

# ISPO.com Media Data 2022

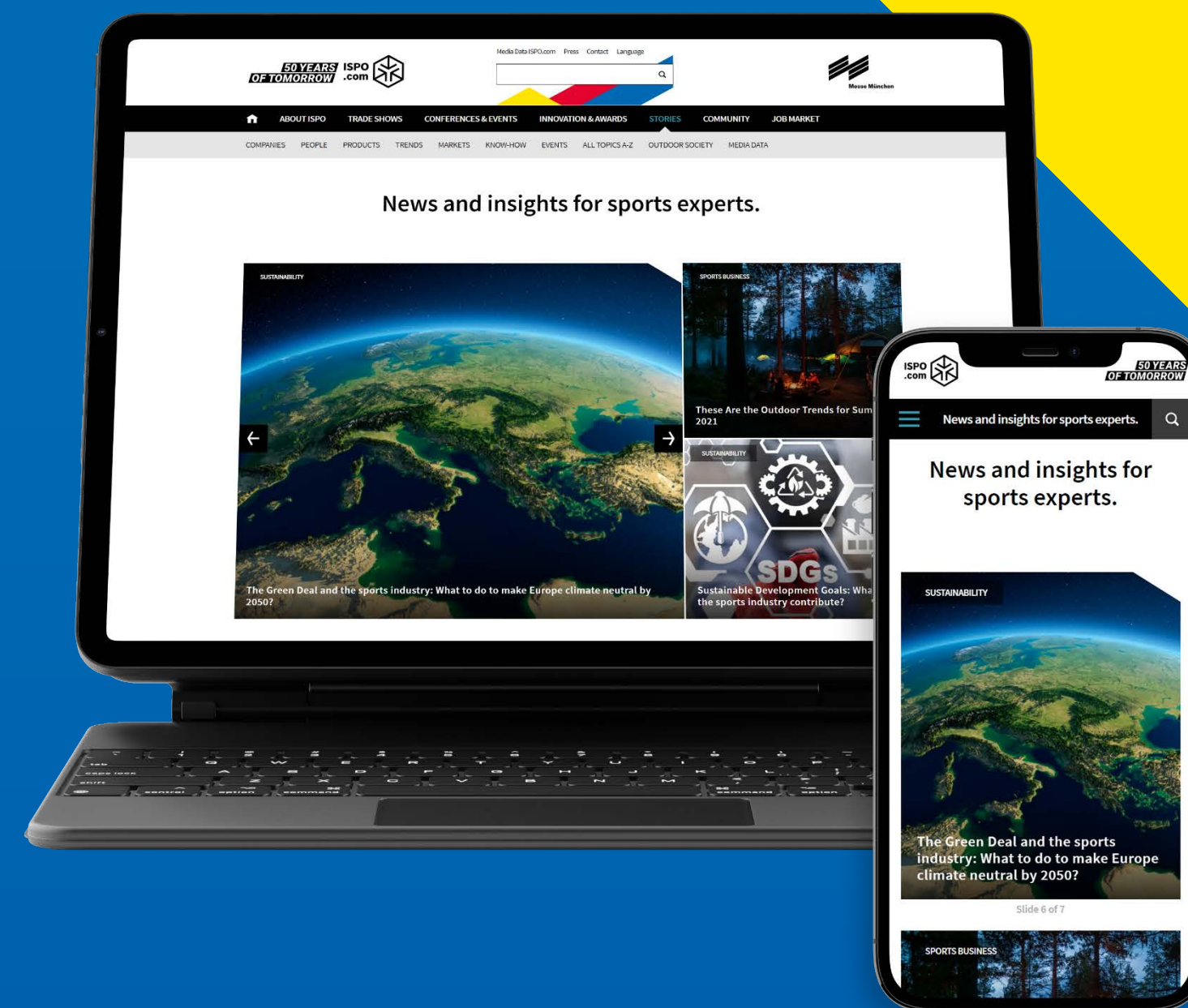
Let's write history together

# The Sports and Outdoor Inspirer

## First and only megatrend oriented sports and outdoor magazine

At ISPO.com you can reach international sports professionals and consumer experts - end consumers, opinion leaders and multipliers with a very high level of involvement in sports. As an integrated part of the ISPO Group (including the world's largest sports fairs, award and startup platforms), **ISPO.com is the only international online medium that is this close to sports**. Our readers look for and appreciate this level of access and the associated authenticity, expertise, future and trend orientation.

We address this community with high-quality editorial content that 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:

[Reach of our platform](#)

[Specials and key topics](#)

[Editorial](#)

[Sales Packages](#)

# Enormous reach in the industry and opinion leaders



**>1.500.000**

Social Impressions  
Ø month

**>290.000**

Website Unique Users  
Ø month

**>40.000**

Editorial Letter  
Subscribers

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

**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, co-creators, ambassadors and much more.


**The fact is they are not the majority of society - they influence it.** With a greatly increased willingness to spend, wanderlust, strong trend and lifestyle orientation and the enormous desire to be “behind the scenes” in sports, they are high-income, educated, progressive and open-minded - they shape and are an active part of the outdoor and sports scene. Their range of interests goes far beyond innovations and high-quality sporting goods and encompasses megatrends such as health, nutrition, nature, urbanization, technology, mobility and sustainability.

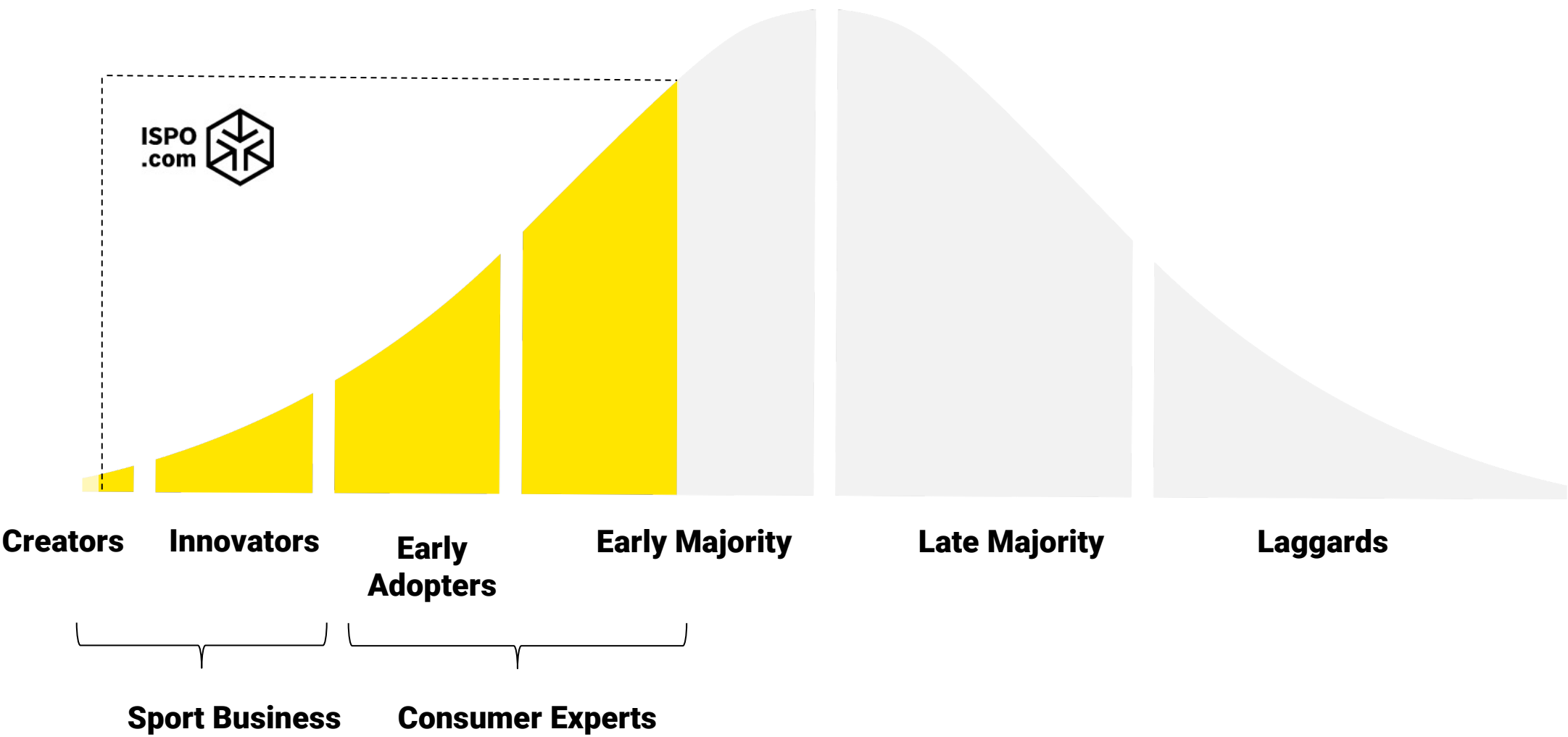
Source: ISPO.com reader survey Q4 / 2019, constant content evaluation and range measurement according to content.

**ISPO.com is also the digital home of the ISPO Collaborators Club.**

ISPO.com is not just a digital gateway to the world's largest sports fairs, awards and startup platforms. Based on the long-established co-creation platform ISPO Open Innovation, the big membership community of high-involvement consumers is developing into a unique benefits club.

ISPO  
Collaborators Club





# Use ISPO.com to address high-quality B2C and B2B target groups throughout the year!

## B2C (40%)

### Who do we reach?

Our ISPO community consists of:

- Early Adopters
- Front Runners
- Opinion Leaders
- Sports Enthusiasts

### How?

The articles are activated via teaser elements and newsletters via the ISPO network and reinforced in a targeted manner with a very well-controlled content distribution.

### What is it good for?

Branding, storytelling, product launches and drops, presentation of new innovations to our opinion leaders, sell-out activation.

