

ISPO.com Media Data & Editorial Work

Let us create stories, and together we write history

The Sports Platform

On ISPO.com you reach international sport professionals and consumer experts – end consumers, opinion leaders and facilitators with high involvement in sports.

We address this community with high-quality editorial content, which we create individually for you, combined with effective SEO mechanisms. The integration with Google News and our professional SEO optimization guarantee excellent visibility. We distribute relevant content to specific target groups via native advertising and our social channels.

Learn more about

- [the reach of our platform](#)
- [our focus themes and editorial specials](#)
- [our editorial team](#)
- [our sales packages](#)

Massive reach into the industry

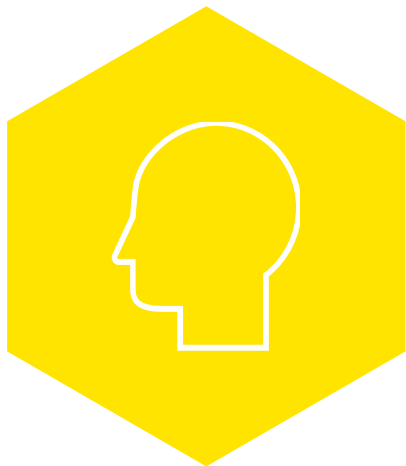
>1.500.000
Social Impressions
Ø month

>290.000
Website Unique User
Ø month

>40.000
Editorial Letter
Subscribers



Facts & Figures



Target Audience³

60% male
76% 25–54 yrs

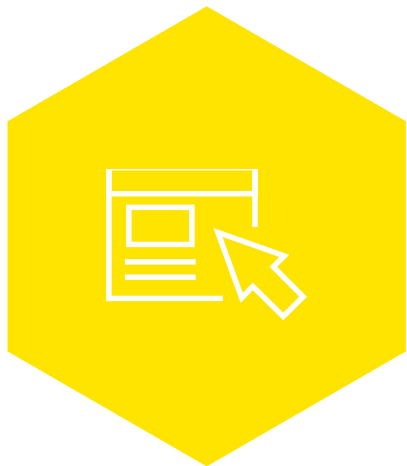
60% B2B
40% B2C



Page Impressions¹

TOTAL 739.382
D/A/CH 490.736

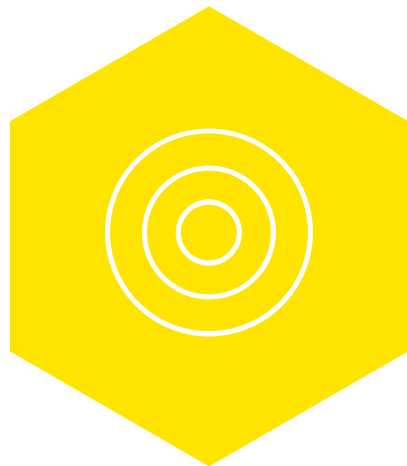
Top 5
Germany
Austria
USA
Italy
Switzerland



Online Sessions¹

TOTAL 369.069
D/A/CH 235.116

Top 5
Germany
USA
Austria
Switzerland
Great Britain



Unique Users¹

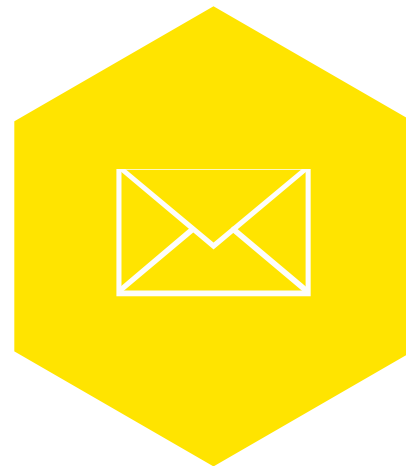
TOTAL 290.432
D/A/CH 188.941

Top 5
Germany
USA
Austria
Switzerland
Great Britain



Social Media Fans²

TOTAL 122.559
Facebook 91.310
Instagram 11.373
LinkedIn 13.677
Twitter 6.199



Newsletter³

> 40.000
Subscribers

Ø Session Duration
02:09 Minutes

¹ Ø-figures per month, Source: eTracker Jan – Oct 2020 ² October 2020 ³ February 2020

Editorial focus topics until spring 2021

Each month we search for a very specific focus and highlight the various aspects of sports. This focus is integrated into the ‘Home’ and into our Editorial Letter. On the agenda have been, for example, innovation or purpose.

Here is the overview for the upcoming months. Feel free to contact us if you would like to be part of it or if you would like to chip in your own particular focus.

| | |
|---------------|--|
| November 2020 | Sustainability: What you need to know about the megatrend. Deadline mid October 2020 |
| December 2020 | Future: Sport will become more and more important for society. Deadline mid November 2020 |
| January 2021 | Sport is stronger: The special Edition for the ISPO Munich Online. Deadline mid December 2020 |
| February 2021 | Community: United, we make sports even bigger. Deadline mid January 2021 |
| March 2021 | Passion: What’s your personal passion? Deadline mid February 2021 |

Our special topics

On point

Each month, ISPO.com reveals a new special topic.

