

ISPO
.com



Media-Kit 2023



Let's write history together



What's ISPO.com?

First and only megatrend oriented sports and outdoor magazine

ISPO.com – Magazine and community

As the central platform of the ISPO Group (including the world's largest sports trade shows, award and startup platforms), ISPO.com is the only international online medium that is so close to sports. Our readers look for and appreciate this access and the authenticity, expertise, future and trend orientation that comes with it. On ISPO.com, you can reach international sports professionals and consumer experts and consumers, opinion leaders, and multipliers with a very high level of involvement in sports.

Why is ISPO.com positioned as a megatrend oriented magazine

With megatrends, we are expanding the definition of sports to include socially relevant trends. From health to urbanization and technology to sustainability, **the perfect environment and context as an advertising platform as well as an opinion forming target group**

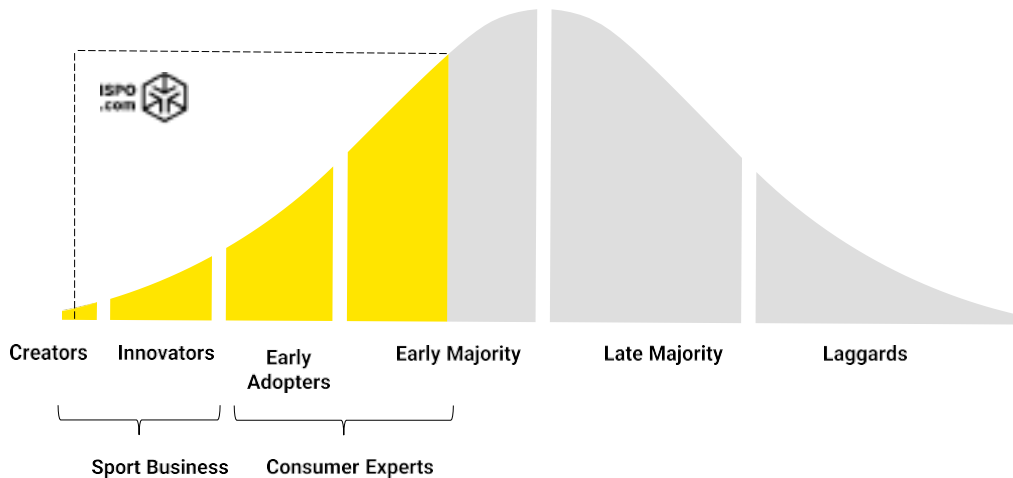


ISPO.com is published in 4 languages.
German, English, French and Spanish

Reach

Enormous reach into the industry and to opinion leaders

ISPO.com readers define the future of outdoor and sports, absorb it, shape it and in turn influence society. Partly a professional part of sport themselves or with a longing to be as close as possible to the heart of sport itself, they have many names: trendsetters, micro-influencers, opinion leaders, frontrunners, cocreators, ambassadors and much more.



580.000
views per month

122.000 +
Social Media Fans

40.000 +
Newsletter subscriptions

60% High Involved End Consumer (B2C)











40% Business Professionals (B2B)

Target group

Home to a target group that is otherwise difficult to reach.

The extremely high quality of the readers and the future oriented positioning. We offer advertisers a constantly evolving platform for a consumer minded , open minded and, above all, opinionated readership on an international level. ISPO.com is a “natural” touchpoint . It is incredibly difficult and expensive to reach this unique target group without loss of reach .

ISPO.com Users origins

Country	% Users
1.  Germany	34.11%
2.  United States	23.42%
3.  France	6.42%
4.  Switzerland	4.95%
5.  Austria	4.15%
6.  United Kingdom	3.18%
7.  Canada	1.93%
8.  Italy	1.49%
9.  Spain	1.38%
10.  India	1.19%

37%
work in sports business

42%
have a household net income
of more than 3500 EUR

1 +
Sporting goods bought by a
reader on average per month

16
nationalities

76%
are under 54 years old

ISPO Top Interests 2020 (total)

Highest sector interest alongside sporting goods and sports offers. Which offers still go down better than average with our readers*:



Editorial Topics 2023

One month - one focus - many perspectives.
Always to the point, always oriented to megatrends, surprising,
diverse and with attitude.

JANUARY Time for anticipation. What the new sports year has in store for us.

MORE INFO AND EXAMPLE

FEBRUARY (R)evolution of femininity. How women shape the future.

MORE INFO AND EXAMPLE

MARCH Makers' March. From trends and challenges.

MORE INFO AND EXAMPLE

APRIL Alternative Outdoor. Where adrenaline meets mindfulness.

