

OutDoor Society

The magazine for
modern outdoor

Our belief



Outdoor is more.

Experiences that unite us. Experiences that remain.

Outdoor has become a synonym for the good life.

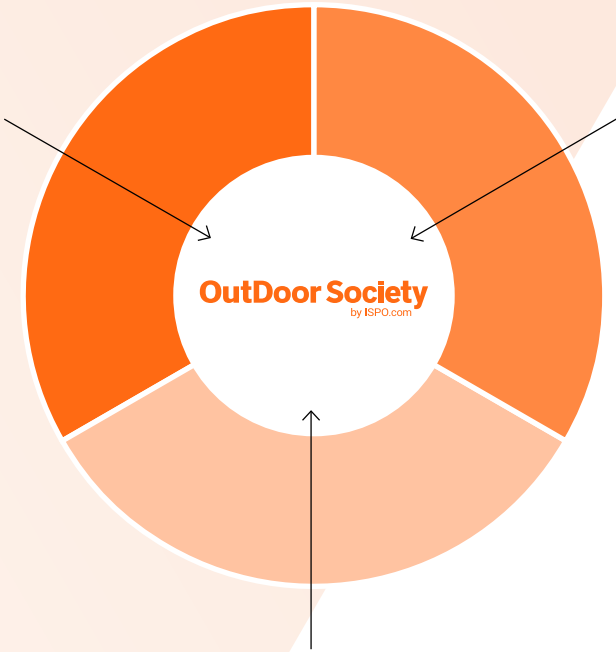
The new outside needs new stories.

These stories are told by OutDoor Society by ISPO.com - authentic, but without barriers. The international premium magazine for a contemporary outdoor experience. With high-quality content that will inspire you for a long time to come. Where ISPO.com focusses on the product and industry news, OutDoor Society tells the stories that stay in your mind: inspiring and inclusive, approachable and contemporary.

It's not always about performance, about opposites - it's about connecting things. Escape and enjoyment. Discover new things. Sports, food, wellness, travel and discoveries in the most beautiful natural areas of the world - or right on your doorstep, in everyday life, even in the city.