Interviews, reports, galleries, background stories: ISPO.com readers benefit from our special topics consisting of carefully prepared stories about key future topics within the context of sports and outdoor. Book your placement now.

October 2020

Special Topic Bike

We provide an overview of the most important mountain bike trends, highlight what is happening in the bike market for children and take a closer look at gravel bikes.

Also, we focus on last year's rising star – the E-MTB.

[Explore all packages.](#)



November 2020

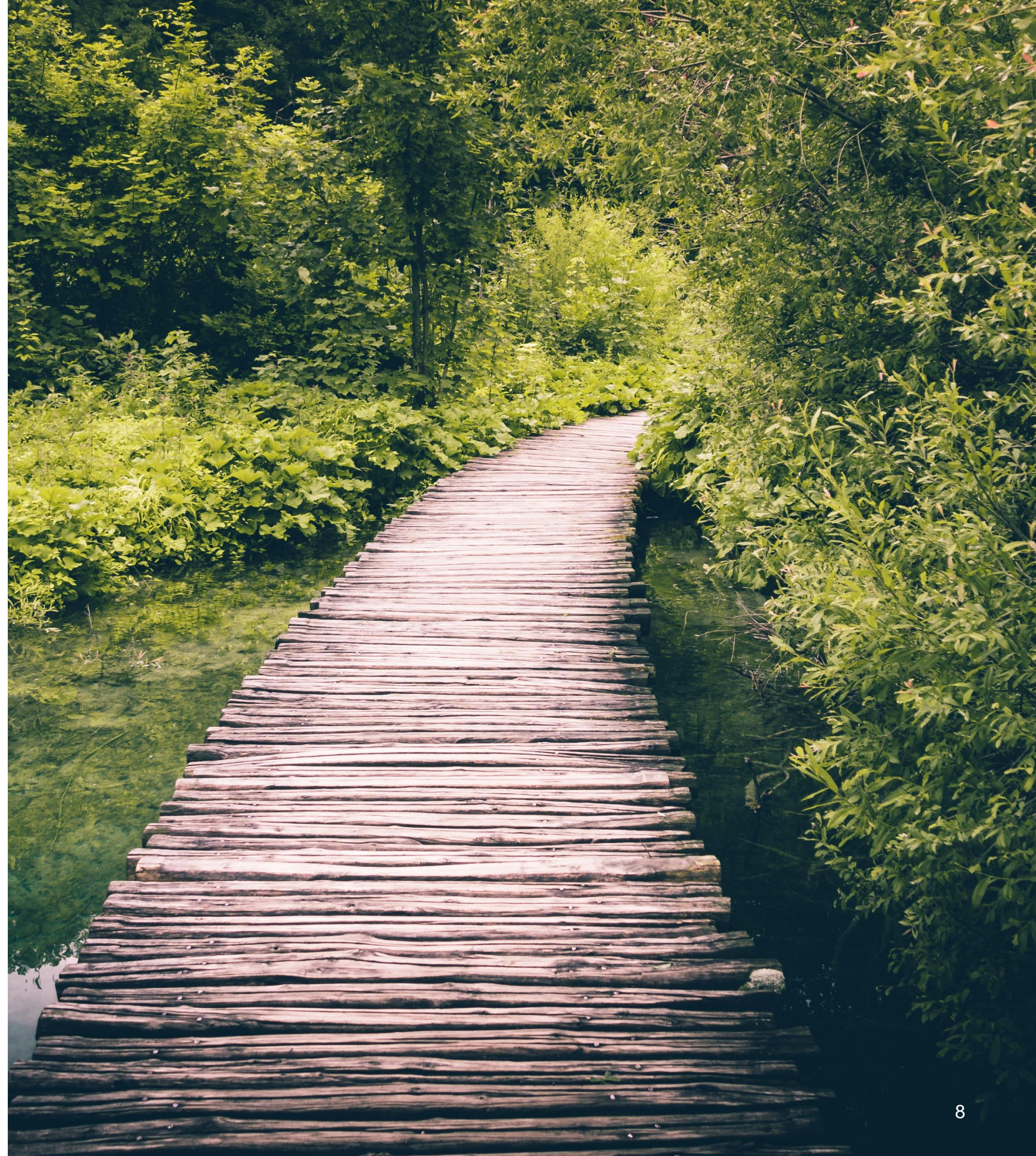
Special Topic

Sustainability

It is the evergreen topic of the outdoor industry and has been in the mainstream for several years: sustainability. But this segment has so much to offer.

We give an insight into the most important labels and certifications. Plus, a closer look at Circular Economy.

Explore all packages.



December 2020

Special Topic Snow Sports

This winter will be a very special one. We will explain how we can enjoy the powder despite Corona and be safe on the slopes. Of course, you don't have to miss out on the hottest product trends.

[Explore all packages.](#)



We keep it sporty

Our Editorial Team

ISPO.com is the leading industry platform for everyone who loves sports and outdoor. We offer interviews with sport stars and industry giants such as Tony Hawk, Alex Honnold, Adam Ondra or Antje von Dewitz. Background stories, smart tips and information on all current sports trends. In addition, there are columns and special articles by experts and opinion leaders from the world of sports. Plus, with Outdoor Society, we have a magazine for all those who find their purpose in the outdoors.