## B2B (60%)

### Who do we reach?

- Sports Industry
- CEOs
- Decision Makers
- Dealers
- Purchaser

### How?

Appropriately positioned teaser section, very well clustered newsletters and LinkedIn campaigns

### What is it good for?

Market entry, sell-in activation, communication of company philosophies, new brand presence, digital customer approach accompanying the trade fair

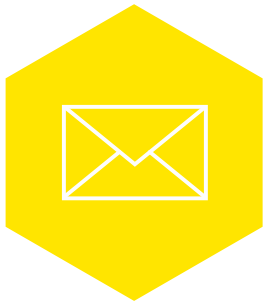
# Facts and Figures



**Target audience<sup>3</sup>**

60% male  
40% female  
76% 25–54 years old

60% B2B  
40% B2C



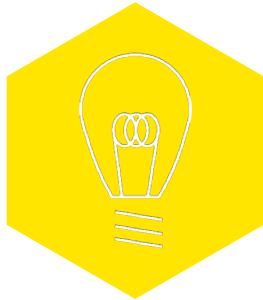
**Newsletter<sup>3</sup>**

> 40.000  
Subscribers



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

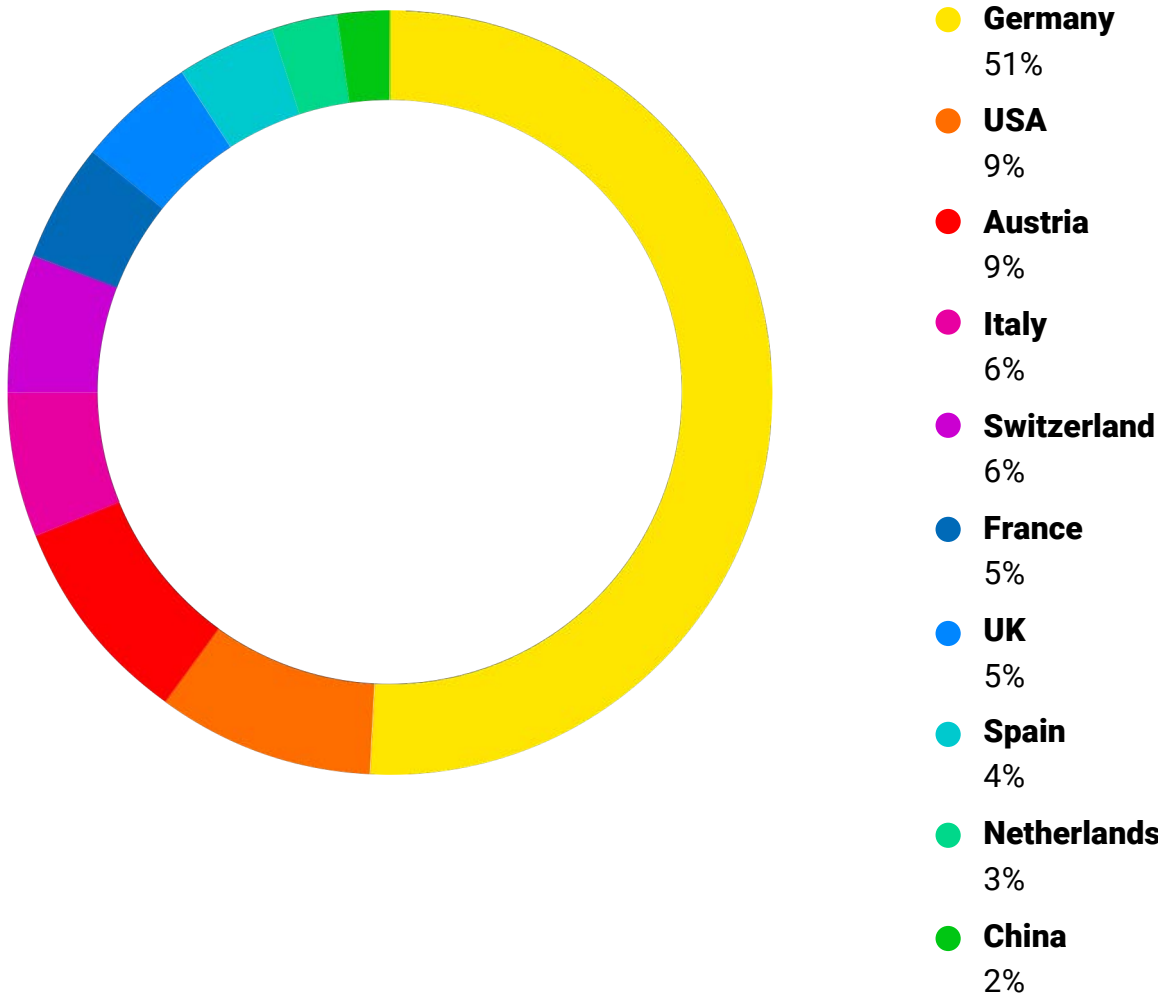
TOTAL 122.559  
Facebook 91.310  
Instagram 11.373  
LinkedIn 16.750  
Twitter 6.199



**Interest in innovations  
and trends**

ISPO.com readers are  
highly interested in  
innovations and trends in  
the field of sports

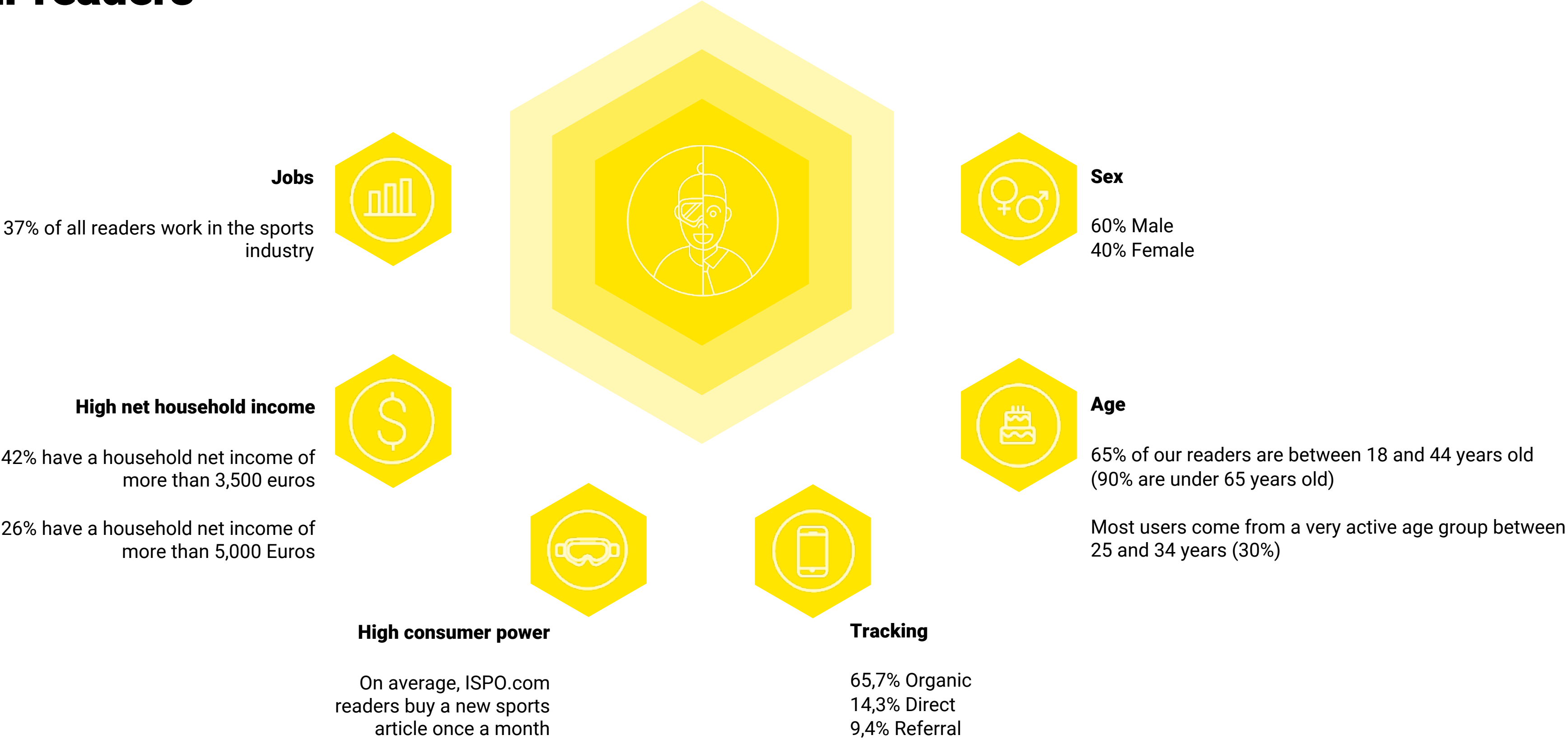
Visitors sorted by country of origin:



