

ISPO.com Media Data 2021

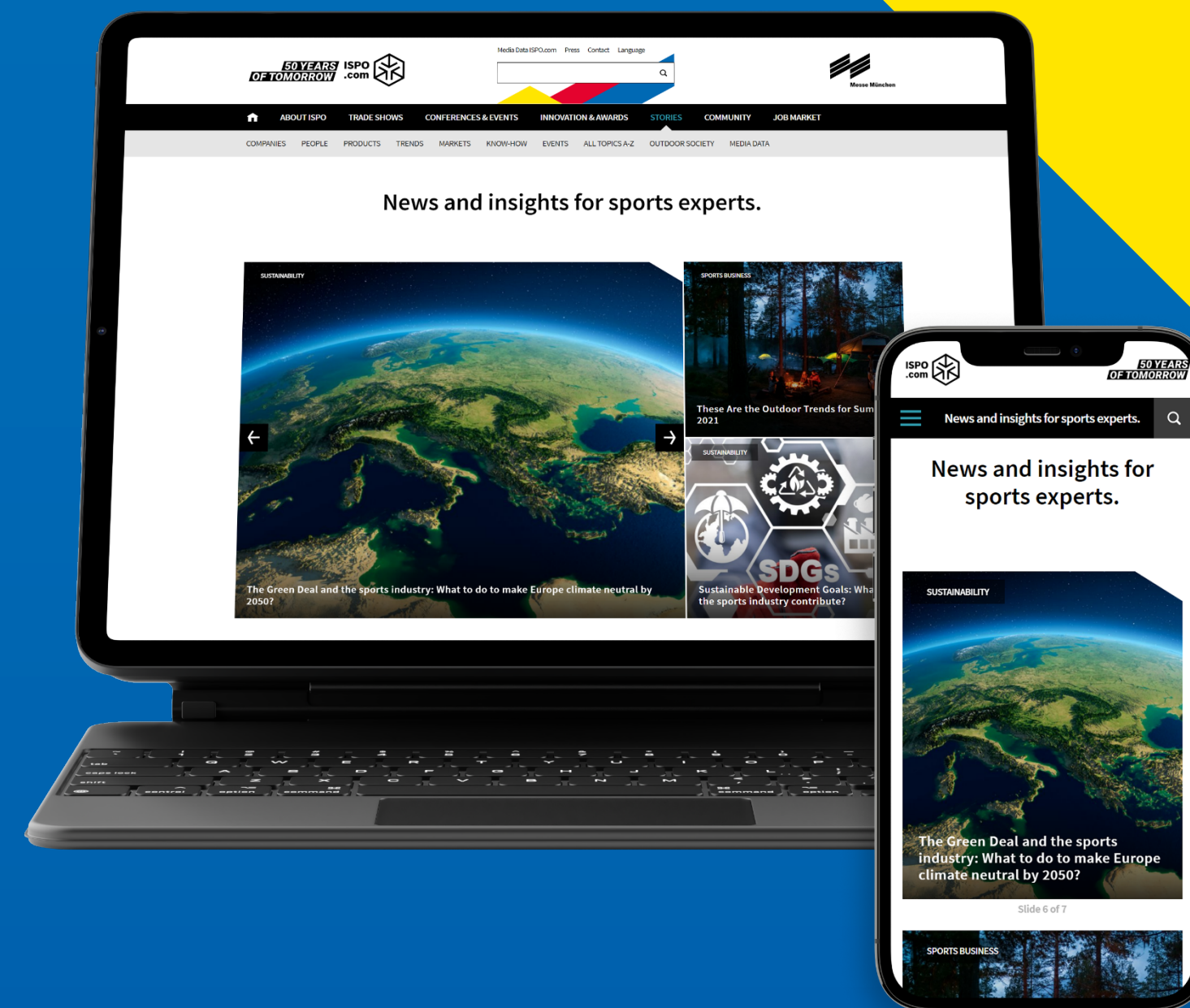
Let's write history together

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