For editorial inquiries, please contact ispo.redaktion@messe-muenchen.de

It's all in the mix – skills and expertise

Our team consists of experienced sports and outdoor journalists who work for numerous journalistic outlets such as Süddeutsche Zeitung, ZDF, Redaktionsnetzwerk Deutschland but also for specialized media such as ran, Fashion United, the magazine of the German Ski Association or Blue.

Sales Packages

Our smartly integrated content strategy for B2B and B2C allows companies to directly address both sports and business professionals as well as consumer experts on ISPO.com. These sales packages offer you tailor-made solutions for your content marketing.

- SEO reach through experienced SEO copywriters and SEO mechanisms
- ISPO.com as the leading platform of sports is listed at Google News
- Flexible offers for your individual content marketing

All of our offers can be combined with each other and extended by the following components:

- Content distribution including editorial consulting
- Integration in special topics
- Content integration through our social channels

Can't find what you're looking for? We would be happy to discuss your needs and together we will identify the best approach to write history. **Get in touch.**

Entry Sales Package

This Just In: Book our triple offer package by the end of the month and reach your specific target group.

1 Landing Page

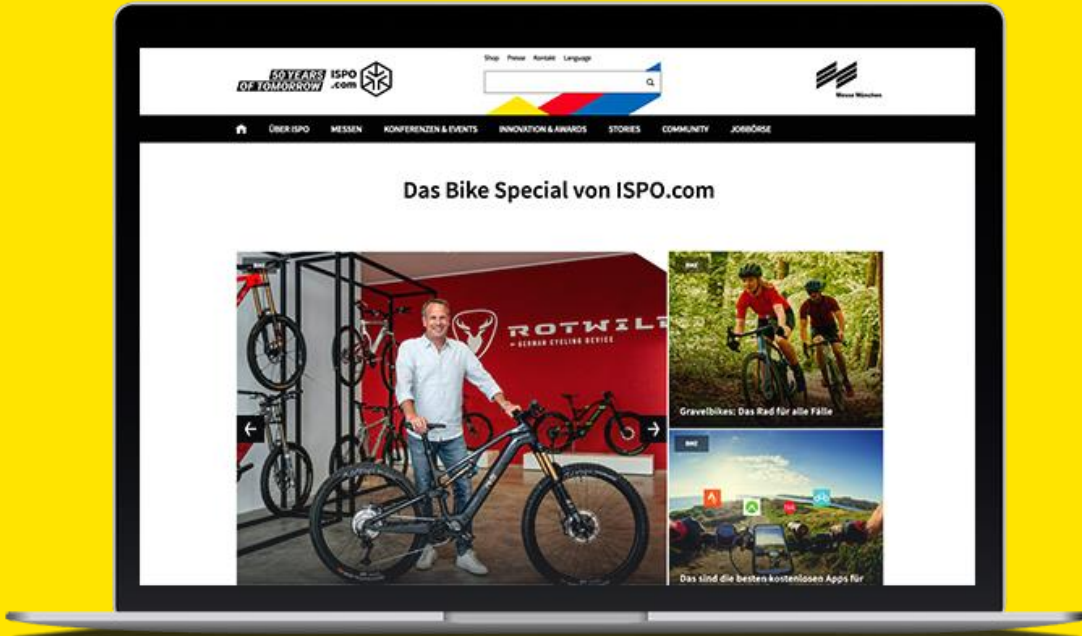
2 Article

3 Gallery

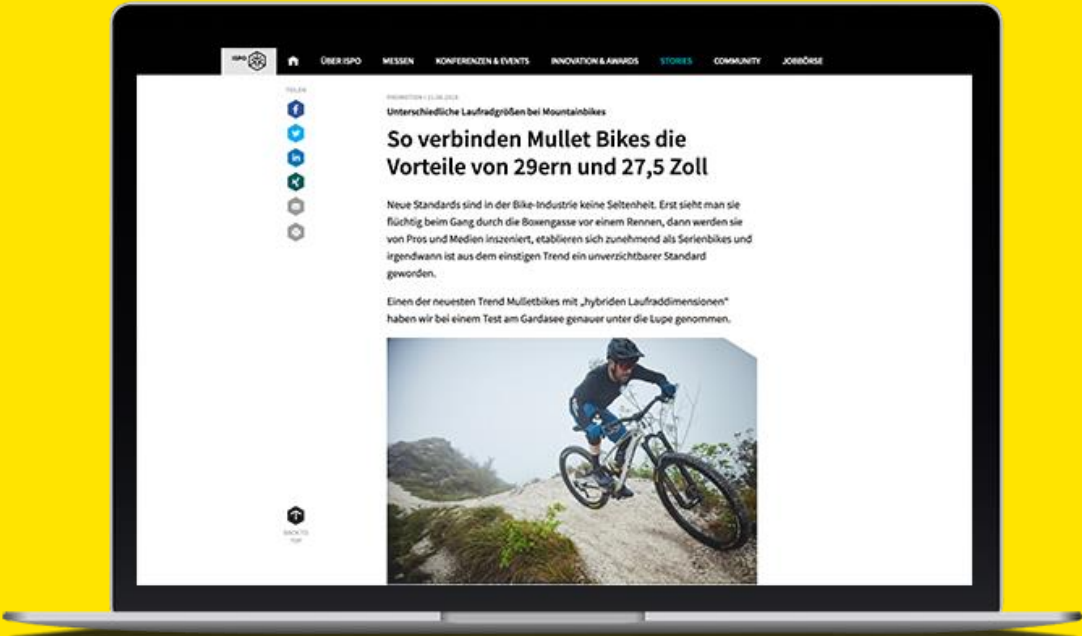
[Request details](#)