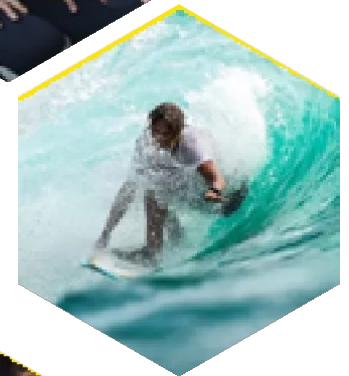
MORE INFO AND EXAMPLE

MAY Life begins outside. OutDoor by ISPO Special.

MORE INFO AND EXAMPLE

JUNE The power of diversity. How diversity accelerates sport.

MORE INFO AND EXAMPLE



Editorial Topics 2023

JULY The Art of Growing. How sport redefines growth.

MORE INFO AND EXAMPLE

AUGUST Where hearts beat faster. Sporting events and their venues.

MORE INFO AND EXAMPLE

SEPTEMBER Mobility. The new way to move. IAA Mobility Special.

MORE INFO AND EXAMPLE

OCTOBER It starts in the head. How our brain challenges and promotes us.

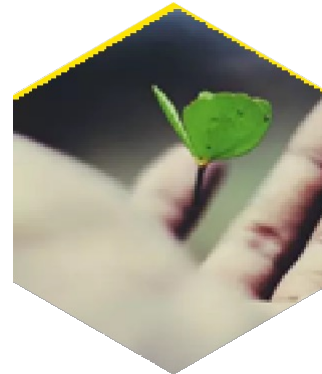
MORE INFO AND EXAMPLE

NOVEMBER The future of sports. ISPO Munich Special.

MORE INFO AND EXAMPLE

DECEMBER Accelerating Sports. Where sport (has) moved us.

MORE INFO AND EXAMPLE



How to advertise on ISPO.com

From a one-off publication to an annual communications partnership. Regardless of whether you are addressing B2B or end consumers, ISPO.com is the transport medium for your topics 365 days a year. We have developed the perfect tools for this:

1. Our Storytelling-Options

A: Large editorial promotional article - interview-based.

Interview-based, image gallery, video link integration, CTA.
Suitable for: New product/collection launch, company strategy, convey current focus topics in a credible way.

From 4.200,00 Euro

MORE INFO AND EXAMPLE

B: Editorial promotion article in modern listicle format.

6-8 products or process steps are bullet pointed and compactly described.
Suitable for: Presenting collection highlights or clarifying processes in bulleted form.

