

Der ISPO Award-

Enhanced, improved & more international!

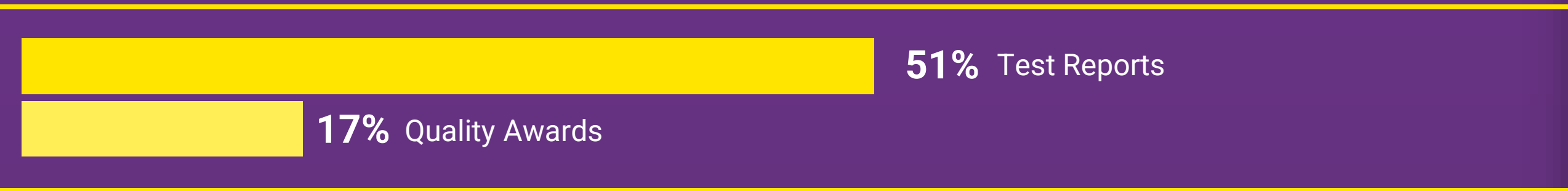
One of the most established awards in sport, the "ISPO Award", has been redesigned and is now available all year round at [ISPO.com](https://www.ispo.com). With this strategic positioning, the award will now be communicated via the high-reach, megatrend-oriented sports medium.



The most important improvement. The ISPO Award now combines editorial product review articles and a seal of quality in one.

How do you build enthusiasm for a product?

Most consumers are inspired by reviews and credible quality awards. With the revised ISPO Award, we are combining these two sources for new impulses.



ISPO Award

68%
Source of Inspiration

All year round, easier and with trade fair presence.



The new judging procedure makes the ISPO Award more credible.

Our independent editors meet quarterly with selected consumer experts from the ISPO Collaborators Club. Arguably the most desirable rating “Approved by Consumer” is thus ensured through the participation of our opinion leaders. This argument helps with sell-in.

The award procedure is standardized and enables an objective assessment.



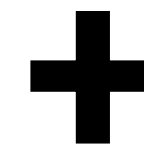
Andreas Spies
Author



Dr. Regina Henkel
Author



Dr. Martina Wengenmeir
Author and Coordinator



One award, but more attention thanks to many editorial specials.

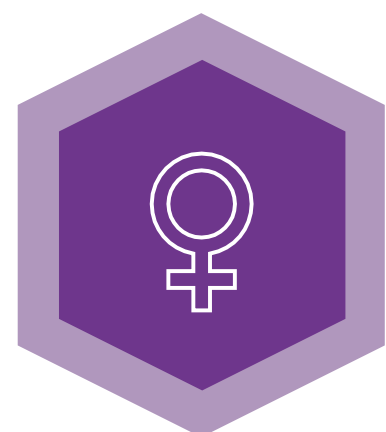
„Just“ one award! Clearer, objectively more comprehensible award process and automatic participation in the editorial curation „Editors Choice“, which is awarded in 6 subject areas (without additional costs) in the run-up to the trade fairs.

In addition, there is only one sales package with no hidden costs

Registration is possible all year round and the jury meeting takes place 4 times a year. By freely selectable embargo periods, you can plan the public announcement yourself but still use the ISPO Award for sell-in activities.



6 subject areas



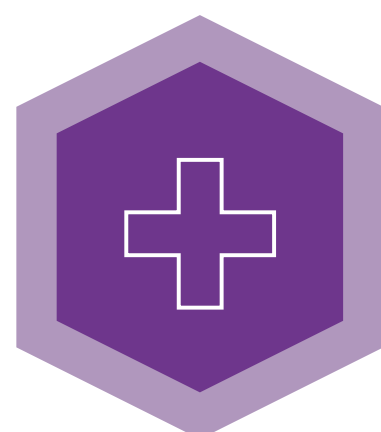
Women specific

Specially developed for women



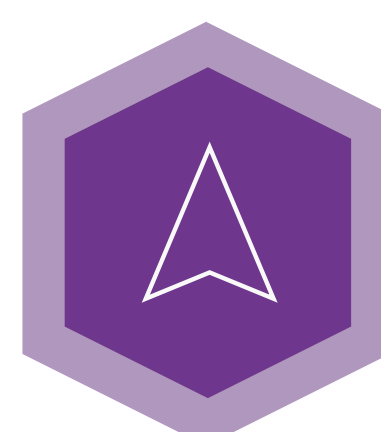
Sustainability

Sustainable production and long-lasting quality



Health

Health promoting products and services



Easy Entry

This is how you get started in sport



Digital & Connectivity

Digital solutions for sport



Design

Innovative and groundbreaking design

The consumerist "Public Choice" award

Just in time for ISPO Munich, the brand new Consumer Experts Foyers - the Collaborator Zones - will be presented with the Public Choice award among the award winners via live voting. Any award winner can take part if they want.

Approved by Consumer



Probably the most desirable rating
"Approved by Consumer" lifts the
product, that is most outstanding for the
assembled end consumers, to the top of
the list of awards.

The ISPO Award has a wider reach

Each award product receives its own product review article on Ispo.com, which, in addition to the organic reach of ISPO.com (over 300,000 uniques per month), is increased in reach through target-group-oriented content distribution. All ISPO Award winners are present on a landing page on ISPO.com for a whole year. They also benefit from our active press work and the high level of media interest, as well as the special attention we receive from dealers and consumers.

- **Over 300.000 Unique Users monthly**
- **Additional reach to the target group through integrated content distribution**
- **Publication in the new ISPO Award magazine (Buyer's Guide), which includes among other things, every trade fair visitor at ISPO Munich and OutDoor by ISPO receives.**



Top 5 countries by traffic



One offer All inclusive

1 Communications package

(Each award product receives a native advertising article and an editorial page in the award magazine)

2 Trade fair coverage

The product is presented as a highlight at the trade fair

3 Low handling fee for storage and returns

(also applies if not awarded)

4 No sign-up fee

5 Automatic translation in 3 languages

Additional languages will follow in the course of 2022

6 Countless benefits

[Learn more](#)

7 Automatic participation in Editor's Choice in desired categories

Package price: 5.900 Euro n/n*

* Those who do not win only pay a handling fee of 100 euros and still get the offer to book a heavily discounted native article on ISPO.com.

"Every award winner is required to book this communication package in the event of an award win"

Contact

**If you have any further questions,
please do not hesitate to contact us**



Florian v. Stuckrad
Project lead

Native Advertising
fvs@mpm-ag.de
+49 89 3929 4571



Christina Rabl
**Project Manager /
ISPO Collab. Club / ISPO Award**

Christina Rabl
rabl@ispo.com
+49 89 949-20193



Christoph Beaufils
**Brand strategist Consumer Goods
& Product Owner ISPO.com**

Christoph Beaufils
Christoph.beaufils@ispo.com