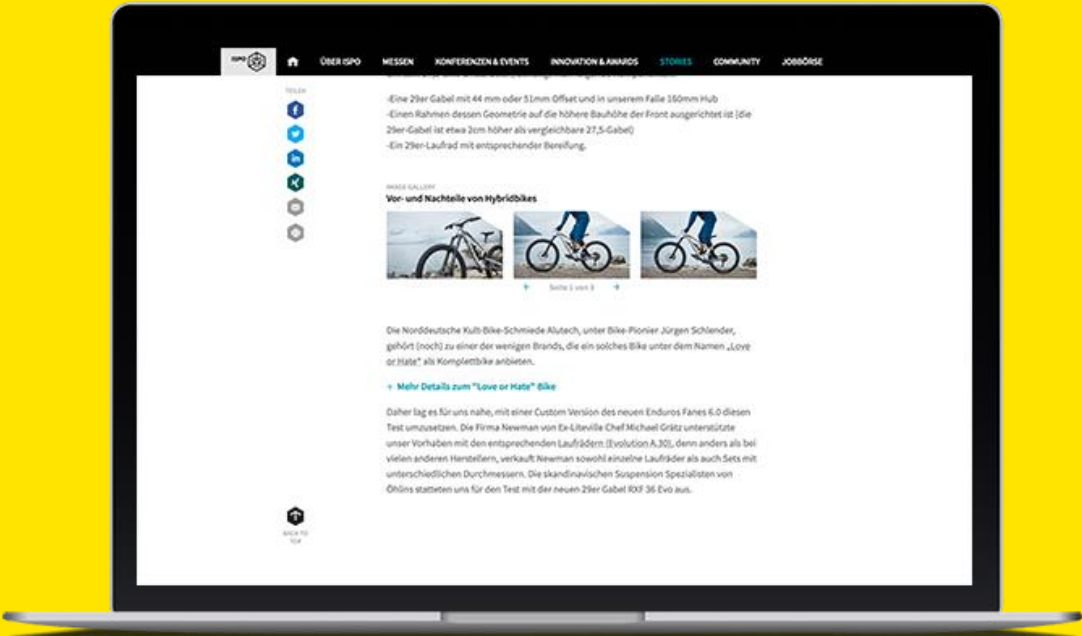
Entry Sales Package



1 Landing Page



2 Article



3 Gallery

Sales Package

Native Advertising

With Native Content, we process your messages journalistically and position them appropriately in our network. Our team of journalists, photographers and video producers creates customized and topic-based storytelling for you.