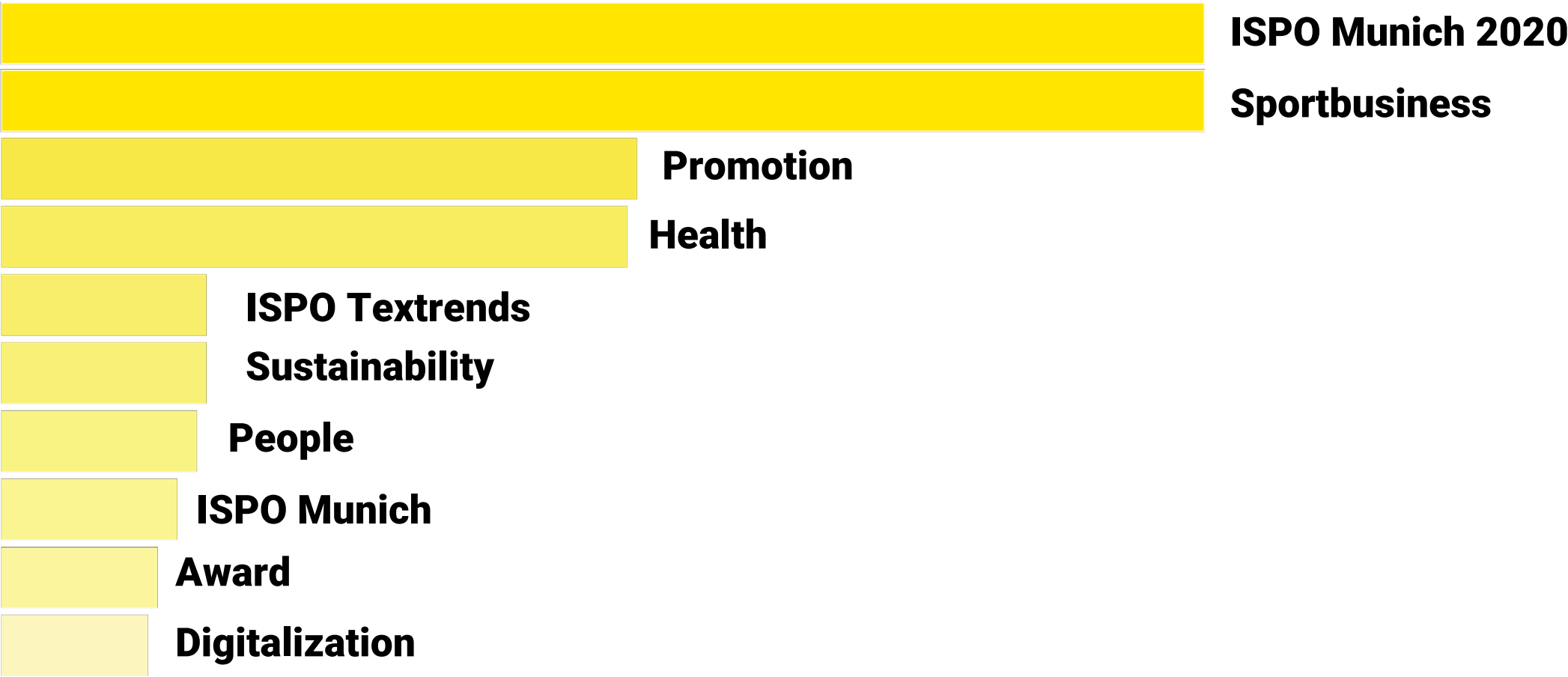
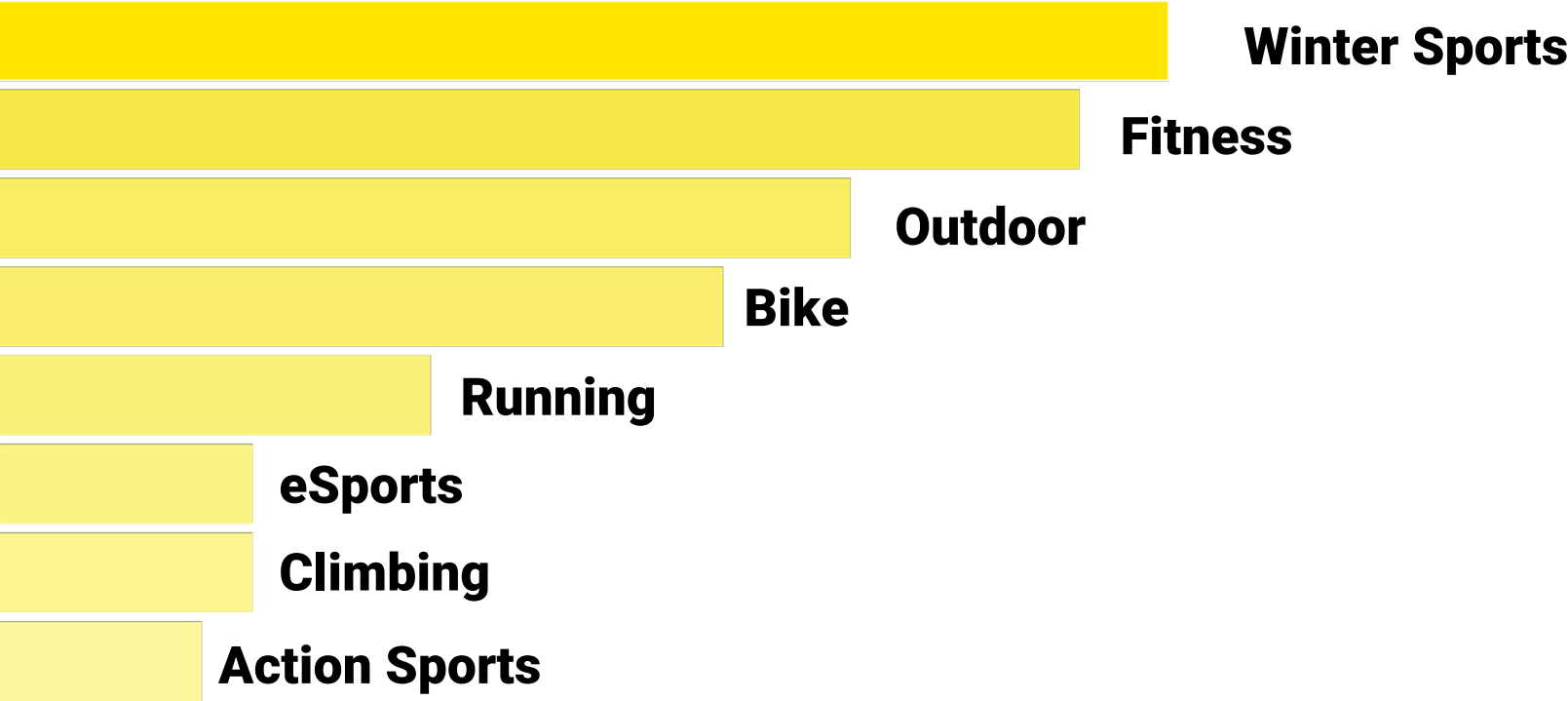
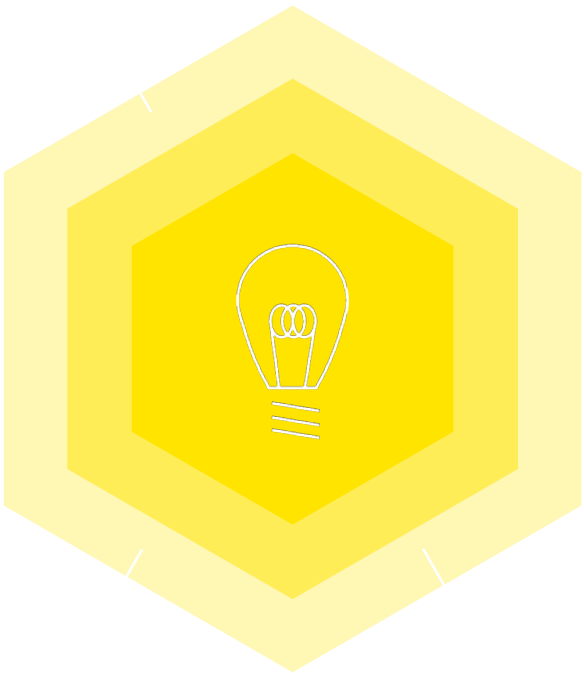
<sup>1</sup> Ø-value per month, Source: eTracker Jan – Okt 2020   <sup>2</sup> Oktober 2020   <sup>3</sup> February 2020



# Meet our readers



# ISPO Top Interests 2020 (total)



<sup>1</sup> Ø-value per month, Source: eTracker Jan – Okt 2020   <sup>2</sup> Oktober 2020   <sup>3</sup> February 2020



# Editorial focus topics For the 1<sup>st</sup> half of 2022



**Claudia Klingelhöfer**

Editor in Chief

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

Here is the overview for the following months. Feel free to contact us if you want to be part of it or if you want to contribute a focus area yourself.

## **January & February 2022**

### **ISPO.com Trend Festival & Winter Olympics**

We start the year with a festival of trends and the ISPO Award. What will inspire the sports industry, athletes, and athletes in 2022? We also report on important aspects of the Winter Olympics.

## **February 2022**

### **Change & Transformation in Sports**

Our society is changing - and so is sport. We look at how the new way of life is also influencing the way we do sport

## **March 2022**

### **Diversity**

Sport is boundless and diverse. We show how the megatrend of diversity is lived in sports and what makes sports a driver of the topic in our society.

## **April 2022**

### **Bike**

Whether electrically powered or traditional, off-road or urban: cycling is in vogue. We present the most important trends and products.

## **May 2022**

### **Fitness & Running**

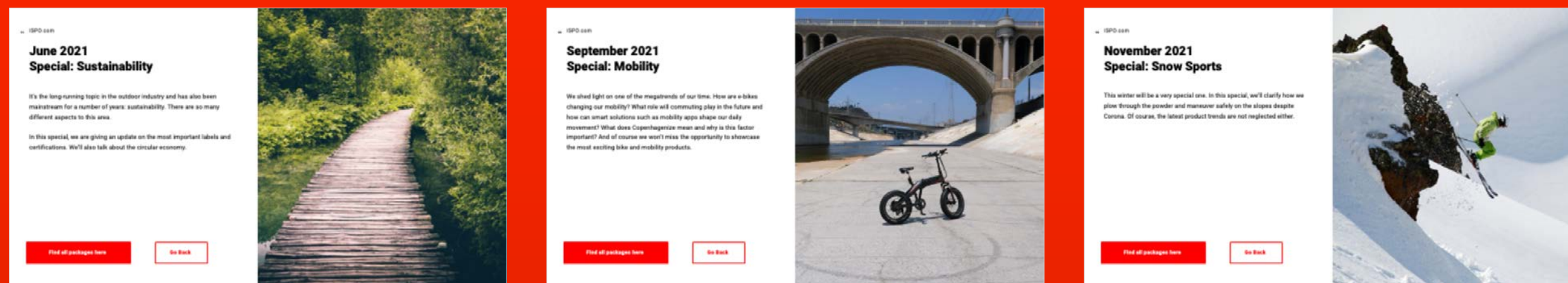
The fitness and running boom continues unabated. The interest of our community in the latest findings, trends and products is correspondingly high.