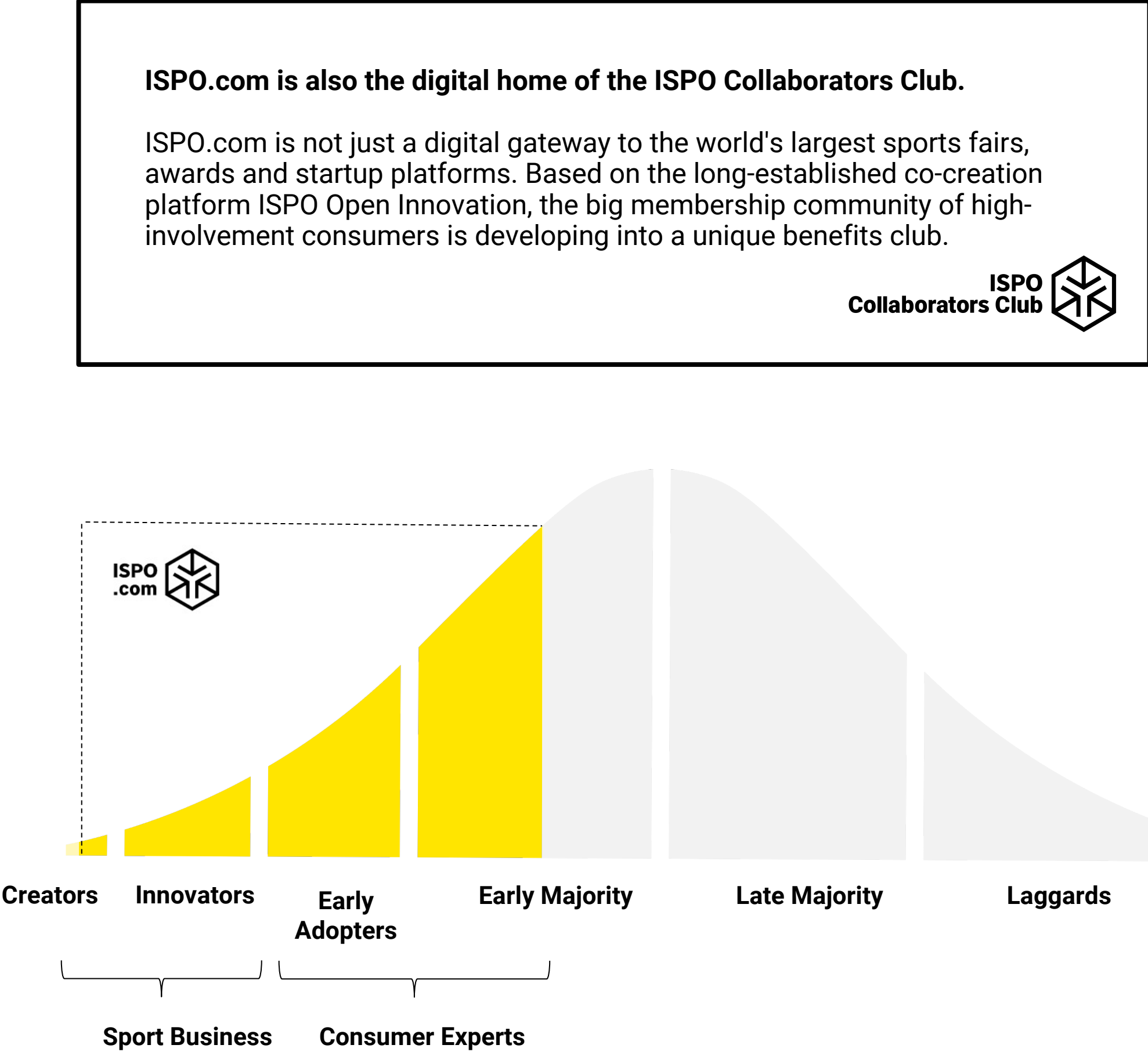
Editorial Letter
Subscribers

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.



