# SPO.Com Media Data & Ecitoral 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 Audience<sup>3</sup>**

60% male 76% 25–54 yrs

60% B2B 40% B2C

#### Page Impressions<sup>1</sup>

TOTAL 739.382 D/A/CH 490.736

Top 5 Germany Austria USA Italy Switzerland



TOTAL 369.069

D/A/CH 235.116

Top 5

USA

Austria

Germany

Switzerland

**Great Britain** 

### **Unique Users**<sup>1</sup>

<u>Top 5</u> Germany USA Austria Switzerland **Great Britain** 

02:09 Minutes





TOTAL 290.432 D/A/CH 188.941

### Ø Session Duration

#### **Social Media Fans<sup>2</sup>**

TOTAL 122.559 Facebook 91.310 Instagram 11.373 LinkedIn 13.677 Twitter 6.199

#### Newsletter<sup>3</sup>

> 40.000 Subscribers

## 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. November

December

January 2

February

March 202

	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.
r 2020	Sustainability: What you need to know about the megatrend. Deadline mid October 2020
r 2020	<b>Future:</b> Sport will become more and more important for society. Deadline mid November 2020
2021	<b>Sport is stronger:</b> The special Edition for the ISPO Munich Online. Deadline mid December 2020
2021	<b>Community:</b> United, we make sports even bigger. Deadline mid January 2021
21	<b>Passion:</b> 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.



ISPO.com

## 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 <a href="mailto:ispo.redaktion@messe-">ispo.redaktion@messe-</a>

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:

- 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.