## **June 2022**

### **Outdoor & Camping**

During OutDoor by ISPO, ISPO.com will also be focusing on the outdoor theme - once again with a huge display of insights, trends and products.

# Our specials: Meticulously targeted



**Every month ISPO.com sheds light onto a specific topic:**

Interviews, reports, picture galleries, background information: With our specials, ISPO.com readers benefit from elaborately prepared stories on important future topics in the context of sports and the outdoors. Secure your placement now.

The background is a solid blue color. In the top-left corner, there is a red triangular shape pointing towards the center. In the top-right corner, there is a yellow triangular shape pointing towards the center. The two triangles meet at a point in the upper middle of the frame.

**Curious?**

**This is how you can be part of it!**

# Sales Packages

**From a one-time publication to an annual communication partnership. We are your partners for your topics 365 days a year.**

Our intelligently interlinked content strategy for B2B and B2C allows companies to address both sports business professionals and consumer experts directly on ISPO.com. The ISPO.com Sales Packages offer tailor-made solutions for your content marketing.

- Far SEO-reach through experienced SEO copywriters and SEO mechanisms
- ISPO.com as the leading medium in sport is listed on Google News
- Flexible combination of offers for your content marketing
- Target group-oriented content distribution and editorial advice

**Explore packages**



# The sales packages at a glance

1

**Native Advertising**

Our top storytelling tool for your topics

Learn more

2

**Brand Channel**

Communication all year round! Bundled on the ISPO.com partner site

Learn more

3

**Hero Athlete Page**

Present your products on the website of your ambassadors and athletes

Learn more

4

**Future Reach**

Our Google Page 1 promise for your SEO-optimized native article.

Learn more

5

**Conversion Teaser**

Our tool for lead generation. Placed in existing articles

Learn more

6

**Listicle**

Lead generation and eShop connection

Learn more



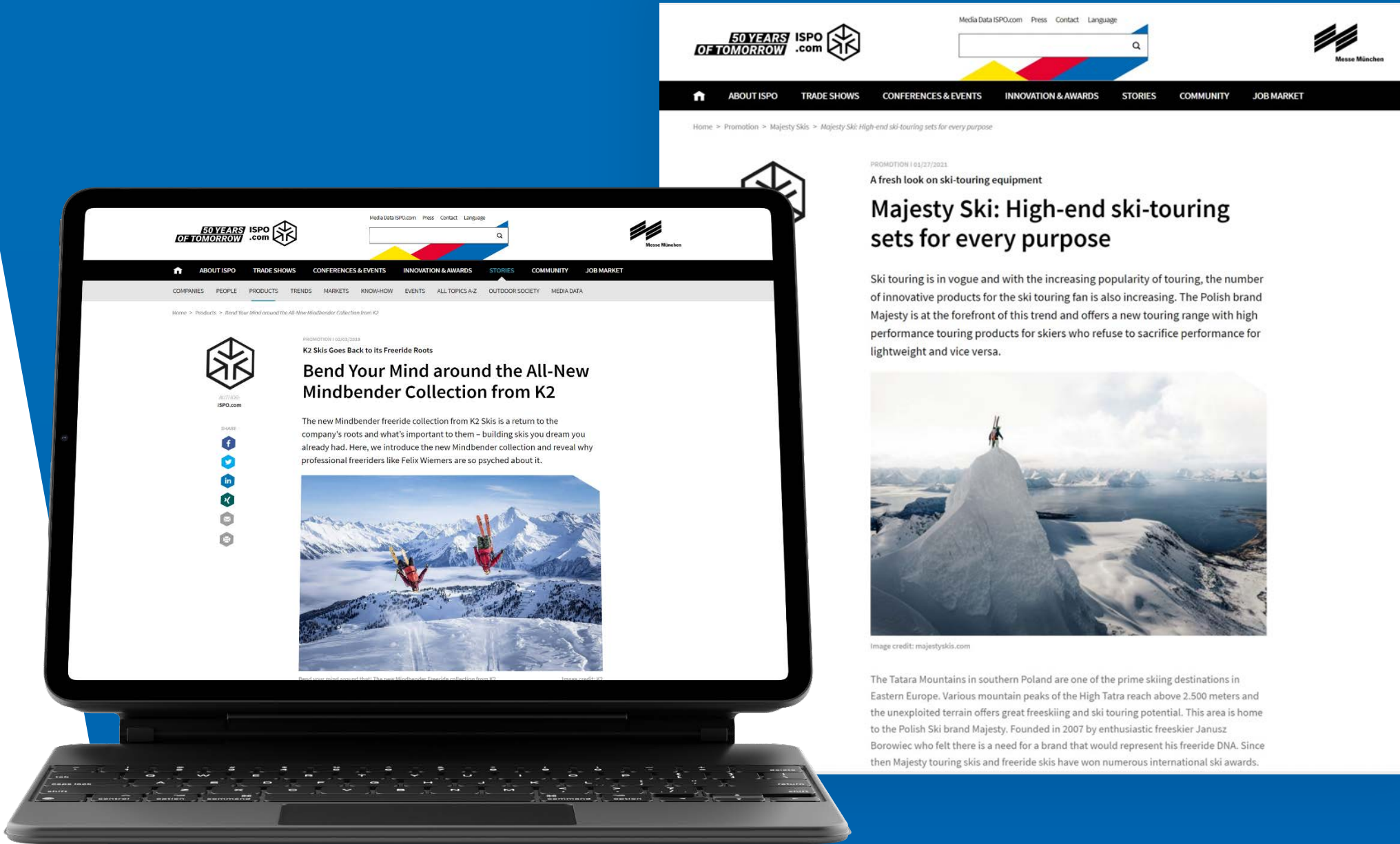
# Sales Package: Native Advertising

With native content, we prepare your messages in a journalistic way and position them appropriately in our network. Our team of journalists, photographers and marketing strategists create tailor-made and topic-based storytelling for you.

In cooperation with our content distribution, which covers 80% of the world's premium publishers, we create an individual and harmonious adaptation of the native ads in the editorial content. With your own landing page, we enable you to get relevant reach across the whole network SEO-optimized and visible.

- B2B address within the largest sports network in the world reinforced by teasers on the homepage, newsletters and targeted LinkedIn campaigns
- B2C addressing reinforced by a very well controlled, target group-oriented content distribution
- Final reporting