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

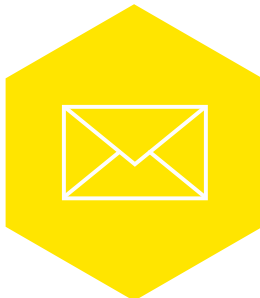
Facts and Figures



Target audience³

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

60% B2B
40% B2C



Newsletter³

> 40.000
Subscribers



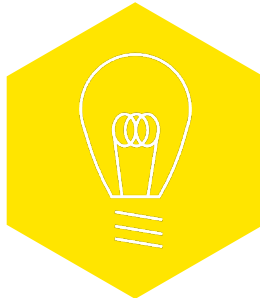
Tracking

65,7% Organic
14,3% Direct
9,4% Referral



Social Media Fans²

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



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

Meet our readers

Jobs

37% of all readers work in the sports industry



High net household income

42% have a household net income of more than 3,500 euros

26% have a household net income of more than 5,000 Euros



High consumer power

On average, ISPO.com readers buy a new sports article once a month



Sex

60% Male
40% Female



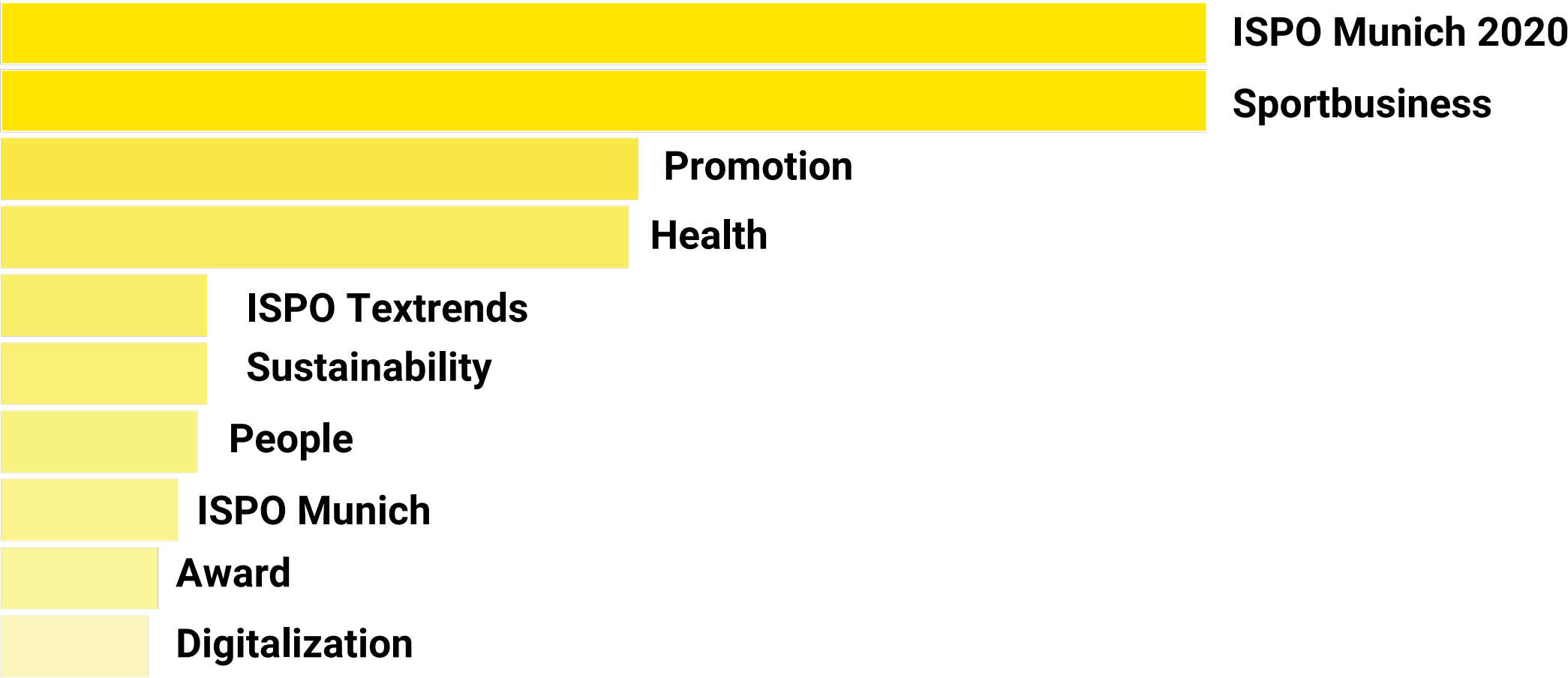
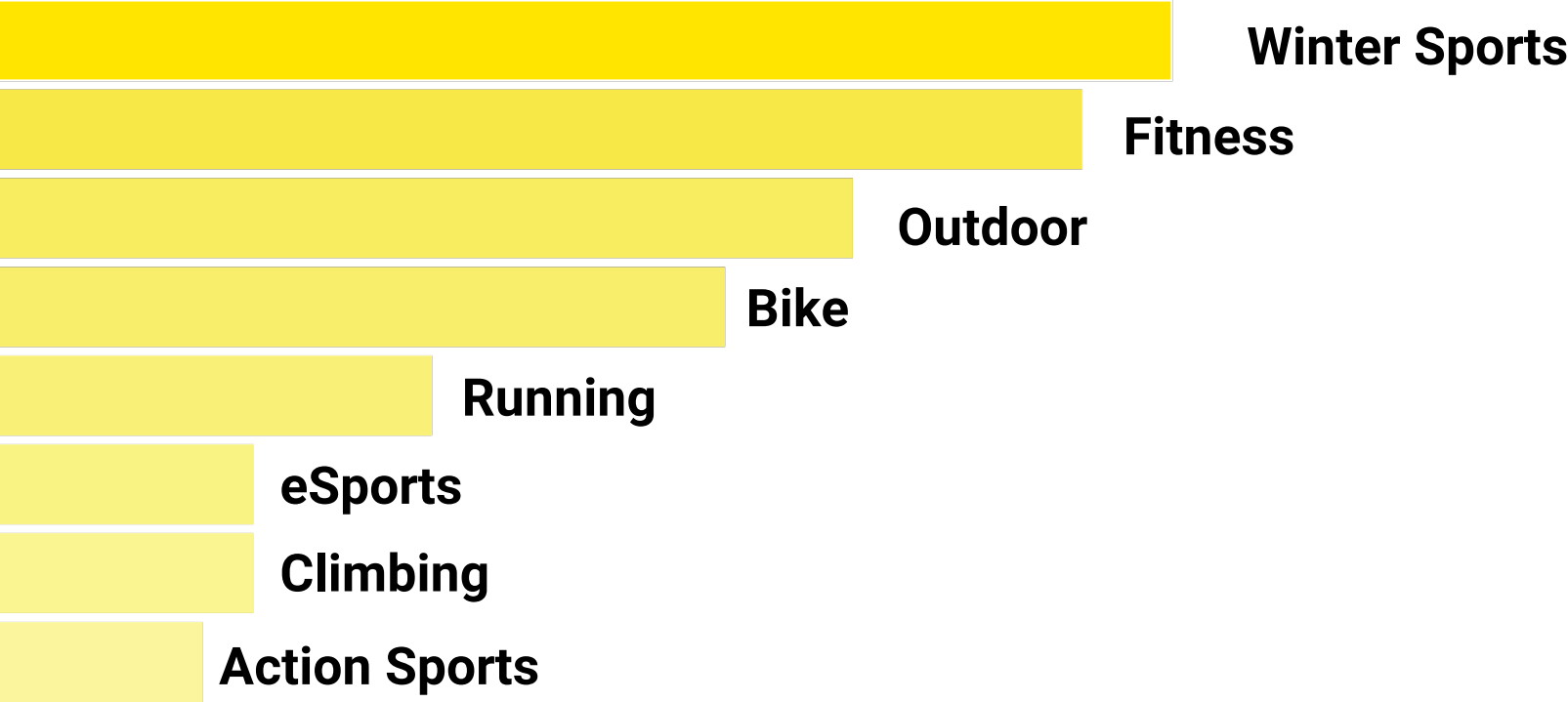
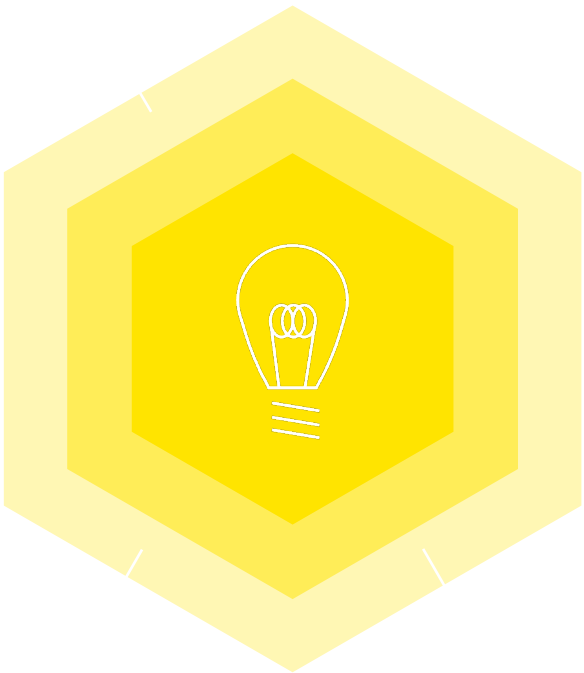
Age

65% of our readers are between 18 and 44 years old (90% are under 65 years old)

Most users come from a very active age group between 25 and 34 years (30%)



ISPO Top Interests 2020 (total)



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

Editorial focus topics for the year 2022



Karsten Lohmeyer

Editor in Chief



Andi Spies

Editor at Large



Heike Gallery



Franziska Kammleiter



Antonia Wille

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 talk to us if you want to be part of it or if you want to contribute a focus topic yourself.