Content distribution including editorial consulting

## Entry Sales Package

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





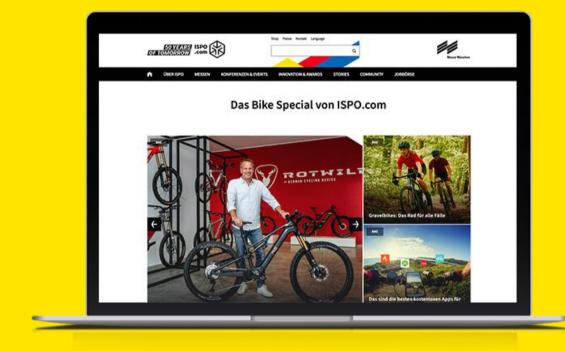






**Request details** 

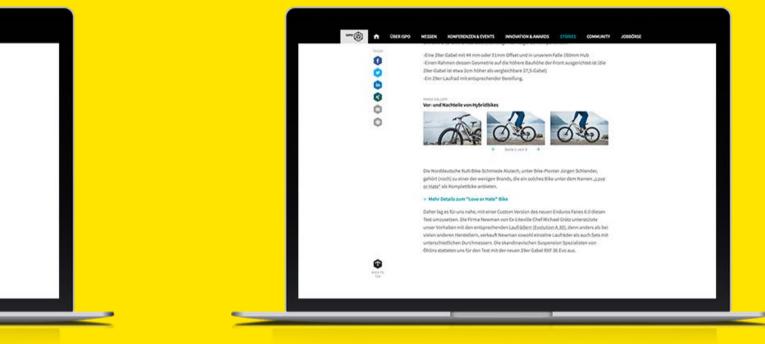
## **Entry Sales Package**













## 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.

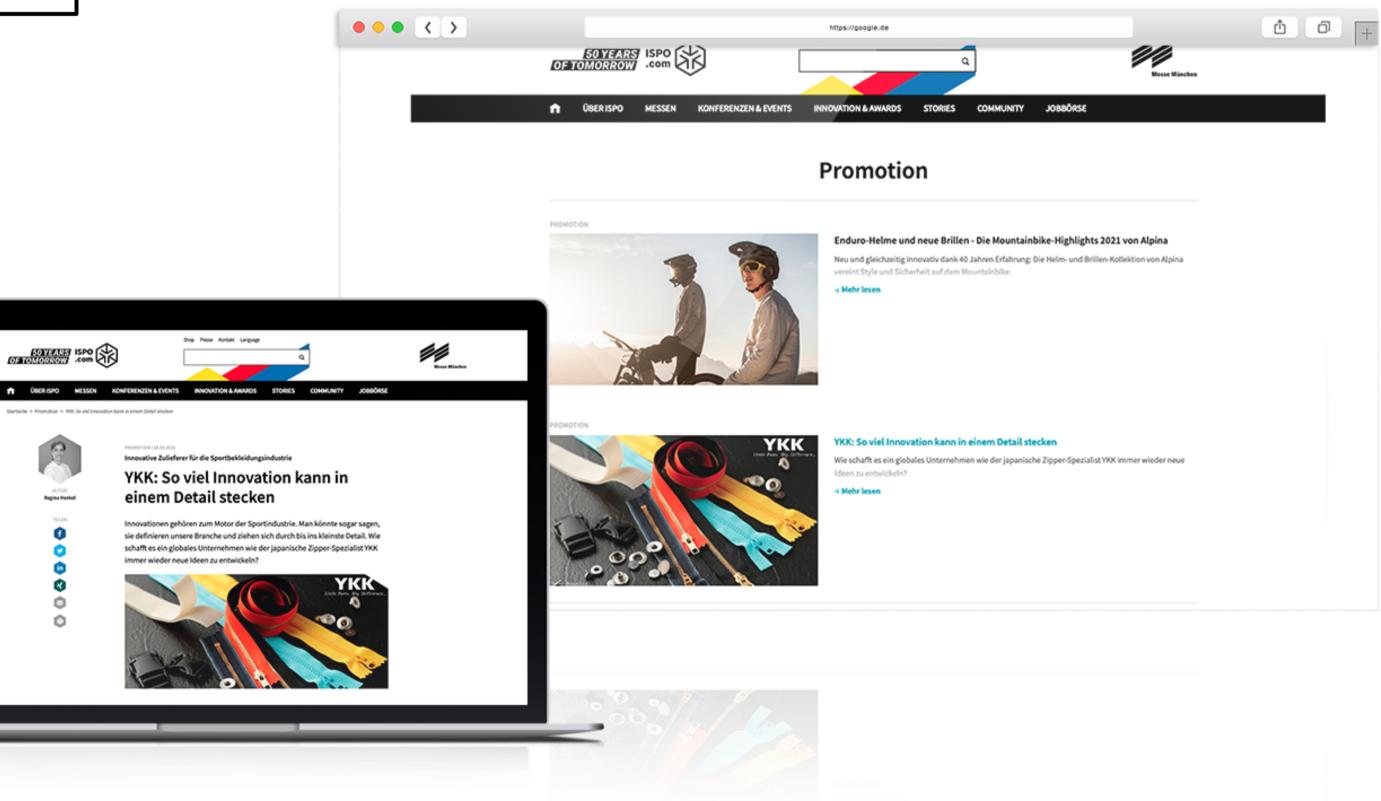
#### Content consulting

- 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

## Bouldern and Bicycle App Spinning Aerobic u Trailrunning Shoes Sportsmarketing

free solo **Exercise** with sore muscles **Sportsponsoring** 

## C obi Danny Wintersportstrends **Macaskill**

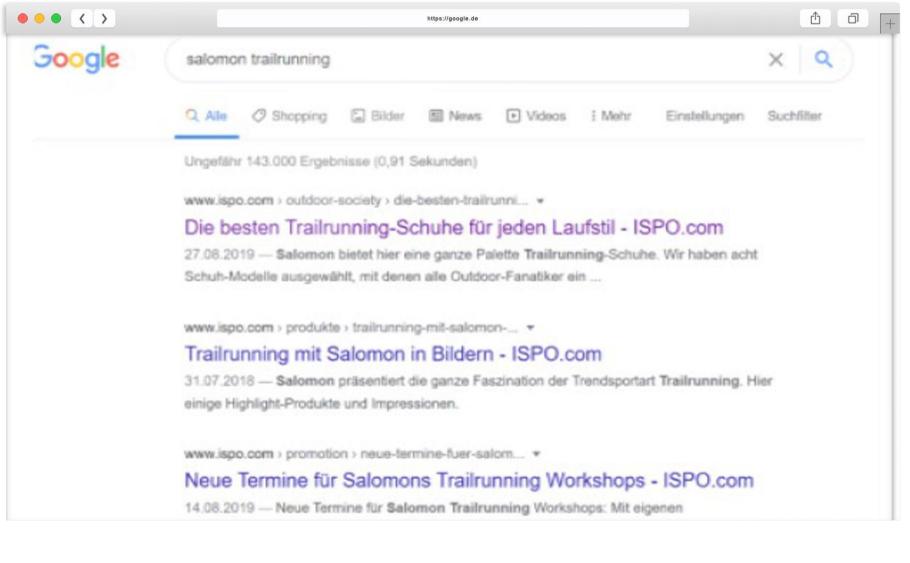
## Sales Package Keyword Partnership Future Reach