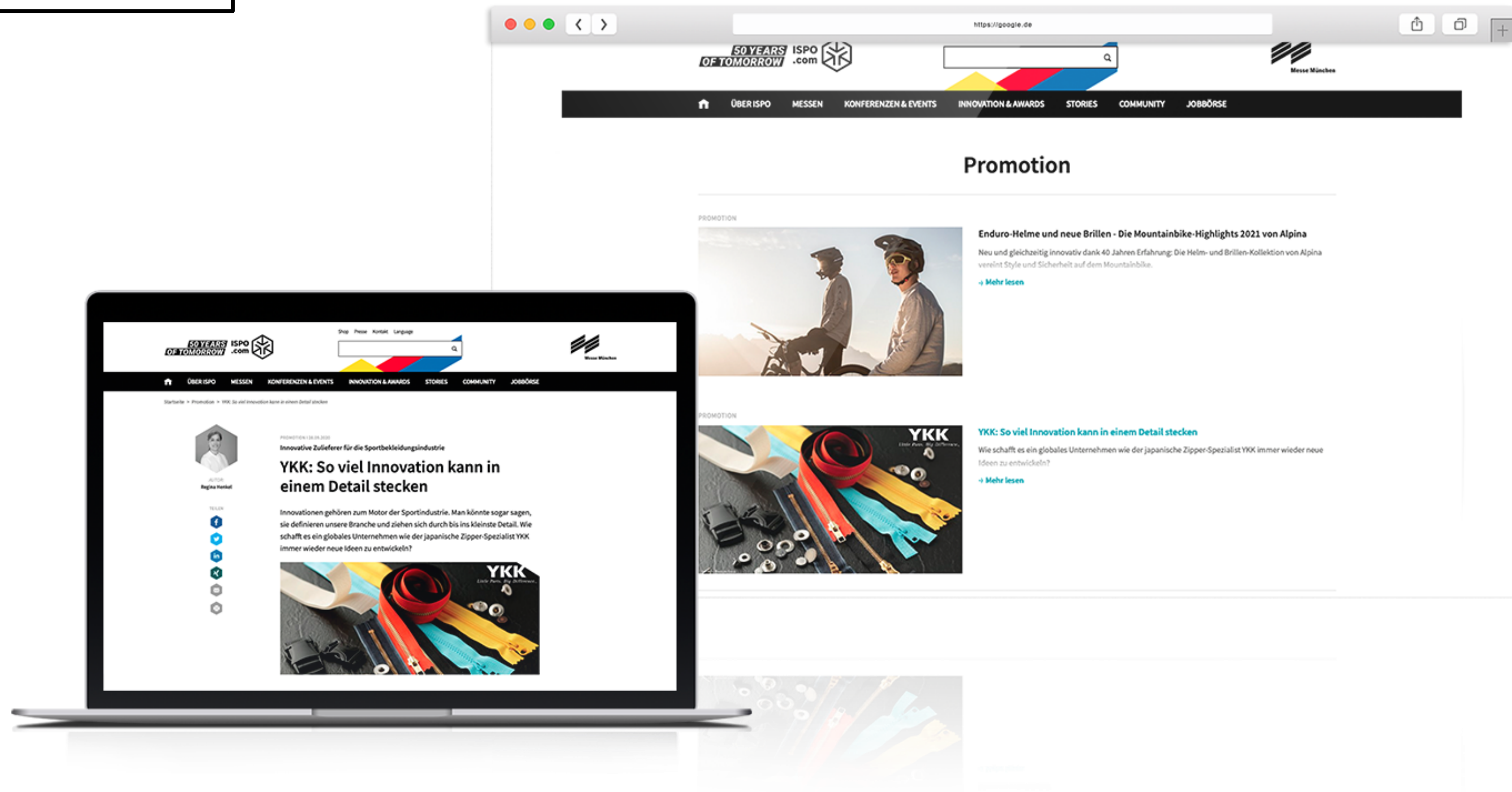
In combination with our content distribution, which covers 80% of the world's premium publishers, we create an individual and harmonious adaptation of native ads into the editorial content. With your own landing page, we enable you to achieve relevant coverage throughout the entire network – SEO-optimized and visible.

- **Content consulting**
 - **Editorial text**
 - **Guaranteed reach**
 - **Company landing page**
-

Starting at € 4.200

Native Advertising

[More info on the below](#)



Sales Package

Keyword Partnership

With over 9,600 keywords we rank on Google page 1 - organically. We offer an exclusive integration of your message/brand into a suitable, target group-specific topic. For this purpose, we have In-Text links as well as conversion teasers at our disposal, with which we place you and your topics precisely and with high visibility.

- **Addressing the exact target group**
 - **Integration into editorial environment**
 - **Sustainable traffic**
-

Starting at € 4.000

Keyword Partnerschaft

[More info / example](#)