From 3.300,00 Euro

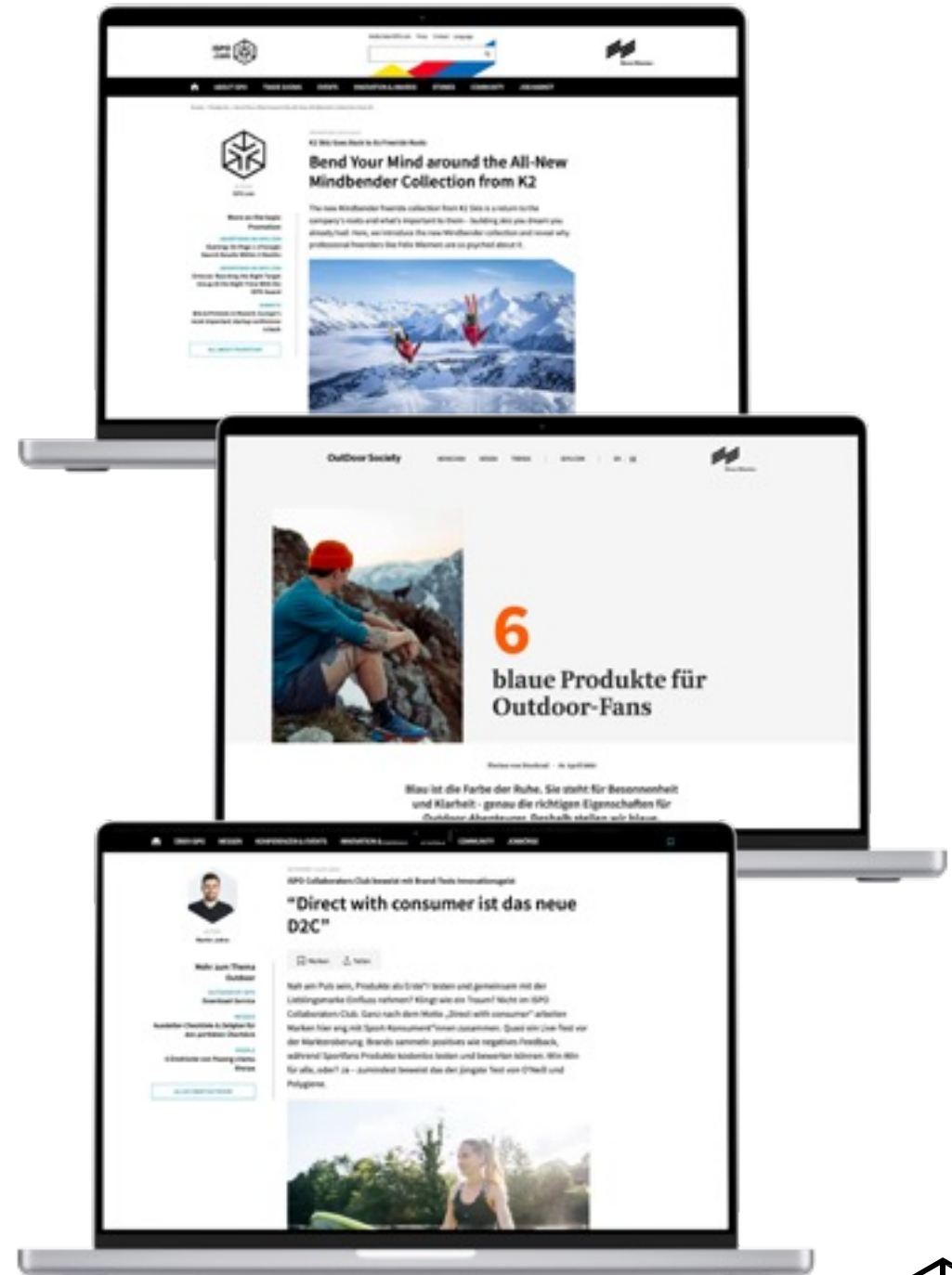
MORE INFO AND EXAMPLE

C: Editorial promotion article with consumer feedback on your product

Nothing builds trust more than honest consumer feedback. This article is based on consumer statements from our Collaborators Club who have tried a product.
Suitable for: Consumer advocacy to sell out a product

From 5.000,00 Euro

MORE INFO AND EXAMPLE



D: Year-round storytelling partnership with Brand Channel - your base camp on ISPO.com.

Incl. 3 large editorial promotional articles in 2 languages, landing page with company philosophy, brand video integration, article teaser and CTA.

Suitable for: Year-round communication on ISPO.com according to B2C and B2B.

Can also be used as a digital extension of the trade show booth.

From 12.500,00 Euro

MORE INFO AND EXAMPLE

2. Seo-promise for Google page 1 (DE) - Future Reach

Incl. large editorial promotion article. Together with our experts a keyword is developed.

After that, the editorial team will implement a large editorial promotion article and after 6 months you will reach Google page 1 (German language).

Suitable for: Sell In and Sell Out support, i.e. publication for the Sell In

and high Google visibility for Sell Out.

From 7.000,00 Euro

MORE INFO AND EXAMPLE

3. Product integration on athlete pages

„With these products our athlete is in action“. Credibly integrate 3 products in the emotional environment of your athlete's stories.

Suitable for: Product communication, athlete support

From 5.000,00 Euro per Year

MORE INFO AND EXAMPLE

4. Newsletter-Integration

Integrate your advertising material or editorial promotion teaser into our established newsletters B2B: Sports Business Update/ 3,000 recipients/ weekly

B2B2C: Editorial Letter /40000 recipients/ monthly

Suitable for: Activation of product launches, events, etc...

From 450,00 Euro

MORE INFO AND EXAMPLE



5. Curation of editorial ISPO.com articles by „Presented by Modul“.

Permanently curate an existing editorial ISPO.com article with the presented by module and link the reader to a landing page.

Suitable for: Awareness building, competence transfer, branding.

From 1.500,00 Euro

MORE INFO AND EXAMPLE

6. Lead Generation B2C and B2B

Generate leads from new consumers, merchants or other industry players through our proven mechanisms: B2C sweepstakes „product of the month“, B2B custom lead generation.

Suitable for: Lead generation from **15 Euro** per B2C lead and **150 Euro** per B2B lead (plus setup costs).

MORE INFO AND EXAMPLE



Don't call it Advertorial!

We take it sportive and try to keep the effort for you as low as possible! Our Native Team helps you to turn news and topics into unique stories.



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Let's write history together

Contact

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