View content



## Regular

4.200 Euro net  
German speaking

5.000 Euro net  
German/English speaking

## Add-On

1.500 Euro net  
additional B2B or B2C Push Option



# Sales Package: Native Advertising

## Content

- 1. Editorial
- 2. Video implementation
- 3. Image gallery
- 4. CTA

## Examples



View example



View example



View example



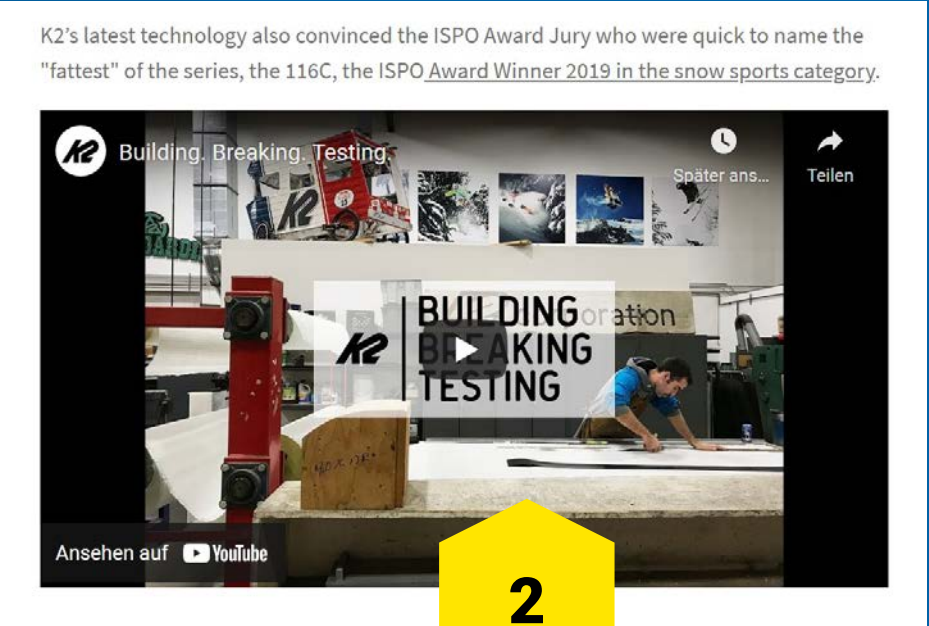
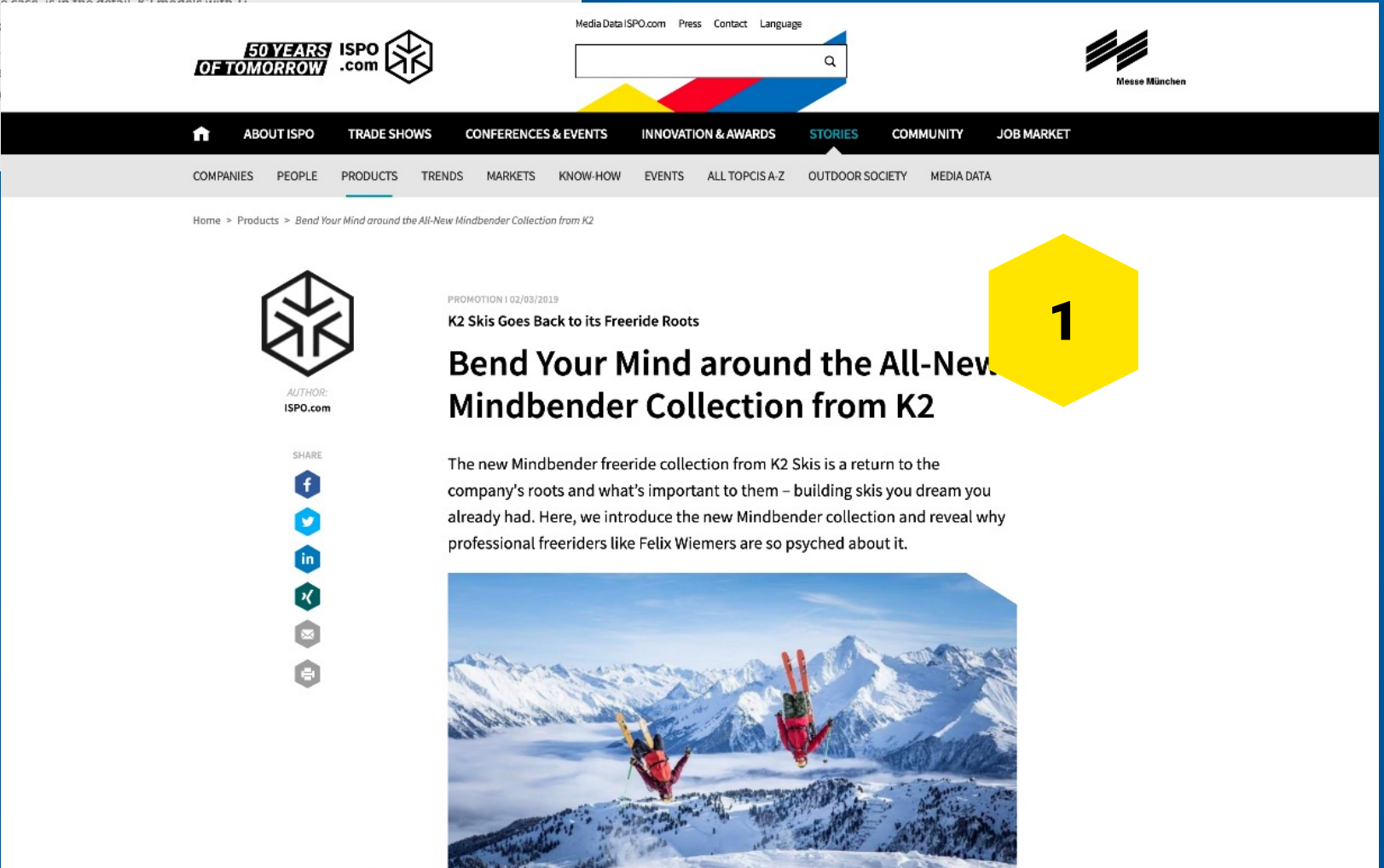
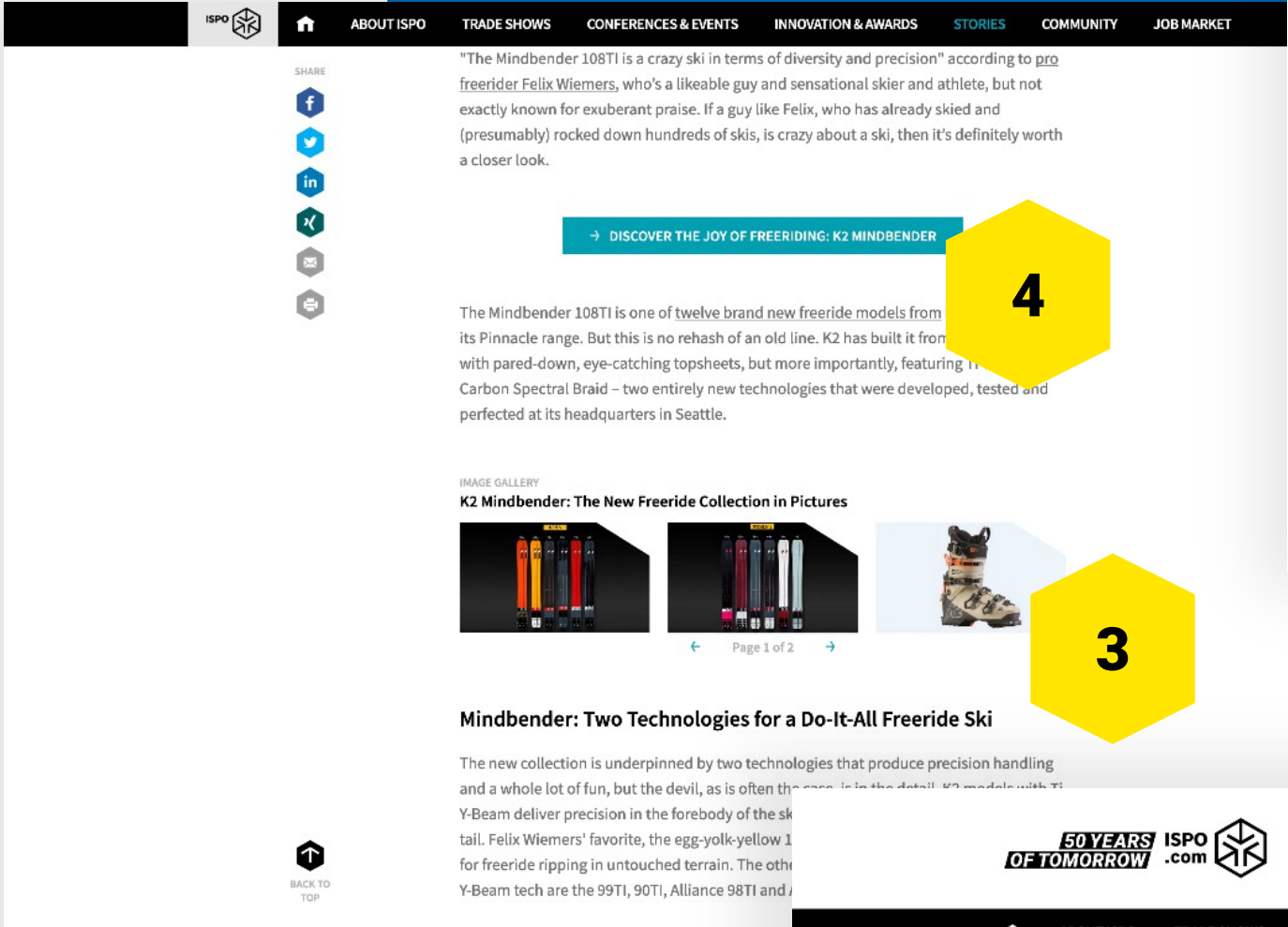
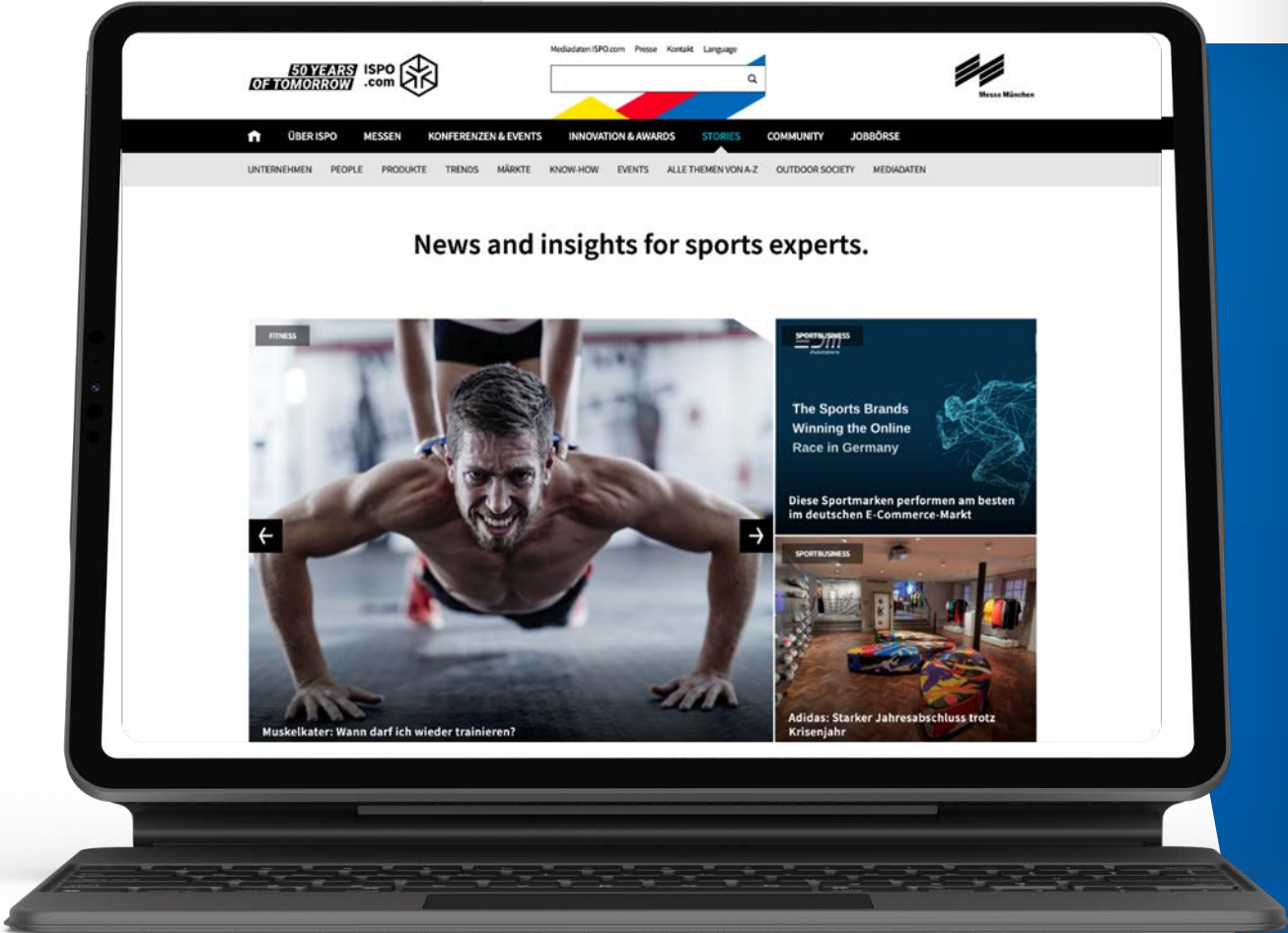
View example



View example



View example





# ISPO-Brand Channel

Communicate your top topics all year round on ISPO.com.