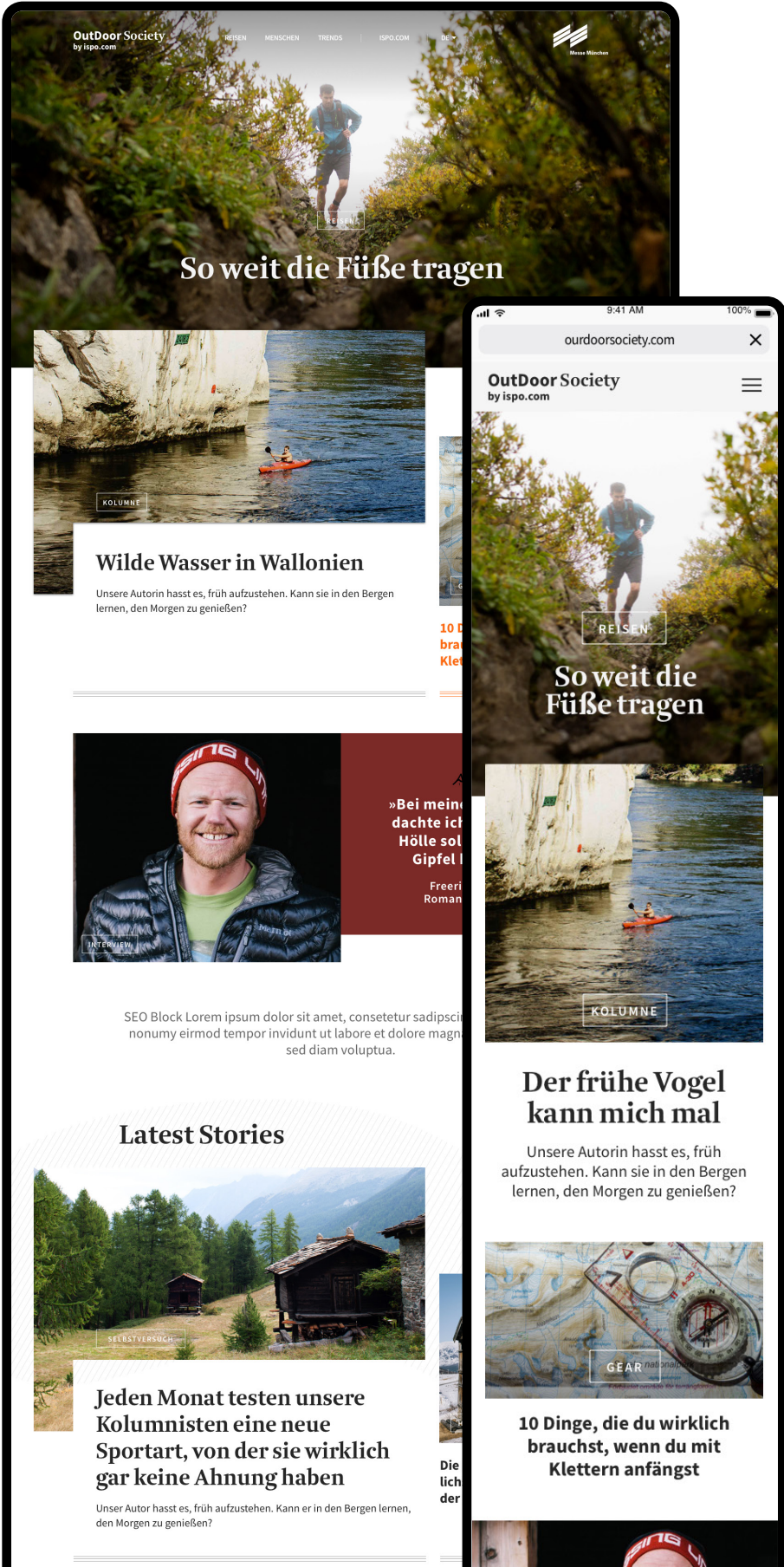
We are outside.

Our shared passion - the new Outdoor Mindset.



Our offer for pioneers

What we launch



A diversified, strong visual mix of themes

The site will be launched with more than 30 reports, field reports, portraits, interviews, theme specials, product lists, voyages of discovery, video content and much more. New content is added every week.

- // We meet two of the best kayakers in the world - and let them show us the art of downgrading: How they spend an outdoor weekend at the river with their kids
- // We show in the wilderness of Norway how fascinating and challenging “easy” hiking can be - as soon as there are simply no more trails
- // We discover the most exciting cities for outdooristas - and reveal in which metropolises the best bouldering, MTB or trail running opportunities are currently available
- // We dream on and accompany paragliders who fly from hut to hut via “Hike & Fly”.
- // We offer real service and choose the 10 most beautiful natural camping sites in Europe, which you can search for in the net for a long time.
- // We meet an Arctic adventuress who writes an ode to the simple camping
- // We let renowned chefs show us how outdoor cuisine can make every tour a pleasure.
- // and many more...

Our offer for pioneers

A unique, year-round platform

At the heart of the industry, with access to the consumer and very close to the mindset of the end consumer: Unrelated industries and the outdoor industry come together and inspire. OutDoor Society is a premium B2C online magazine, created in co-creation with end customers. And thus brings the new OutDoor mindset to those who live and breathe it – and to those who want to discover it.



