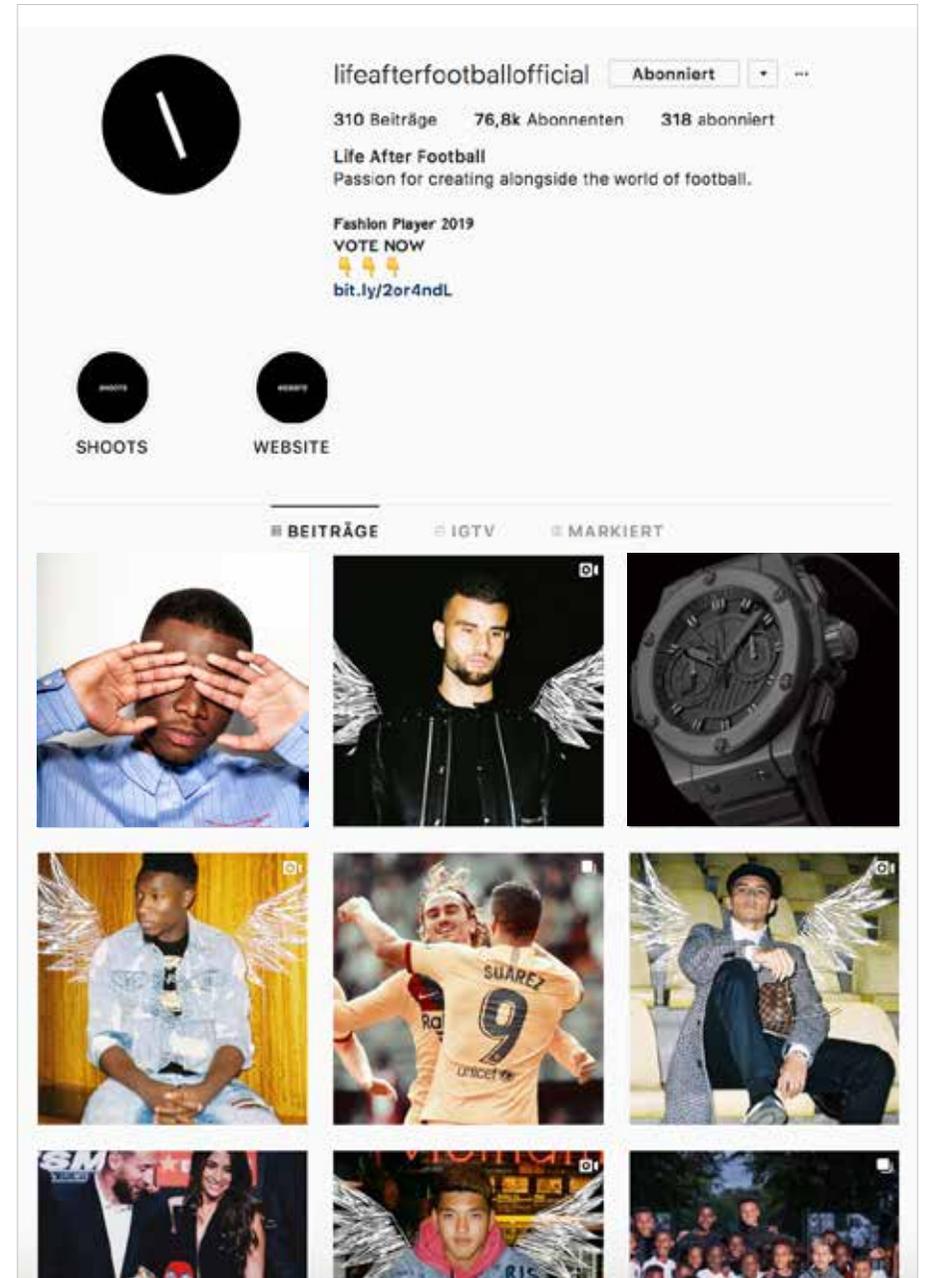
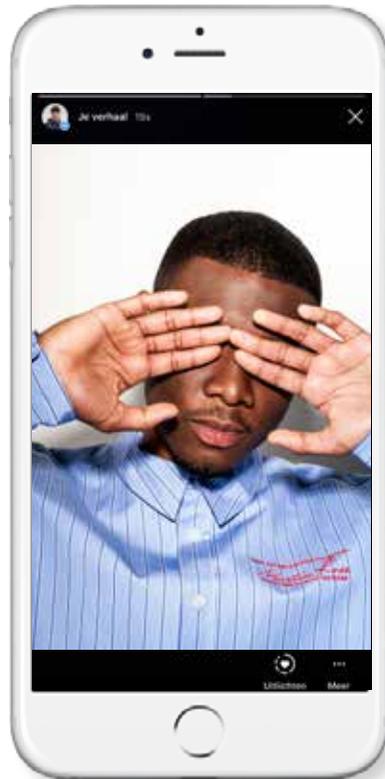
August 20
August 27