The brand channel page bundles your native articles as well as the editorial integrations on ISPO.com and can be perfectly integrated into your communication under the umbrella and the credibility of the ISPO brand.

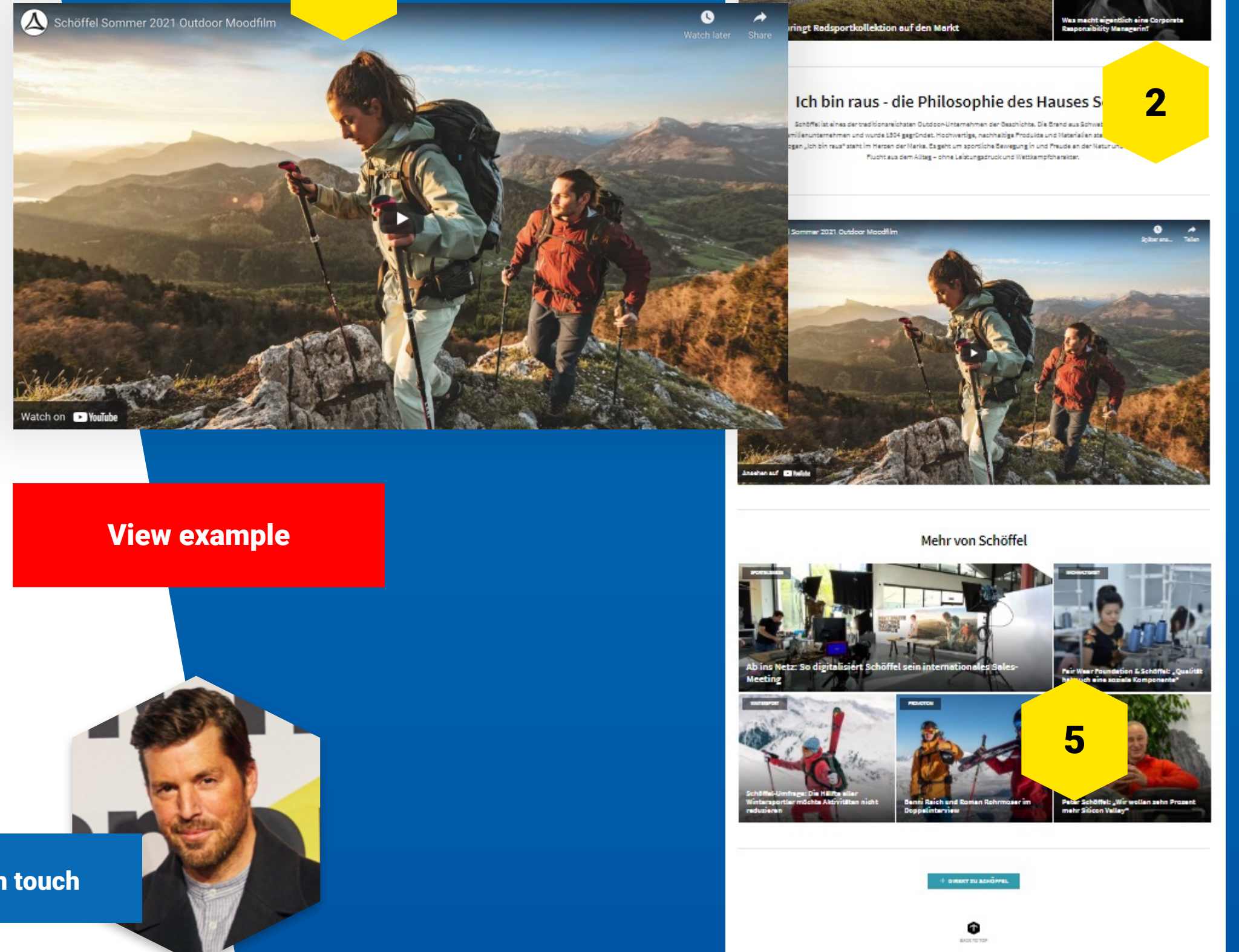
# Content

1. At least 3 native articles (can be expanded as required)
2. About-Us Intro to the brand
3. Video integration
4. Athlete integration
5. CTAs for your landing pages and shops
6. Editorial support
7. Add On options such as reach-push the brand channel page
8. Permanently available

## Regular

**Ab 12.500 Euro net**

German speaking



## Get in touch



# Heroes of Sports – Athlete Page

Integrate your products, CTAs / shop connections in the immediate social spheres of your athletes

## Content

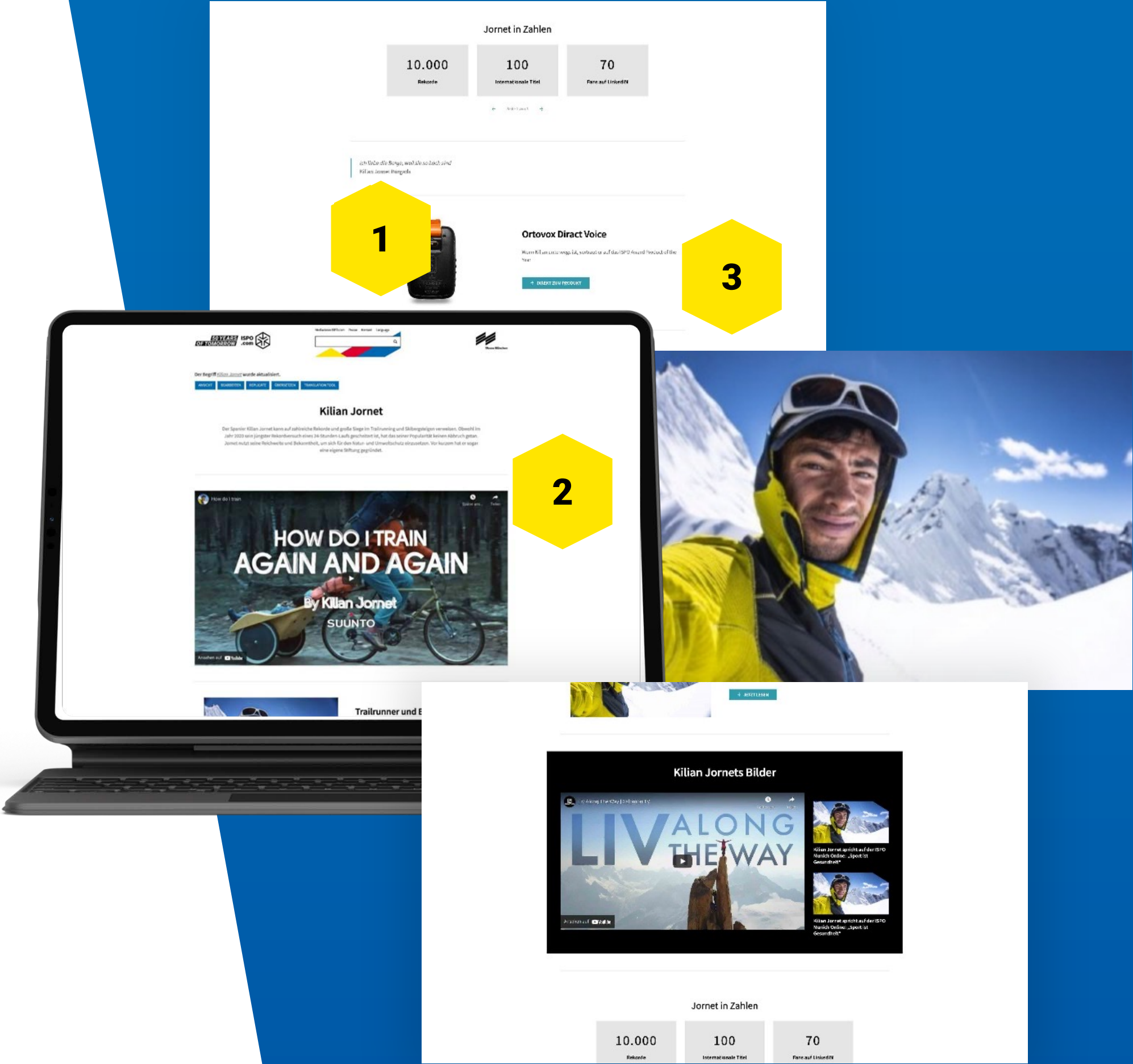
- 1. Products the athlete uses on a climb
- 2. Logo integration
- 3. CTAs with a shop connection if necessary
- 4. Duration 1 year

Three product placements (with one-time change),  
a CTA and a logo integration

Regular

5000 Euro net

(including 2 times range push of the athletes’ site)



# 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 and a separate SEO optimization with reach build-up. We guarantee systematic, long-term SEO traffic on Google Page 1 in german after 6 months at the latest, as well as long-term SEO traffic in english.

