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The ISPO Network

We strive to make the sport so great that every individual in the world can be a part of it. ISPO strengthens and drives the acceleration of sport - worldwide, 365 days a year. With the ISPO Business Solutions we support companies with intelligent services, products and platforms - online and offline. Our insights- and news hub ISPO.com is aimed equally at sports professionals and “consumer experts”: end consumers, opinion leaders and multipliers with a very high involvement in sports.
About ISPO.com

The leading news & insights portal in sports
ISPO.com is the leading news and knowledge portal for sports business professionals and consumers. Whether detailed background stories, exciting company insights or inspiring trend reports. ISPO.com reports 365 days a year on the most important news, trends and backgrounds from sports and the sports industry.

The ISPO.com editorial team, consisting of experienced, highly qualified journalists from the sports and business sectors, covers a wide range of topics:

- News & People
- Outdoor
- Sustainability
- Digitization
- eSports
- Asia
- Trends & Innovations
- Career
- Tips & Products
- Running
- Watersports
- Health & Fitness
- Soccer
- Wintersports
Our Readers

Our editorial profile reaches those who live and shape the sport of tomorrow.
ISPO.com is the gateway to a world where sport is created. Our editorial ambition is to provide insights from our global network to all those who want to take a look behind the scenes.

We focus on infotainment and consciously differentiate ourselves from segment and country focused trade media - but are also far away from the mainstream.

We provide orientation beyond trends and products and write for professional and private experts who are not satisfied with superficial content. This is reflected, among other things, in the characteristics of our readers' readiness to spend money and their opinion leadership.
Our Readers

B2B and B2C from a single source

Our intelligently integrated B2B2C strategy allows companies to address both sports business professionals and consumer experts directly.

With our worldwide network, our foreign correspondents, international branches and subsidiaries, we are always on the spot and right in the middle.
Our Readers

37% of all readers work in the sports business
34% of all readers are end consumers
29% of all readers work in the sports business and use ISPO.com privately

41% of all readers have a net income of more than EUR 3,500 per month

60% of all readers are male
40% of all readers are female

67% of all readers are 25–54 years old

75% of all readers spend more than EUR 300 per month on sport products

57% use mobile devices while reading ISPO.com
**ISPO.com Reach**

**ISPO.com | Reach per month ₀**

- PIls: 1,080,245
  - Average time spent: 01:52
- Visits: 377,038
  - Unique Visits: 285,363
- 42% Desktop, 58% Mobile

**ISPO.com | Reach in the month of ISPO Munich**

- PIls: 3,620,027
  - Average time spent: 03:00
- Visits: 896,402
  - Unique Visits: 655,744
- 45% Desktop, 55% Mobile

**Social Media | Reach per year**

- Facebook
  - Impressions: 17,650,833
  - Engagement Rate: 1.6%
- Instagram
  - Impressions: 2,265,775
  - Engagement Rate: 5.5%
- LinkedIn
  - Impressions: 1,069,587
  - Engagement Rate: 3.6%

**Further channels | Reach**

- Newsletter subscribers: 42,000
- App Downloads*: > 18,000
- 600 published articles & news per year

*Period: 2 months since publication of the ISPO Munich App
ISPO.com Positioning

ISPO.com is the media attraction of the ISPO network. As curator of exclusive content, we select everything that moves the global sports world of tomorrow. As a high-quality platform, we are also a resonance body for opinions, content and the loyalty of our users. In this way we bring business insiders, consumer experts and rookies closer to the heartbeat of sport and are relevance drivers for the industry.
Your communication – right on target

ISPO.com is the perfect environment and platform to position yourself in the home of sports.

Market entry
If your brand is still unknown in sports and you want to reach your target group in the best possible way.

Product launches
If you want to place your latest product innovation in a targeted and authentic way.

High quality products
Attention for high-priced or highly functional products guaranteed.

Positioning & Image
If you want sports multipliers and experts to record your brand messages.

Future Topics
If you shape the future of sport and social trend themes.

New Business Angels
Reach and convince the entire sports industry and relevant investors.
Your advertising objectives

Depending on your goals, your target group and your campaign period, we suggest suitable advertising opportunities to efficiently use your budget and achieve the best possible results.

The symbols on the right side give you orientation to our advertising products listed below.
Online Display - Formats
ISPO.com
Display-Formats on ISPO.com

Place your brand on ISPO.com - the 365-day news platform - to attract attention for sport and sports business.

Advantages
✓ Year-round use of the news portal by ISPO Audience
✓ Placement of advertising content close to the editorial environment
✓ Responsive Design

Bookable formats:
• Skyscraper 120x600*
• Superbanner 728x90****
• Mobile Leaderboard 320x50

*Placement: Run of Site, Desktop only
**Placement: Run of Site, mobile playout as 320x50
Exhibition Directory ISPO.com

The online catalogue offers optimal conditions for product research and trade fair preparation. Here, visitors will find all exhibitors, products and brand entries.