November 26

October 15
October 22

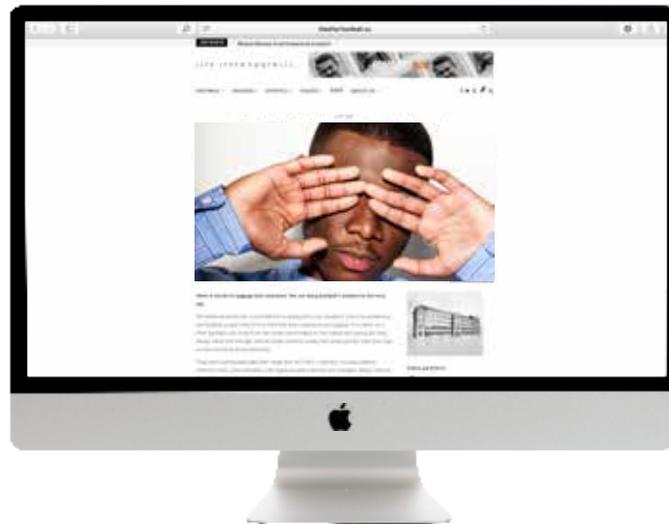
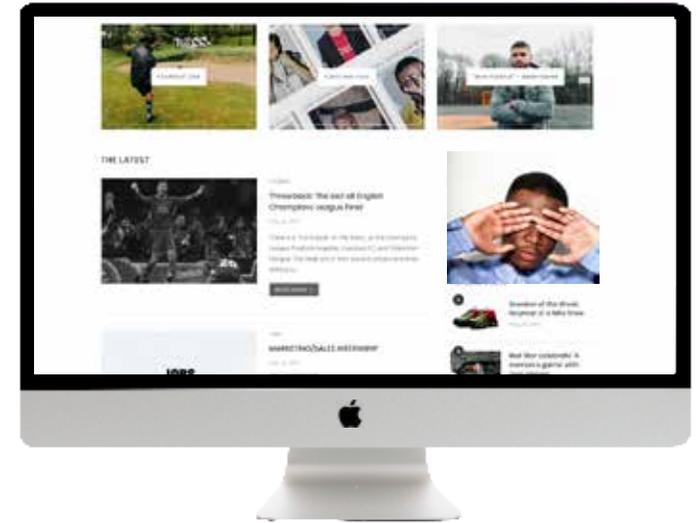
INSTAGRAM

AMBITION: INCREASE OF 40.000 FOLLOWERS PER YEAR



ONLINE

AMBITION: 100.000 VISITORS PER MONTH



NEWSLETTER

AMBITION: INCREASE OF 10.000 SUBSCRIBERS

LIFE AFTER FOOTBALL



Have you seen this video yet?!

The Golden Boy might be one of the most well-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](#)



EXPERIENCE THE CUBAN WAY OF LIFE...
UNIQUE STYLE.
OUTSTANDING TASTE.



BEHIND THE SCENES: CHRONOSWISS

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

[READ MORE](#)



PSG reveal Jordan third kit and more...

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

[READ MORE](#)



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.