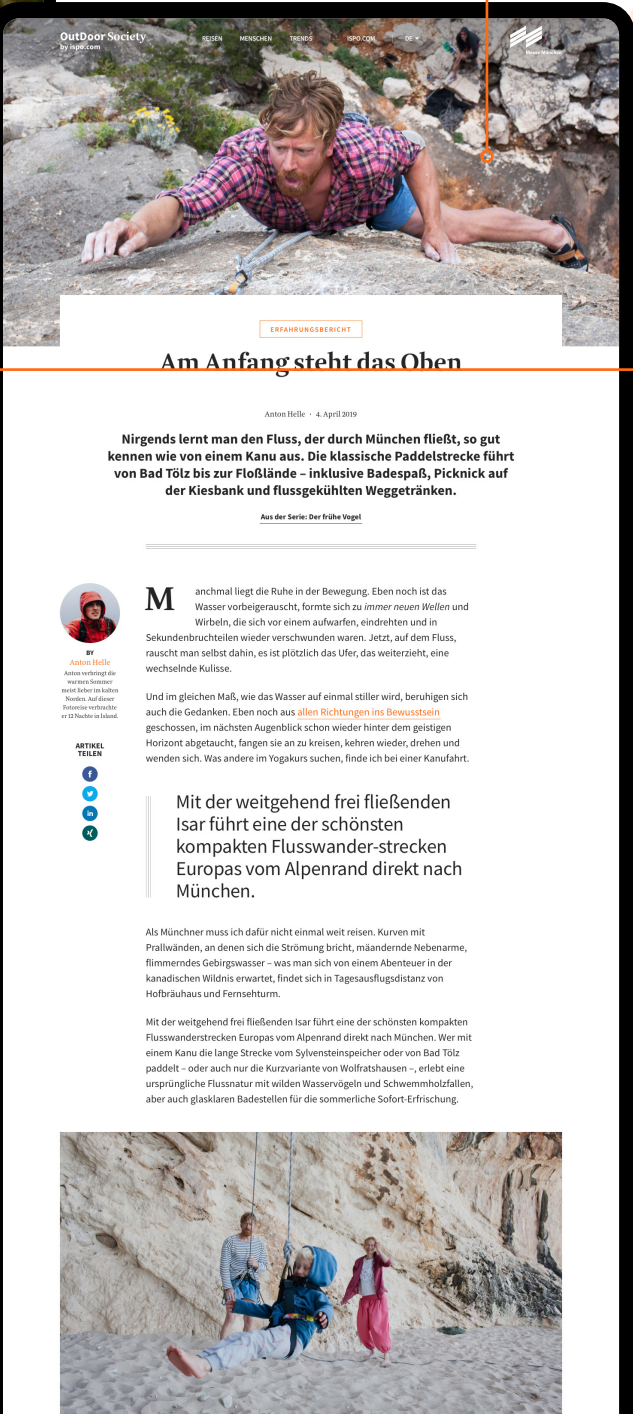