April 2022 **We love biking: Freedom on two wheels.**
 ISPO.com dives into the big world of biking, talks to innovative companies and exciting personalities and looks at the challenges of a very special sport; one of the most sustainable and eco-friendly ways of transportation, apart from running.

May 2022 **Celebrate the Outdoors. Together.**
 The clock is ticking for probably the most important event of the OutDoor industry: The OutDoor by ISPO. On the way there we celebrate a sport which is more diverse and accessible than almost any other and inspires more and more people worldwide.

June 2022 **United by passion: The global impact of sports and the outdoors.**
 In June, OutDoor by ISPO presents the most important trends and innovations in outdoor sports and celebrates the sport. ISPO.com shows how these trends influence the global world of sport and how sport unites the whole world. We also discover trends and inspirations from all corners of the globe.

July 2022 **Summer time, summer sports:
 Welcome to the not so lazy days of summer.**

Sun, beaches, the sea, lakes, mountains or the city: The most beautiful time of the year is just around the corner! What can an exciting (sporty) summer look like in times of the fading pandemic? Where does a sports-loving family travel to? Which gadgets, accessories and utensils belong in the luggage? How can you sportify your vacation at home? And which trend sports must be tried out – by the young and old?

August 2022 **Megatrend Health: Resilience, regeneration und mental health.**
 What makes a good athlete? It's not just the performance that leaves us all amazed. Anyone who constantly performs at their best in front of thousands of people needs one thing above all: Mental strength and resilience. The ability to keep an eye on your physical and mental health and to plan enough time for regeneration.

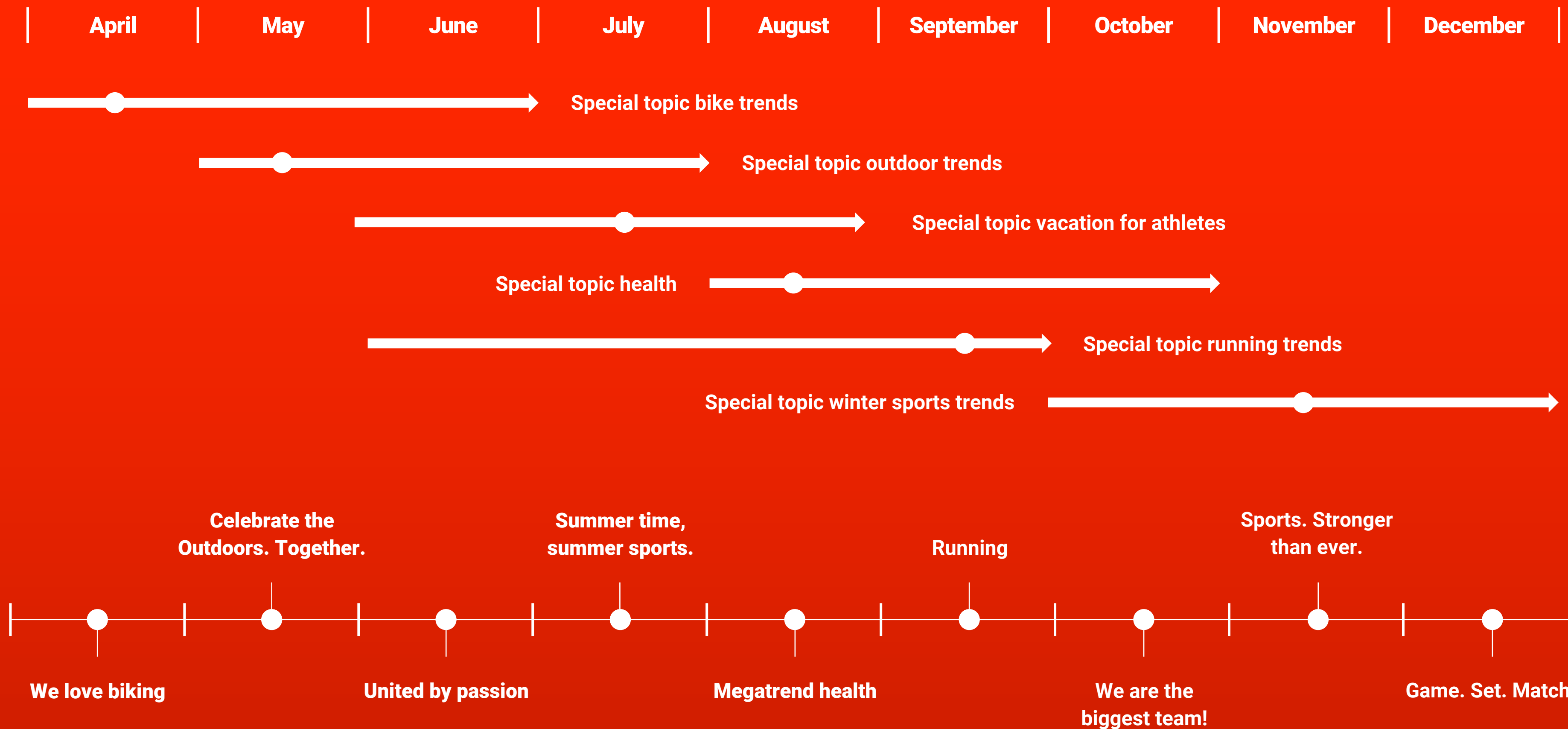
September 2022 **Running: The megasport that outruns almost anything.**
Trail running in the urban jungle or forest thicket, mindful jogging, charity runs, runcation (a mix of running and vacation), ultra trail, mud runs – running as a popular sport has been developing for years. Fitness trails are so yesterday. Although: Even here a revival is to be observed.