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**





boogle	salomon trailrunning	×	୍ତ୍ୟୁ ପ୍
	Q Alle Ø Shopping ⊑ Bilder	Einstellungen	Suchfilter
	Ungefähr 37.400 Ergebnisse (0,74 Sekunden)		
	www.ispo.com > outdoor-society > die-besten-trailrunni *		
	Die besten Trailrunning-Schuhe für jeden Laufstil - ISP	O.com	
	Salomon Trailrunning-Schuhe für wirklich jeden. Silvia Koch; 27. August 201	9. Verschieden	е
	Trailrunning-Schuhe sind für unterschiedliche Untergründe und		
	www.ispo.com > produkte > trailrunning-mit-salomon *		
	Trailrunning mit Salomon in Bildern - ISPO.com		
	31.07.2018 — Salomon pr	iraiirunning. H	ler
	www.ispo.com > promotion > neue-termine-fuer-salom ▼		
	Neue Termine für Salomons Trailrunning Workshops -	ISPO.com	
	14.08.2019 — Neue Termine für Salomon Trailrunning Workshops: Mit eiger	nen	
	Frauenworkshops, Supercross Testschuh und powered by Volkswagen R.		
	www.ispo.com > unternehmen > salomon-entwickelt-de *		
	Salomon entwickelt den Laufschuh der Zukunft - ISPO		_
	04.09.2017 — Salomon Brand Managerin Julia Schehl über Ausrüstung und helfen Influencer im Trailrunning bei der Entwicklung und	Laut-Trainings.	50
	www.ispo.com > produkte > salomon-how-trail-run-2018 👻		
	Salomon: "How to Trail Run 2018" - ISPO.com		
	09.08.2018 — <b>Salomon</b> vermittelt den <b>Trailrunning</b> -Spaß in zahlreichen Wor Haustür. Bildcredit: <b>Salomon</b> / Benjamin Sperl. Als der	kshops vor Eur	er
	uuuuinee een , maadata , uusuun sisk suub tailuuni		
	www.ispo.com > maerkte > warum-sich-auch-trailrunni ▼ Warum sich auch Trailrunning zum ISPO.com		
	02.07.2019 — Zudem wagen sich eigentlich verortete Marken wie Salomon o	der Icebug vom	ı
	Trail auf die Straße, On geht den anderen Weg, wie es auch		
	www.ispo.com > thema > trailrunning 💌		
	Trailrunning - ISPO.com		
	ISPO-Bloggerin Sandra Mastropietro erklärt in ihrer Kolumne, wie mit Fernwar heimischen Gefilden einmalige Erlebnisse möglich sind. Mehr	nderwegen auc	h in
	www.ispo.com > promotion > salomon-store-muenchen *		
	Salomon Store München: Community-Treff mit ISF	O.com	
	05.12.2019 — Ausstattung von Kopf bis Fuß – Auf rund 200 Quadratmetern k	ann man sich in	n
	Salomon Store München fürs Trail Running, Road Running,		
	www.ispo.com > trends > trailrunning-das-bieten-adidas 💌		
	Trailrunning - das bieten Adidas und Co den Läufern -		
	19.06.2018 — Experten von Saucony, Adidas, La Sportiva, Salomon, On und Teil 5 der ISPO.com-Runningserie, was Trailrunner von ihnen	Icebug erkläre	n in
	www.ispo.com→ produkte→ salomon-produkte-von-ath ▼		
	Salomon: Produkte von Athleten für Athleten - ISPO.co	om	
	06.08.2018 — Trailrunning-Ausrüstung entwickelt von Profis. Jetzt Salomon	Kilian Jornet	t
	und Salomon: Eine Partnerschaft seit über 16 Jahren. Bildcredit:		
	Ähnliche Suchanfragen zu salomon trailrunning ispo		
	trailrunning-schuhe test 2020 trailrunning schuhe zum wandern		
	trailrunning-schuhe 2020 trailrunning schuhe dynafit		
	trailrunning schuhe damen trailrunning schuhe brooks		
	trailrunning schuhe bedeutung trailrunning schuhe la sportiva		