Sales Package

Keyword Partnership

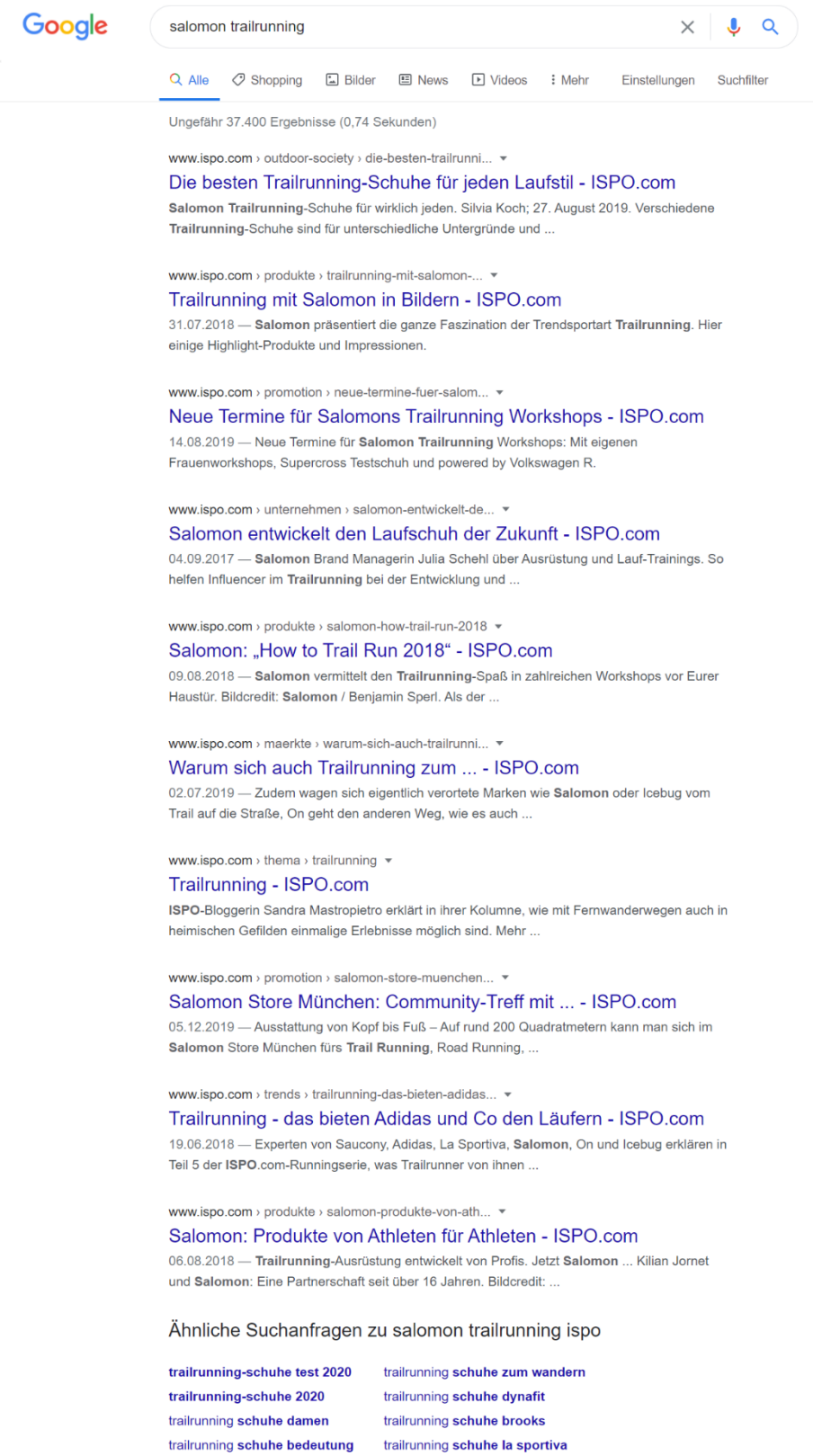
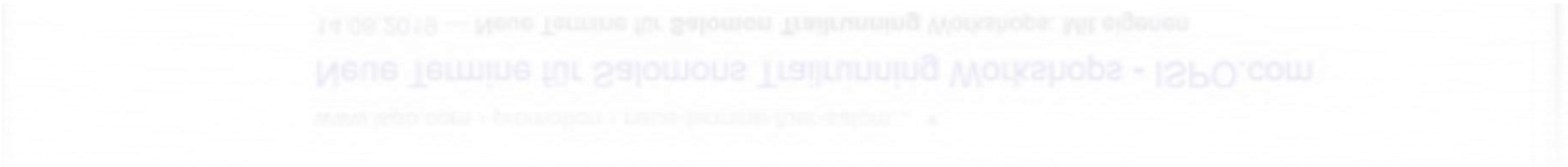
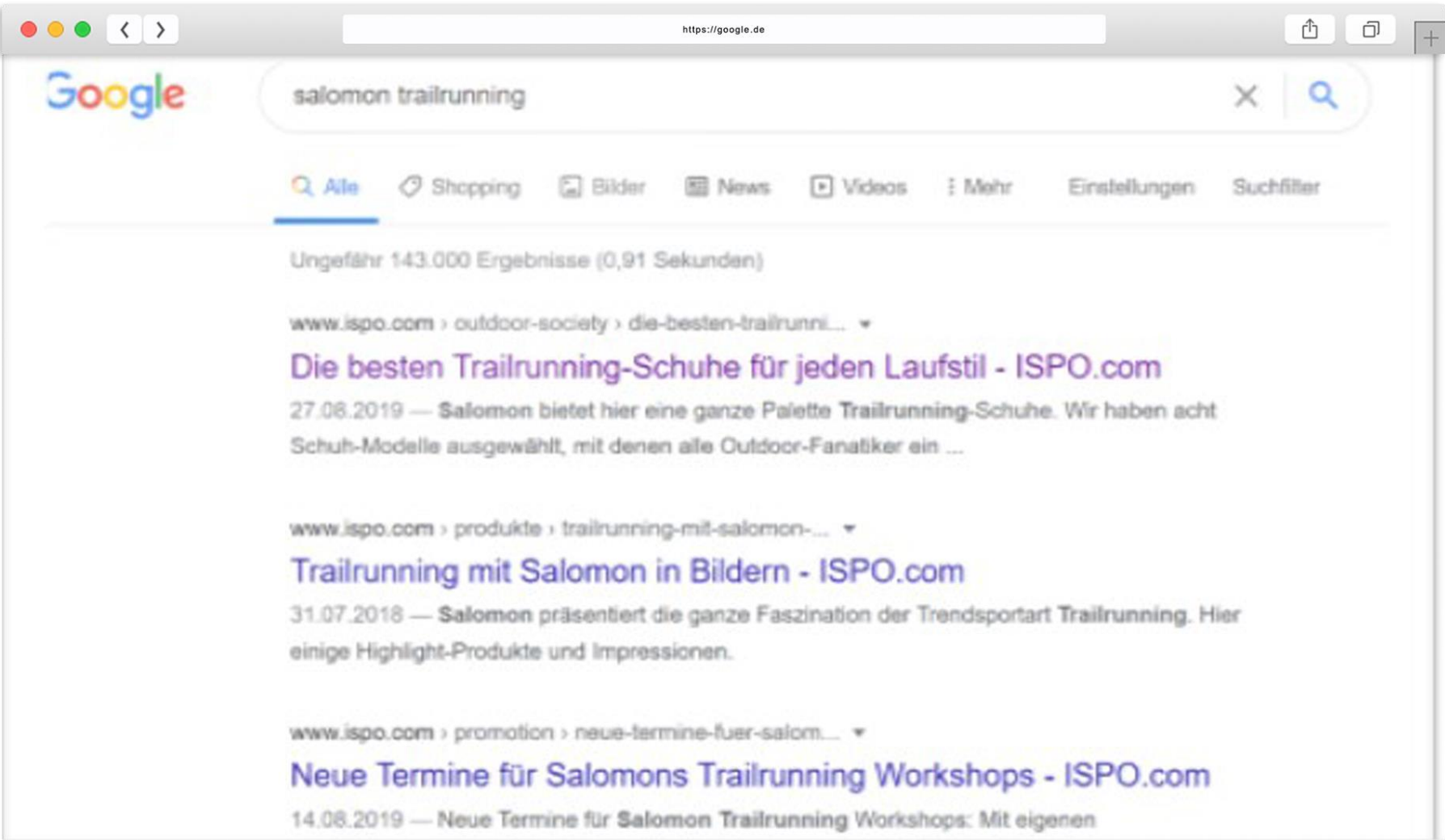
Future Reach