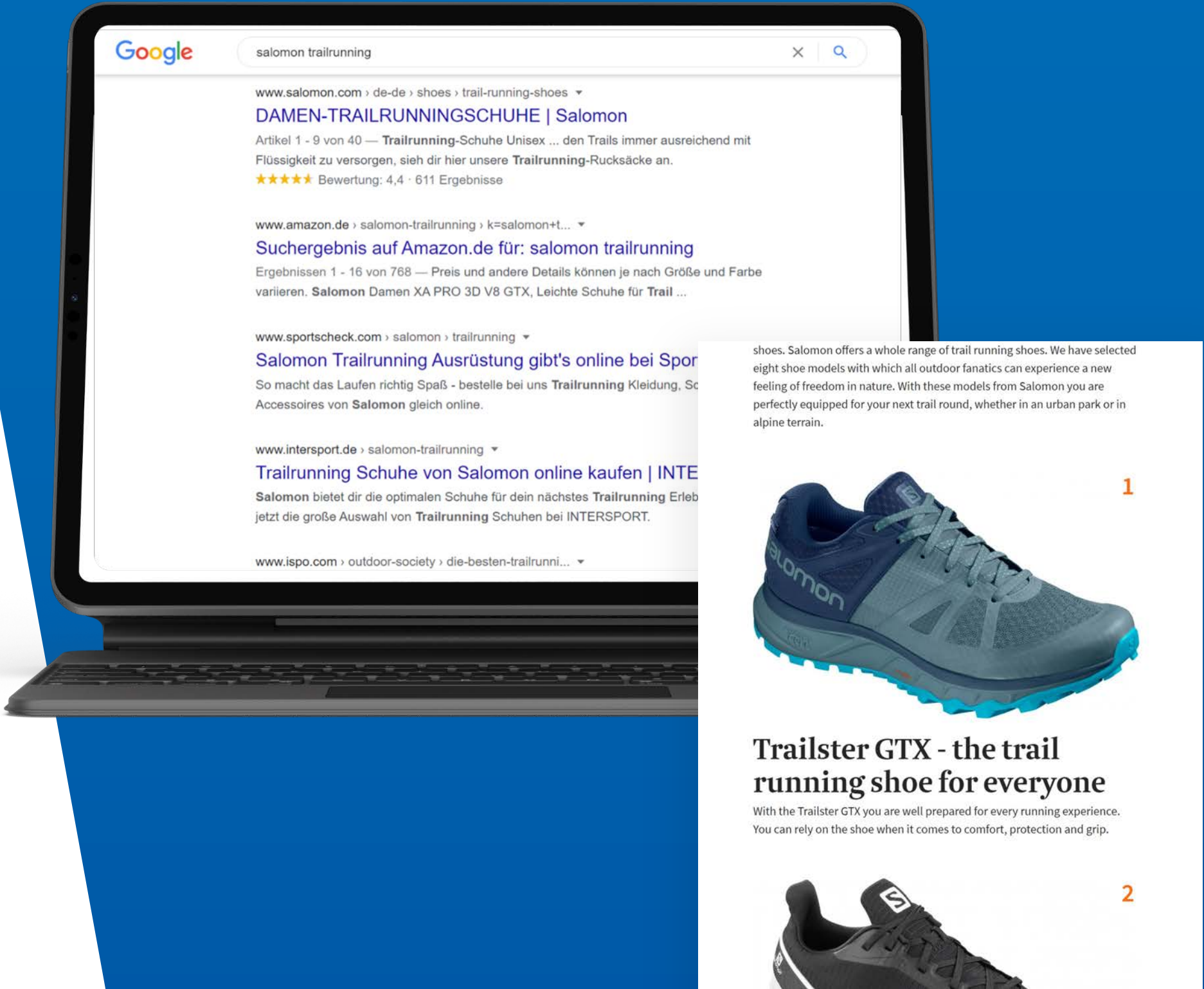
## Content

- Editorial advice
- targeted SEO traffic
- Editorial story
- Keywords as agreed
- Native advertising articles including content distribution

Google Page 1 promise within 6 months (DE)

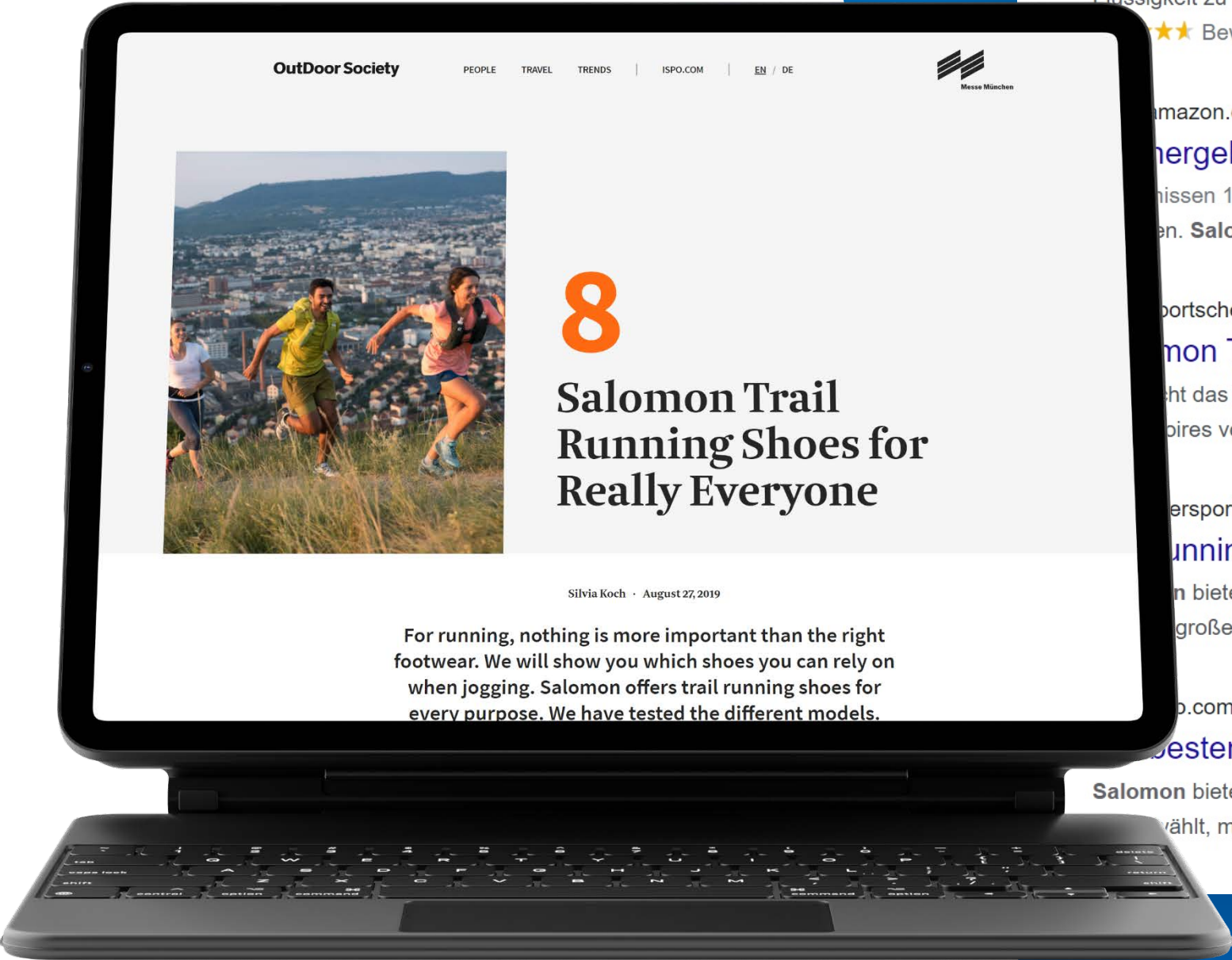
Regular

ab 8.999 Euro net





# Sales Package: Keyword Partnership + Future Reach



www.salomon.com › running › trail-running-advice

Trailrunning-Schuhe: Die richtige Wahl treffen? - Salomon

7 Schritte

1. Trailrunning ist eine Form des Langstreckenlaufs in der Natur. Oft unterscheidet man Trailru...
2. Der Unterschied zwischen Trail- und Road-Schuhen ist auf das Gelände zurückzuführen. Tr...
3. Fürs Trailrunning brauchst du Schuhe, die für unebenes Gelände konzipiert sind und die dir...

www.salomon.com › de-de › shoes › trail-running-shoes

DAMEN-TRAILRUNNINGSCHUHE | Salomon

Artikel 1 - 9 von 40 — Trailrunning-Schuhe Unisex ... den Trails immer ausreichend mit Flüssigkeit zu versorgen, sieh dir hier unsere Trailrunning-Rucksäcke an.

★ ★ Bewertung: 4,4 · 611 Ergebnisse

amazon.de › salomon-trailrunning › k=salomon+t...

Ergebnis auf Amazon.de für: salomon trailrunning

Ergebnisse 1 - 16 von 768 — Preis und andere Details können je nach Größe und Farbe variieren. Salomon Damen XA PRO 3D V8 GTX, Leichte Schuhe für Trail ...

sportscheck.com › salomon › trailrunning

Salomon Trailrunning Ausrüstung gibt's online bei SportScheck

Macht das Laufen richtig Spaß - bestelle bei uns Trailrunning Kleidung, Schuhe & Accessoires von Salomon gleich online.

intersport.de › salomon-trailrunning

Trailrunning Schuhe von Salomon online kaufen | INTERSPORT

Wir bieten dir die optimalen Schuhe für dein nächstes Trailrunning Erlebnis. Entdecke unsere große Auswahl von Trailrunning Schuhen bei INTERSPORT.

outdoor-society.com › outdoor-society › die-besten-trailrunni...

Die besten Trailrunning-Schuhe für jeden Laufstil - 8 Modelle ...

Salomon bietet hier eine ganze Palette Trailrunning-Schuhe. Wir haben acht Schuh-Modelle ausgewählt, mit denen alle Outdoor-Fanatiker ein neues Gefühl von ...

View example

# Sales Package Conversion Teaser

We will place your teaser in 2 or 5 articles on ISPO.com or on our network “Outdoor Society” that specifically fits your message/brand and offer advice 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.