## Sales Package Conversion Teaser

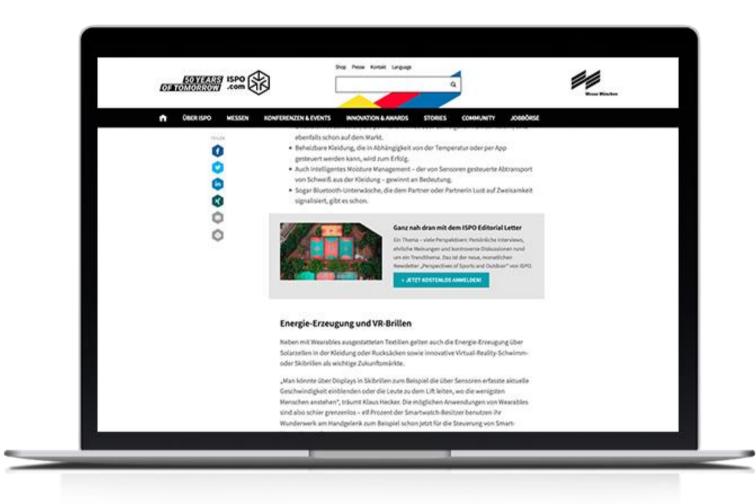
We will position your teaser in 5 articles on ISPO.com or our network "Outdoor Society", which are specifically suited to your message/brand and advise you on the selection of the appropriate articles. The duration is unlimited and therefore your message is permanently available. Updates are possible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

#### • Integration in editorial context

- Target group specific placement
- Sustainable reach

#### Starting at € 999

### **Conversion Teaser**



### 0

## 00000

8



or Schuell an he thinks y proved as heimstory

en, wird zum Bridg. Immas Kanagement - der ein berecher gebruerte Altrinoigent

#### Energie-Erzeugung und VR-Brillen

Notes on Viscoulles augestation Tablian prim auch die Unegenüringung Um Saturation in der Kleidung som Nursachen sonne Innovation Virtual deality Schwimm oder Skätnise als wichtige Zaturationalism.

piter liderers (Der Display in Schrifter zum Beispiel die Ober Sersonen arfeste atsatelle Geschwerzigkeit einstenden alser der Leux in dem UR Intes, wir die anzigenen Werscherr anstehen", träuste Gaus Recker. Die möglichen Inteendungen von Werscher alle das schlur generenten all Present der Breitrauch-Bescher bereiten bie Werscherr Antergelanste zum Bespiel allen pitel für die Keiserung von Strauf Werscherratungen.

#### Wearebles: Die wichtigsten Player

Die Conste Pandenie beschleunig desen Tend aus Septemberung webei. Sohn werder Feschenie wurde gespelant bein, dass der Umsetz im Versehluss Fand, wir 12 Millanden befar is desens Jahr auf 40 Millanden fesche im Jahr (201) einigen wird. Desse den wechtigene Flywer belans sich deber in den Mehren Jahren sewardlicher Instander augen wechtigen.

bit can beginn instructure discussions and (2014) rest CA France Antonio and Web Web Web/New Viet of a loss mittige in the discharge algorithm/static discussion. A second static series Satisman and the interview default and an interview of weare the backwards in data statuse statism interfals massing pages. The Chartholis is 1115 (Specific Satisma).