The best of all worlds. With the Keyword Partnership + Future Reach you get all the advantages of Native Advertising + a separate SEO optimization with reach building. We guarantee systematic, long-term SEO traffic on Google Page 1 in German after 6 months at the latest and long-term SEO traffic also in English.

- **Editorial advice**
- **Targeted SEO traffic**
- **Editorial story**
- **Company landing page**
- **Guaranteed reach**

Starting at € 8.999

Keyword Partnership + Future Reach



ISPO.com

Sales Package

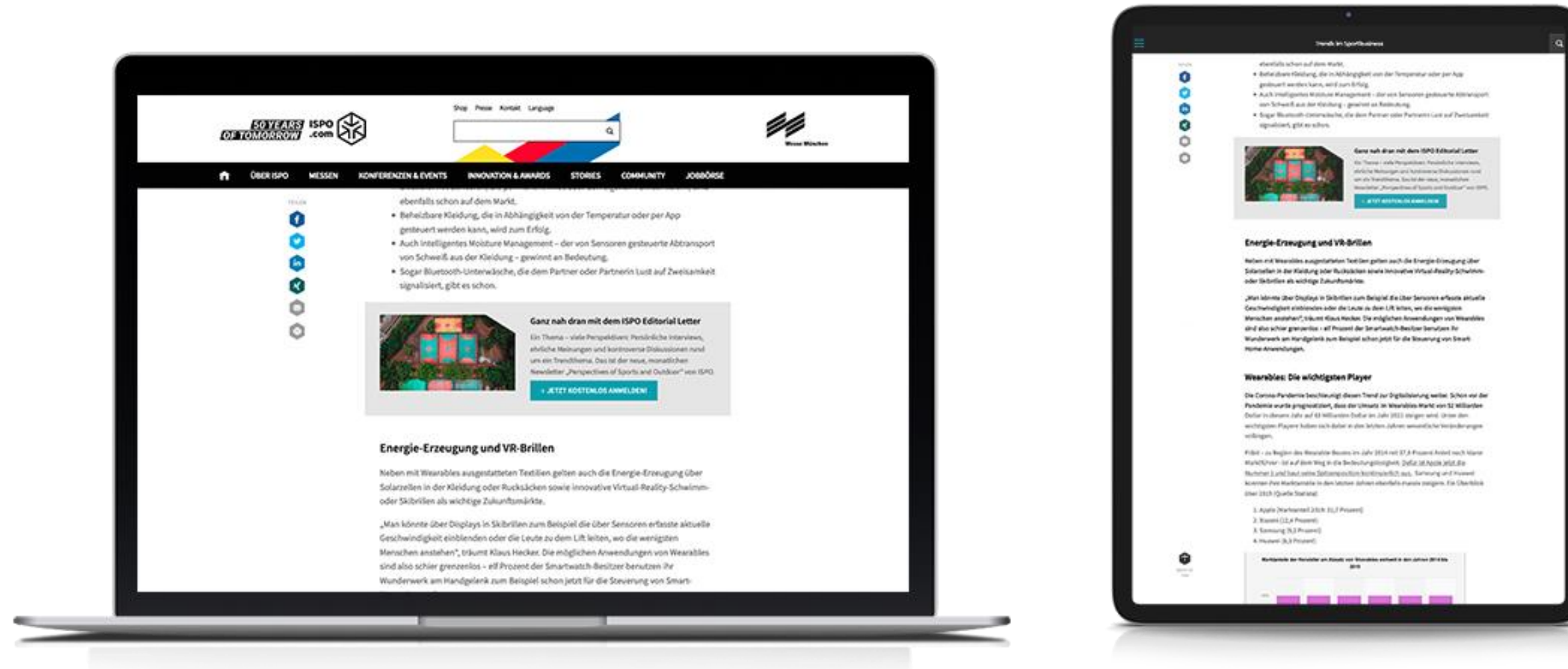
Conversion Teaser

We will position your teaser in 5 articles on ISPO.com or our network "Outdoor Society", which are specifically suited to your message/brand and advise you on the selection of the appropriate articles. The duration is unlimited and therefore your message is permanently available. Updates are possible at any time for a fee of 100 €.