Advantages
✓ Use before, during and after the fair
✓ Online until the next ISPO Munich/OutDoor by ISPO
✓ Responsive Design

Bookable formats:
• Skyscraper 120x600
• Medium Rectangle 300x250
• Quick Link 80x60

Online bookable for OutDoor by ISPO and ISPO Munich
Native Content
Content Marketing Solutions
Native Content

What is Native Content?
With Native Content your messages will be journalistically prepared and positioned in the editorial style of ISPO.com. The reader is offered real added value, for example through tips & tricks, product recommendations, informative & entertaining content and interviews.

Advantages
✓ Not perceived as advertising
✓ Strengthens trust, credibility and commitment
✓ Content adapts naturally to the reading habits of users

Distinction from editorial contributions
In comparison to editorial articles, native ads are clearly marked as promotional content.
Native Content

Content Creation
Delivering valuable content is a challenge for many advertisers. We are happy to make the editorial competence of ISPO.com available to you. Our creative media experts consisting of journalists, photographers & video producers translate your advertising objectives into exclusive and tailor-made storytelling.

Topic-based delivery on ISPO.com
With native teasers on the ISPO.com homepage, you place your advertising content close to the editorial environment and thematically in the area of interest of your target group. This ensures maximum attention - at eye level with the most important ISPO news. Effective SEO mechanisms guarantee high visibility in search engines.

Relevant reach in the entire network
In addition to the topic-based integration on ISPO.com, we reach your target group independently of the media context - wherever they are; all year round, worldwide, on all devices and via various channels. To do this, we use our wide-reaching premium network, which covers 80% of the world’s premium publishers. Content distribution is based on native recommendations and enables an individual and harmonious adaptation of the native ad in the editorial content.
Native Content

Your target group
We use selected instruments to identify and find your target group. This enables us to address our customers individually and avoid waste coverage.

Packages
From Starter Packages to Special Packages, we have the right offer for everyone. Contact us personally to receive an individual offer.
Audience Extension
Data-driven Marketing
What is Audience Extension?

By using the latest digital marketing technologies, we help you to reach your target group throughout the internet. We generate high-quality customer data via numerous online and offline touchpoints. For example, we mark all digital visitors to ISPO.com anonymously and in full compliance with data protection regulations. You define with us who you want to address with your display campaign. We reach your target group outside the ISPO.com website, throughout the internet, wherever they are at the moment, wherever they are; worldwide, year-round and multi-device. Similar advertising formats are known in e-commerce as “retargeting”.

Advantages

✓ Creation of tailor-made target groups (audiences) through 1st party data
✓ Exact addressing of your target group through data-driven marketing
✓ No loss of reach by talking to the wrong target group
✓ Reaching your target group via Social Media, Google Ads & Display and via Programmatic Advertising
✓ Addressing target groups across industries, even outside sports and the outdoors
✓ Reach 3 million B2B decision makers online
**Audience Extension**

How does it work? An example:

Every day we publish articles on numerous topics such as running, outdoor, skiing & bike.

Every article on ISPO.com is subdivided into topics and assigned by keywords. This allows us to identify target groups such as those interested in running.

If the visitor leaves ISPO.com he will be recognized by the system on all common websites and can then be addressed topic-specifically with your advertising message.
Audience Extension

Your target group
Our digital marketing technology allows the identification and selection of individual target groups.

Packages
We would be pleased to submit you individual offers for successful data-based marketing solutions.
Open Innovation
ISPO Community
Open Innovation

The crowdsourcing platform connects brands with consumers and industry experts. This allows you to align the development of new sports products directly with the needs of your customers. In collaborative projects, sports products are tested, new ideas developed and innovative products advertised.

Advantages
✓ Over 60,000 registered members in the community
✓ Recommendation marketing turns consumers into brand ambassadors
✓ Increase awareness & reach through access to the ISPO network
✓ Direct consumer feedback

Use ISPO Open Innovation for
• Market research
• Authentic consumer feedback in product development
• Prototype & product testing
• Ideation Contests

June 2019 | MediaKit
Mobile App Ads

Both the ISPO Munich App and the OutDoor by ISPO App are among the most popular information tools at the fair. Whether exhibitor search, hall plan or networking option - the app facilitates the visit to the fair and the exchange between industry participants.

Advantages
✓ Attractive banner placements as an eye-catcher at the start of the app
✓ Intensive use at ISPO Munich/OutDoor by ISPO
✓ Increased recognition value
✓ Ideal for attracting trade fair visitors to your stand

Bookable formats:
• Exclusive Welcome Interstitial*
• Exclusive banner on the homescreen*

*Can only be booked once
Sponsored Channel

Both the ISPO Munich App and the OutDoor by ISPO App are among the most popular information tools at the fair. Whether exhibitor search, hall plan or networking option - the app facilitates the visit to the fair and the exchange between industry participants.

Advantages
✓ Year-round interaction with ISPO Audience
✓ Direct communication with visitors and exhibitors
✓ Unlimited number of messages in public or private channels

Bookable formats:
• Own Sponsored Channel*

*limited number bookable
E-Mail-Marketing Newsletter
Newsletter

The ISPO Newsletter reports on the latest activities of the international Sport Business Network.