## Content

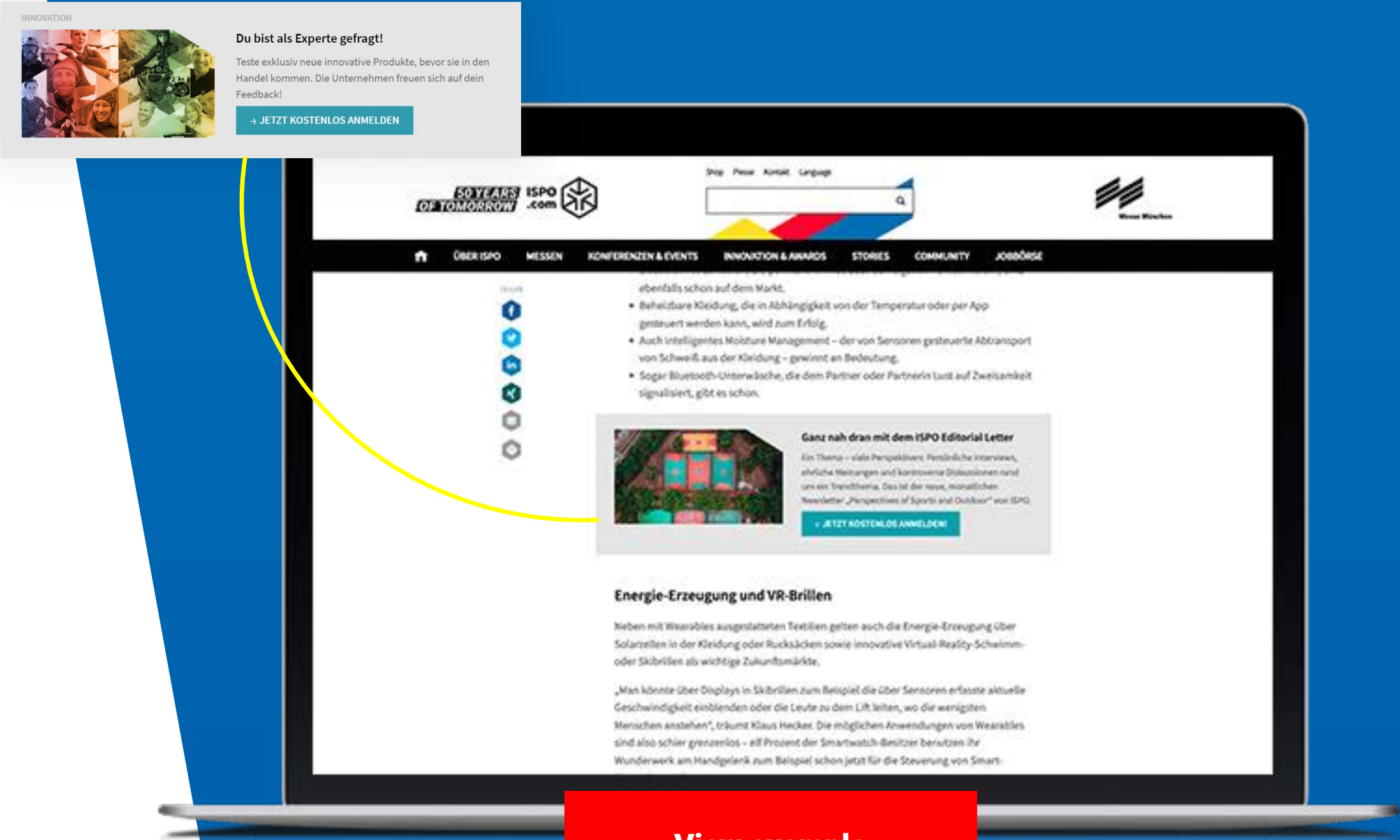
- Integration in an editorial context
- Target group-specific placement
- Sustainable reach

Teaser in 2 articles

900 Euro Net

Teaser in 5 articles

1.800 Euro Net



Get in touch



# Listicle article

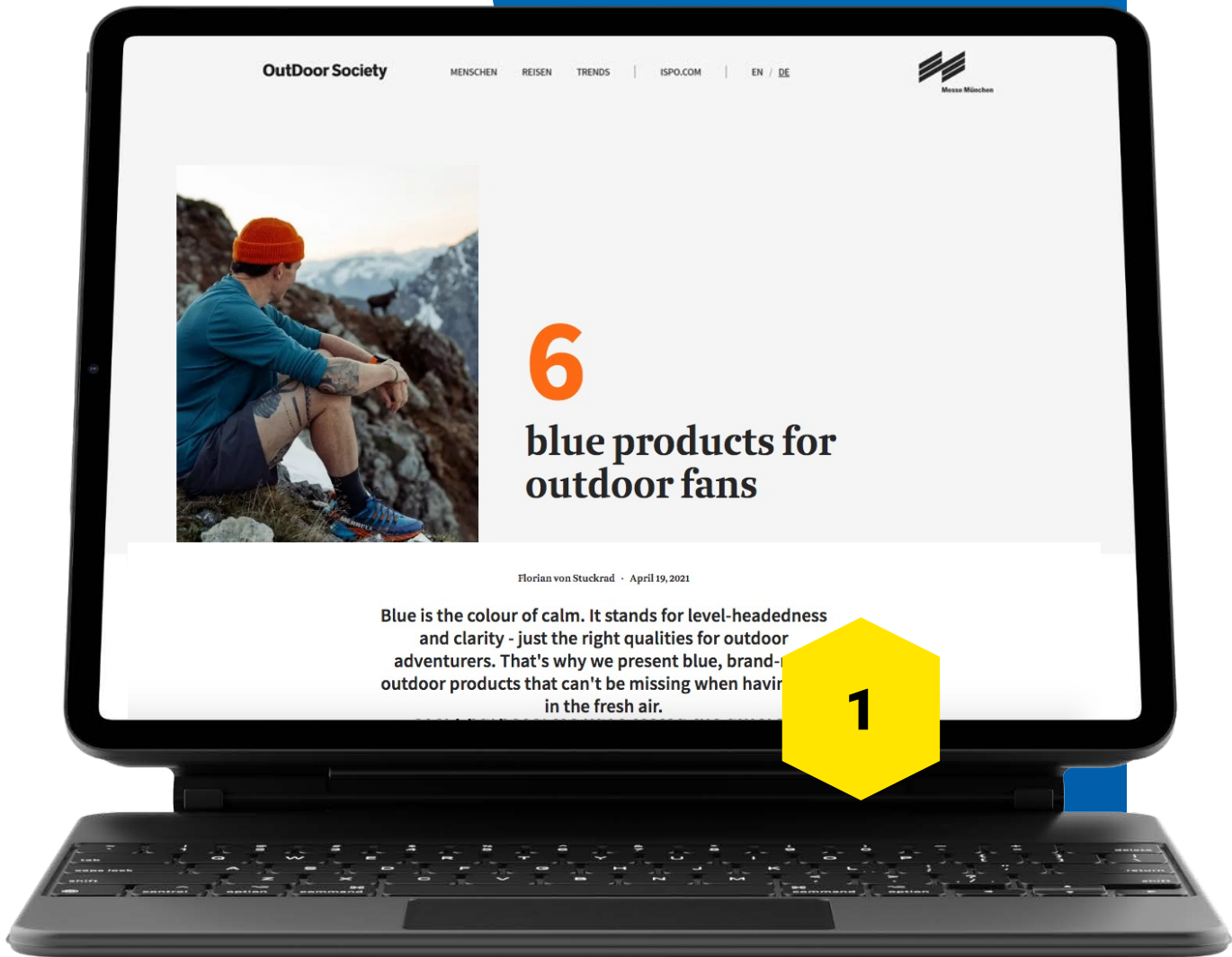
The perfect tool for end consumer communication or for the product-related collection overview for market entry.  
6-8 products with a common denominator are combined into one article and listed one below the other.  
Every product has a CTA.

## Content

- 1. Intro
- 2. Products
- 3. Links to your shop

Regular

From 2500 Euro net  
incl. content distribution via Outbrain



View example



1

2

### Hoka Challenger ATR 6

Als wahrer Alleskönner meistert der Challenger sowohl Trails als auch Straßen. Er ist zudem vegan produziert und präsentiert sich aus recyceltem REPREVE Garn, das aus aufbereitetem Plastik hergestellt wird. UVP: 130 Euro

[Hoka Challenger 6 ATR](#)



2

### Peak Performance Nightbreak Jacke

Der perfekte Schutz vor Wind und Wasser in einer sportlich geschnittenen, atmungsaktiven 2-Lagen-Jacke vereint. Kapuze, Saum und Ärmelbündchen sind verstellbar, dazu besteht die Peak Performance Nightbreak Jacke zu 51 Prozent aus recyceltem Polyester. UVP: 250 Euro

[Peak Performance Nightbreak Jacket](#)



3

### Oakley Encoder

Der neueste Wurf von Oakley ist dieser blaue Eyecatcher. Ob beim Biken, Laufen oder auf dem Golfplatz: Die Oakley Encoder verschafft mit der Prism Brillenglastechnologie für bessere Farb- und Kontrastsicht optimalen Durchblick, egal bei welchen Bedingungen. Die Aufprallschutz-Gläser sorgen zudem für höchste Sicherheit auch bei großer Krafteinwirkung. UVP: 228 Euro

[Oakley Encoder](#)

## Let's write history together!

Our team will help you to include messages and topics in unique stories.



Andreas Spies  
**Author**



Dr. Regina Henkel  
**Author**



Florian v. Stuckrad  
**Project Lead**



Conna  
**SEO-Expert**



Martina Wengenmeir  
**Author and Coordinator**

# Don't call it Advertorial!

**We take it sporty and keep as much of the effort as possible on us!**



# Performance

**On average, we reach around 5,000 readers for articles with a B2B2C orientation**

"The cooperation with the Ispo.com native team was straightforward, professional and well-founded, from clarifying the hard facts to the editorial implementation - this makes working together fun."

**- Ortovox**

"Bringing our brand initiatives to life on ISPO.com enables us to share our story and to connect with everyone who loves Outdoor sports, while enjoying the creative and fun process to work with the ISPO-Team."

**- Merrell**

"The cooperation between Schöffel and ISPO.com in the field of brand communication - both B2B and B2C - is based on a shared passion for activities and experiences in the great outdoors. We can rely on the ISPO.com team to skillfully use the ideal digital communication channels for our messages. The logical consequence: We achieve our KPI-based goals and the business relationship with the ISPO.com team becomes a long-term, reliable partnership. "

**- Schöffel**



# Contact

**For more information and  
individual advice please contact**

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