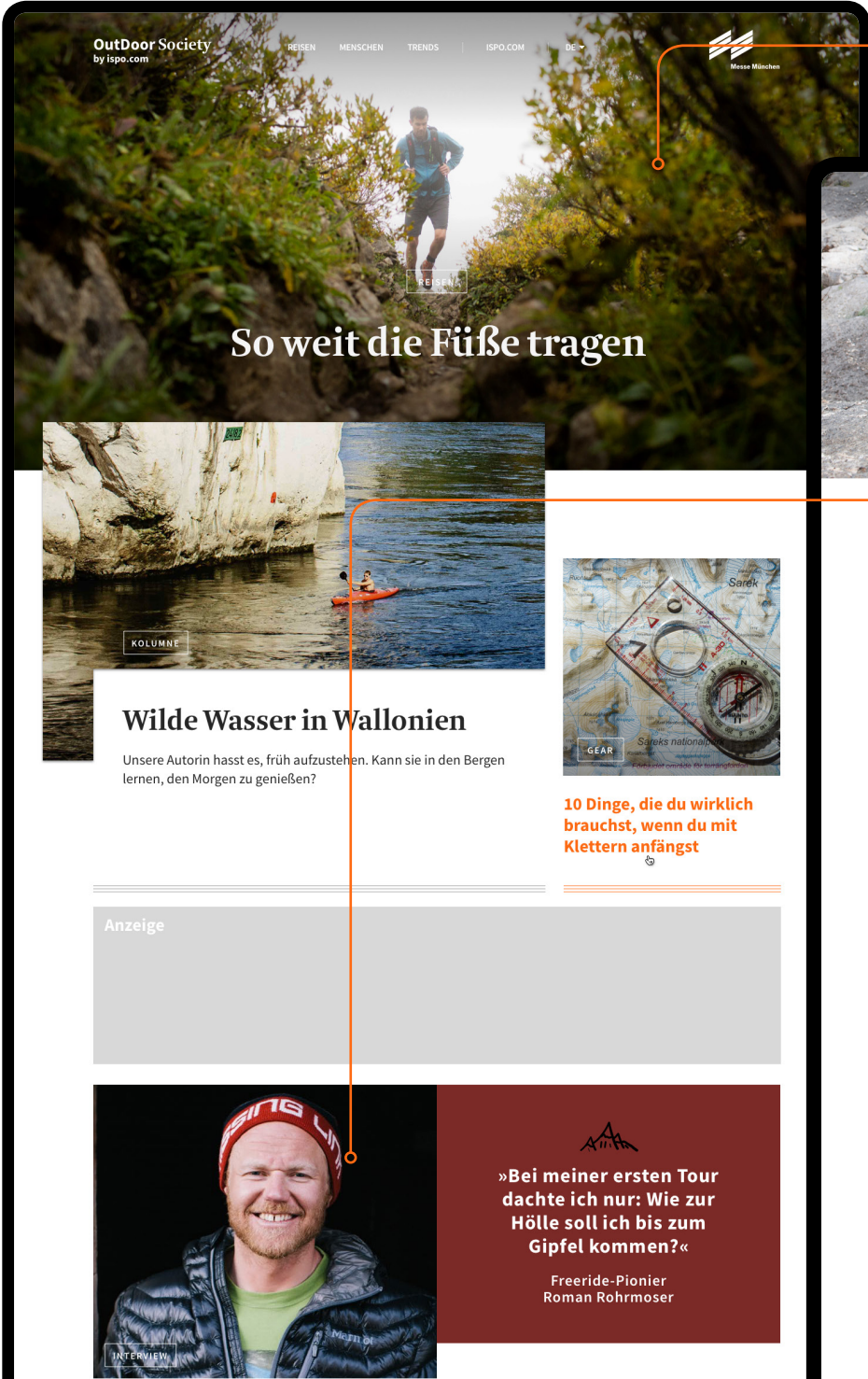
The Benefits of OutDoor Society