Advantages

✓ Sophisticated and up-to-date editorial information
✓ Approx. 12 newsletter issues per year
✓ Shipping to 42,000+ subscribers (50 % German, 50 % English)

Bookable formats:

• Fullsize Banner, 468x60
• Halfsize Banner, 234x60
• Quick Link, 150x60
• Advertorial
News Ticker

The ISPO News Ticker is the fast daily information channel: Once per business day, more than 3,000 recipients receive the industry’s most important news free of charge.

Advantages
✓ Up to date information
✓ Daily shipping
✓ Shipping to 3,000 subscribers

Bookable formats:
- Full size banner, 468x60*
- Halfsize Banner, 234x60*

*3-fold circuit
Visitor mailing

Benefit from the up-to-date and sophisticated editorial information of the visitor mailings about ISPO Munich and OutDoor by ISPO.

Advantages
✓ Approx. 6 newsletters before ISPO Munich and OutDoor by ISPO
✓ Up-to-date information on the upcoming event
✓ Delivery to up to 137,000 decision-makers and professionals in the sports industry (47 % German, 53 % English)

Bookable formats:
• Fullsize Banner, 468x60
• Halfsize Banner, 234x60
• Quick Link, 150x60
• Advertorial
Print advertising
On-Site Advertising during tradeshows
ISPO Munich Visitor planner

The visit planner gives important tips for visiting the trade fair. The integrated hall plans make it a helpful guide for all visitors to ISPO Munich.

Advantages
✓ High circulation and optimal distribution: 90,000 copies in German and English
✓ Intensive use at ISPO Munich
✓ Free distribution on site
✓ Information: Hall plans, exhibitor list and event calendar

Bookable formats:
• 1/1 page
• 1/2 page
• 1/1 page with special placement
• Exclusive display next to the hall plan
• Page 1
• Inside cover
• Back title
ISPO Munich Catalog

Present yourself in the reference book of the sports community.

Your advantages:
✓ Official trade fair catalogue as advertising medium
✓ Detailed overview of the entire sports industry
✓ Printed yellow pages: Exhibitor and brand directory
✓ Free distribution on site

Bookable formats:
• 1/1 page
• double page
• U4 Back title
OutDoor by ISPO Show Guide

The Show Guide provides important tips for visiting the fair. In addition to the list of exhibitors including all contact details, it contains the hall plans, the list of exhibitors and the event program.

Your advantages:
✓ High circulation and optimal distribution: 90,000 copies in German and English (bilingual, in German and English)
✓ Intensive use at OutDoor by ISPO
✓ Free distribution on site
✓ Information: Hall plans, exhibitor list and event overview

Bookable formats:
• 1/1 page
• 1/2 page
• 1/1 page with special placement (inside cover U2 & U3, page 1)
• Previous title U4
• Advertisements next to and above the hall plan
• 1/1 page advertorial
Hall Overview Plans

Attract attention with your advertisement on the large-format notice boards in the halls on the exhibition grounds!

Advantages
✓ Orientation tools at ISPO Munich and OutDoor by ISPO
✓ Your advertisement as eye-catcher directly next to the hall plan of your hall

Bookable formats:
• Fullsize, 120 mm x 310 mm
• Halfsize, 120 mm x 155 mm
Outside, entrance & hall advertising spaces
On-Site Advertising during trade shows
Outside advertising spaces

Whether by car or subway - arriving at the exhibition grounds is a valuable moment.

Advantages
✓ Striking and effective advertising media
✓ Attracts the attention of visitors even before they visit the trade fair
✓ Ideal for attracting visitors to your exhibition stand

Bookable formats
• City Light Poster (3 pieces)
• Column signage*
• Banner on glass roof*
• Windmaster*
• Advertising towers
• Advertising cubes
• Entrance Door Advertising

*on both sides
Entrance advertising spaces

Use the entire space of the entrance hall and be present when visitors enter the trade fair.

Advantages
✓ Attractive advertising spaces as eye-catchers
✓ Ideal for attracting trade fair visitors to your stand

Bookable formats
• Walls
• Stairway step
• Megaposter
Hall advertising spaces

From appointment to appointment and from hall to hall: Visitors to the trade fair cover quite a few distances. Here you will find countless opportunities to draw attention to your brand - either inside the halls or in the transition areas.

Advantages
✓ Attractive placements as eye-catchers
✓ Increased recognition value
✓ Ideal for attracting trade fair visitors to your stand

Bookable formats
• Banner at the hall crossing*
• Hall entrance area
• Floor graphics

*on both sides
Video-Advertising spaces

Place your commercial or image video on the screens at the most frequented places of ISPO Munich or OutDoor by ISPO.

Advantages
✓ Videos transport emotions and impressions of your range of services
✓ Increases attention and retention time

Bookable formats
• Video advertising on a LED wall at the entrance
• Video advertising in the lounges
• Video integration (app & online catalogue)
References
Clients advertising through ISPO.com
Customer references
Your contact
Advertising possibilities
Your contact

We would be pleased to create an individual offer for you that is adapted to your marketing goals.

For further information and questions please do not hesitate to contact us.

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