[READ MORE](#)



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

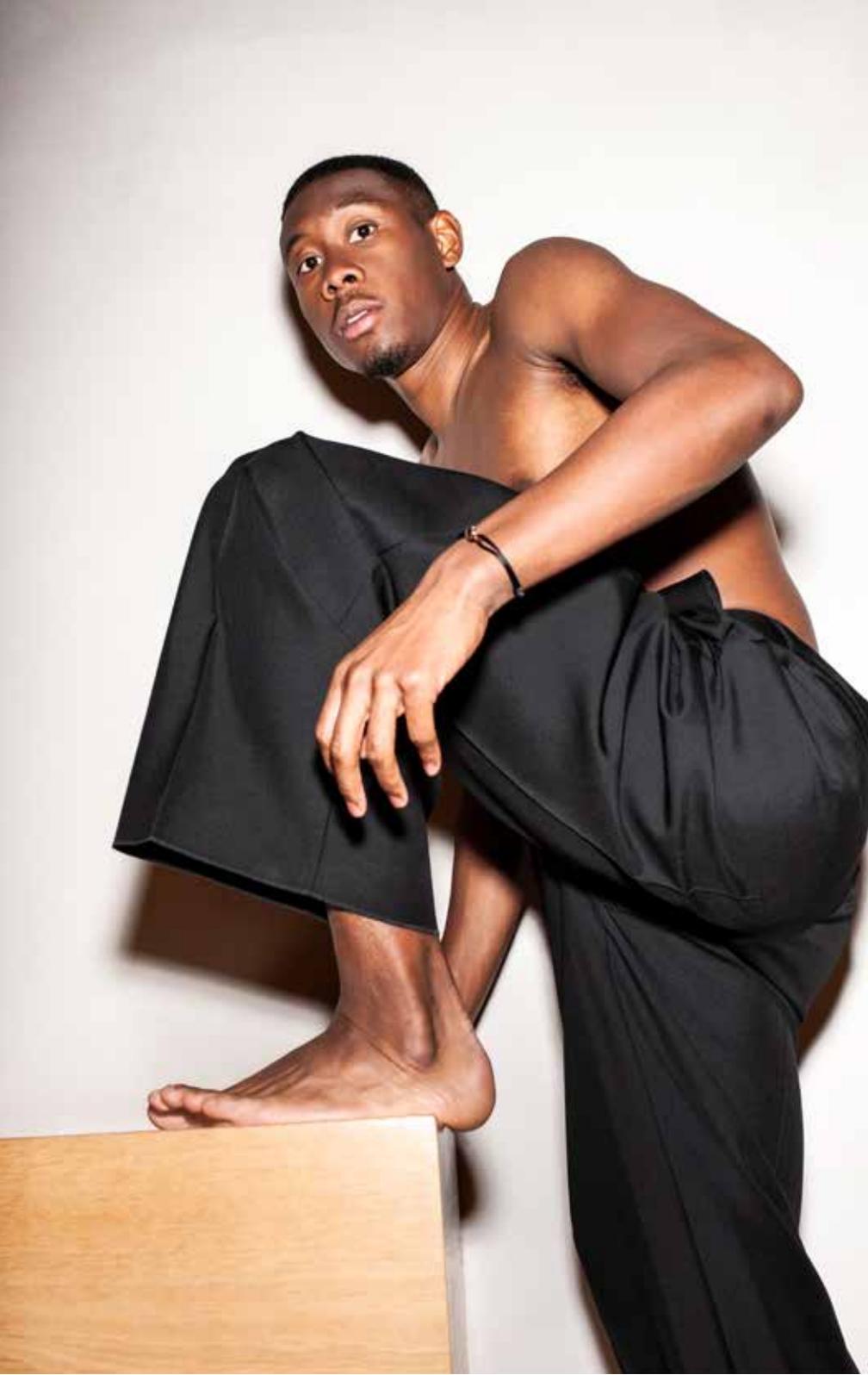
WHO INTERNATIONAL FOOTBALL PLAYERS, PARTNERS OF LAF LIKE DAVID ALABA, MITCHELL-ELIJAH WEISER, SERGE GNABRY, NIKLAS SÜLE, ALPHONSO DAVIES, RICCARDO BASILE, WOLFF-CHRISTOPH FUSS,...

NUMBER OF PEOPLE 50 TO 150 GUESTS

INTEGRATION INDIVIDUALLY AND ACCORDING TO THE AGREEMENT







**PRICE LIST 2020
GERMANY**

MAGAZINE

Ad-pages

1/1 page	10,000 €
2/1 page	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 €

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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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