Our offer for pioneers

Content Cooperations

Our editorial know-how for brands, trade and destinations



Premium Stories

Digital advertorials who want to benefit from our tonality, visual language and sender competence of the OutDoor Society by ISPO.com. Whether interview or portrait: Let your athletes talk about your products - your highlights will become our stories!

Product & Protagonist Placement

Outwear, Hardgoods or Apparel: Product integration in our high-light stories. Or your athletes and experts appear as experts in our highlight stories.

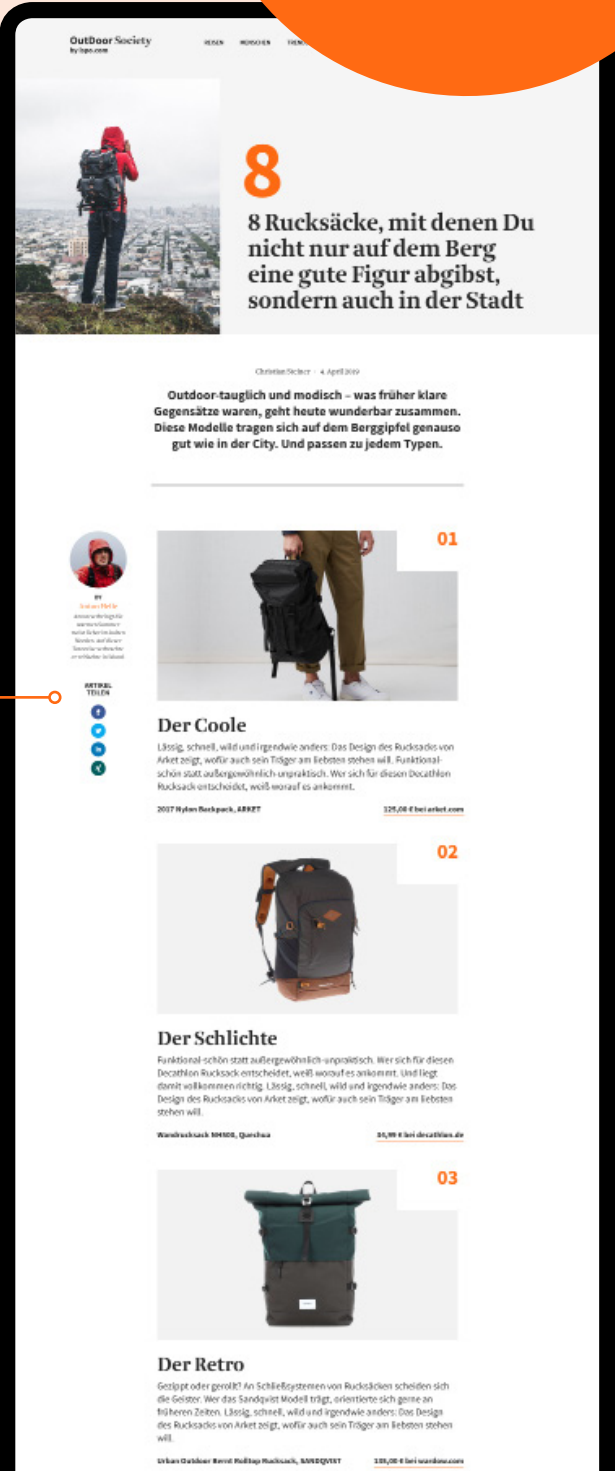
Listicles

Curated Content: Product presentations with guaranteed visibility of the brand or a shop - up to linking and CTA to concrete shops or offers (e.g. 10 things you really need when you start climbing)

More to come

Category Sponsors, Instagram modules and much more...

Where is the perfect place for you in the OutDoor Society? Let's talk!



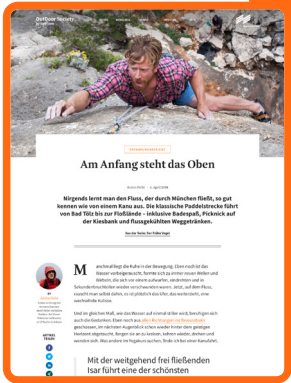
Our offer for pioneers

How to turn your stories into highlight stories on Outdoor Society

Your brand and your stories can be there right at the start of the OutDoor Society. Product innovations, exciting testimonials, unusual topics from sustainability up to new technologies. You want place your topics with us?

It's that simple:

- 1. ORDER
- ↓
- 2. Briefing topic to OutDoor Society Editorial Team
- ↓
- 3. 1.5 hours voting call
- ↓
- 4. Production OutDoor Society Editorial Team for you (vote text and picture)
- ↓
- 5. 2 modifications
- ↓
- 6. LAUNCH!



OPTION 1
Premium-Story

Let your athletes tell you about your products:
in high-quality interviews, portraits or reports

BASE-PRICE
5500 Euro
+
Content Distribution
1000 Euro

LAUNCH-PRICE
6500 Euro

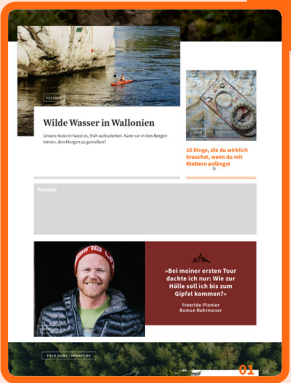


OPTION 2
Listicle

Curates the content of the OutDoor Society - with listicles containing multiple products from a brand or shop; or all relevant tips of a destination

BASE-PRICE
2000 Euro
+
Content Distribution
1000 Euro

LAUNCH-PRICE
3000 Euro



OPTION 3
Protagonist & Product Placement

Place your product or athlete in an editorial article on the OutDoor Society

LAUNCH-PRICE
950 Euro

More visibility?
Exclusive Footage
(photo/video)
-> Shoot from
4000 Euro
Let's get in touch!

Contact

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International



Outdoor Society
by ISPO.com