K Samurg (NJ Praint)	
A Theolemic (Bull Project)	
Reference as families as families as families and a second s	•

.

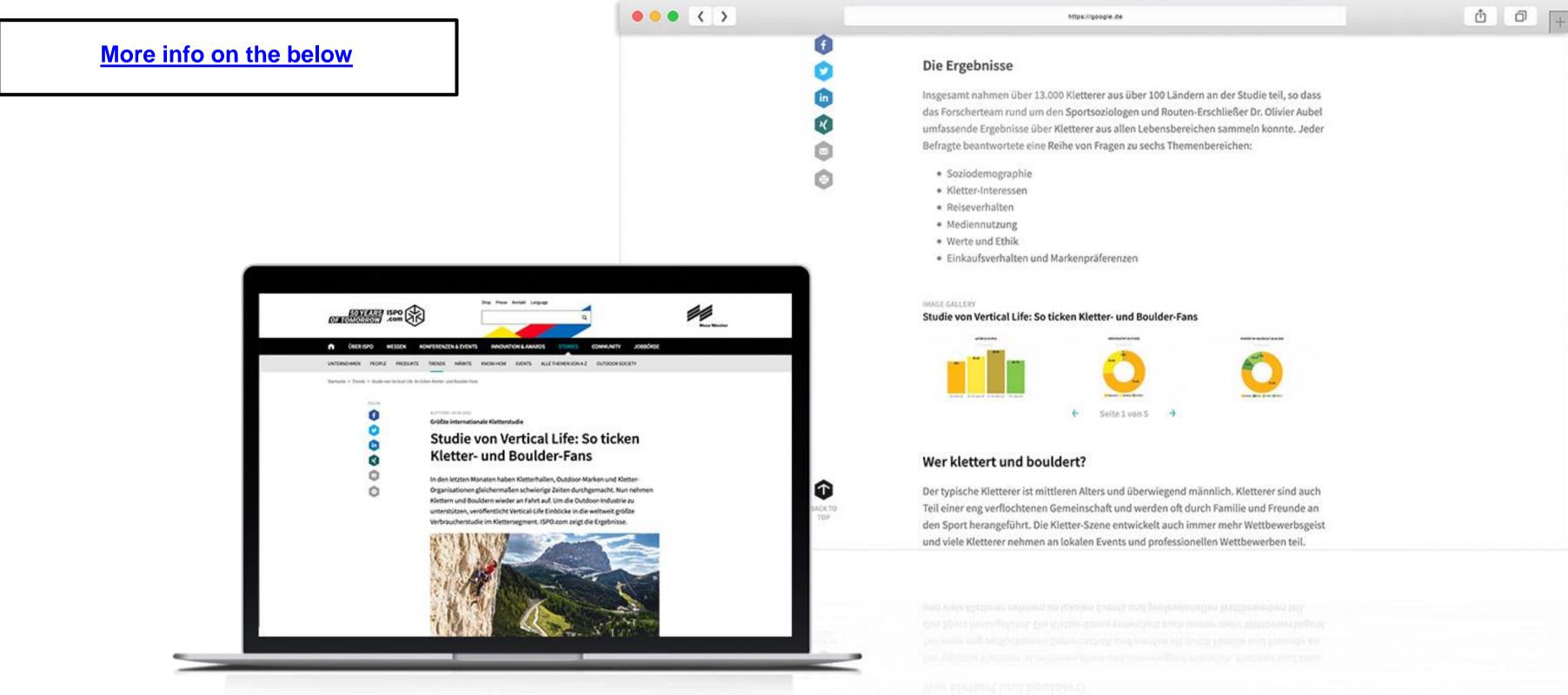
## Sales Package Add-ons

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



### Contact

For further information and individual consulting get in touch with

Christian Herrmann Head of Events & Sponsoring <u>herrmann@ispo.com</u> +49 89 9492 0166

or

Florian v. Stuckrad Native Advertising <u>fvs@mpm-ag.de</u> +49 89 3929 4571