- **Integration in editorial context**
- **Target group specific placement**
- **Sustainable reach**

Starting at € 999

Conversion Teaser



Sales Package Add-ons

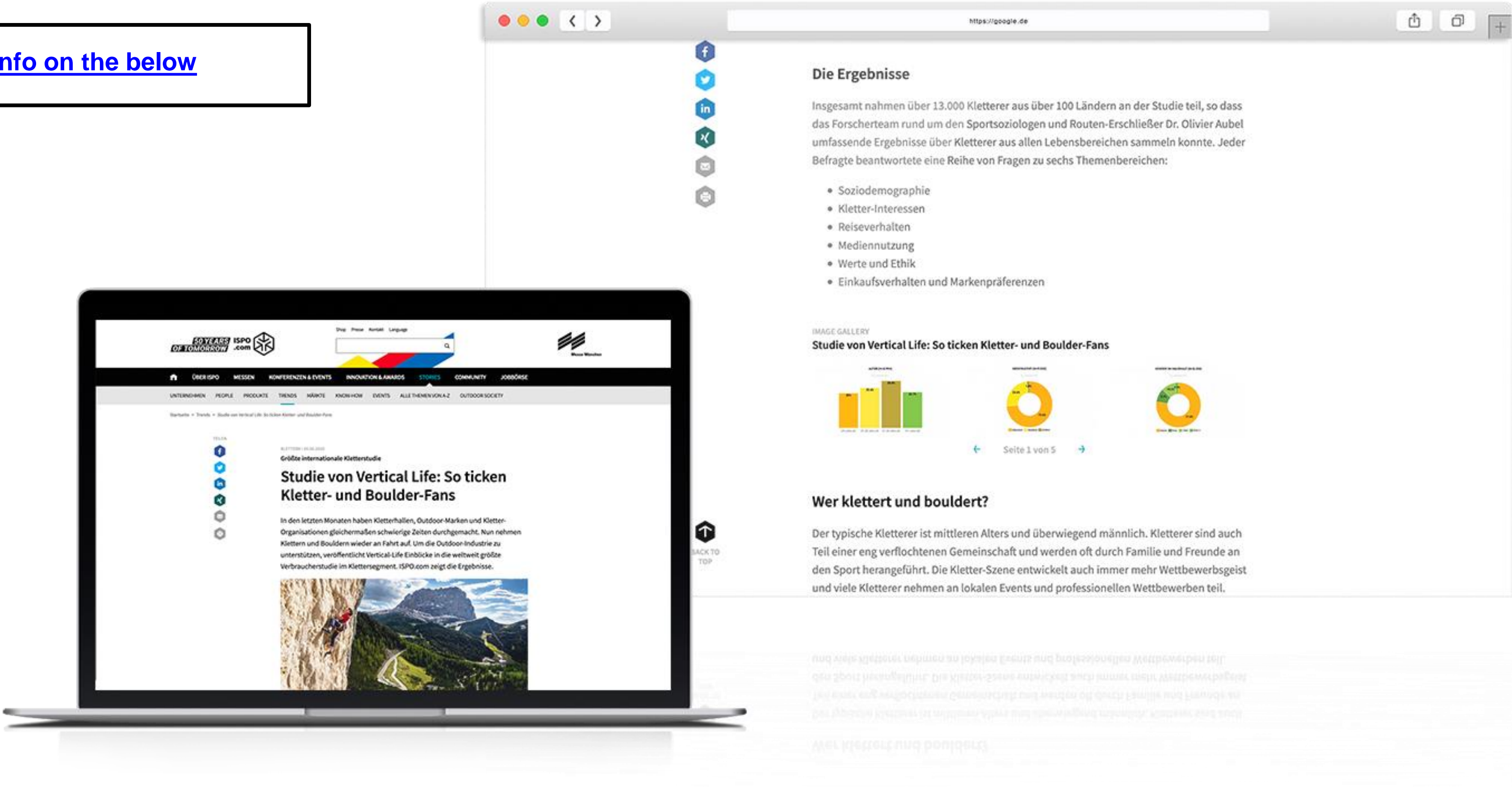
You can't find the right offer? We will be happy to discuss your needs and together we will identify the best approach to write history together. Get in touch.

- **Content distribution incl. editorial consulting**
- **Integration in special topics**
- **Content integration via our social channels**

Price on request

Add-ons

[More info on the below](#)



Contact

For further information and individual consulting get in touch with

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