October 2022 **The month of anticipation.**
October is all about anticipation for the world's biggest sports show. It shows how networking is especially relevant in sports - both for the global sports business and all the people who share our passion for sports. ISPO.com demonstrates how important the exchange in real life and the virtual world is for everyone who loves sports and is looking for professional exchange, sporting competition and inspiration.

November 2022 **Sports. Stronger than ever: ISPO Munich 2022.**
ISPO Munich is where trends are made and the future of sports is shaped. Our editorial team delivers key insights from the sports industry's biggest event. We make innovations tangible, talk to managers, developers, designers, athletes, and thought leaders - and carry the spirit of ISPO into the digital world. In doing so, we reach not only business decision-makers, but also all those end consumers who can hardly wait for the innovations shown at ISPO Munich to hit the market.

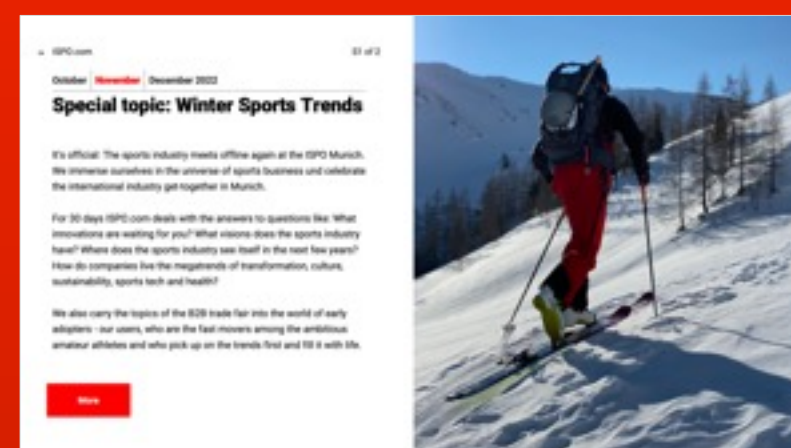
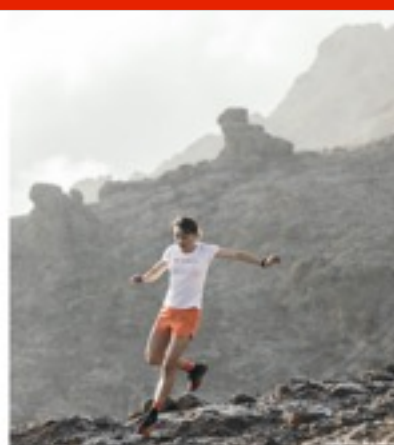
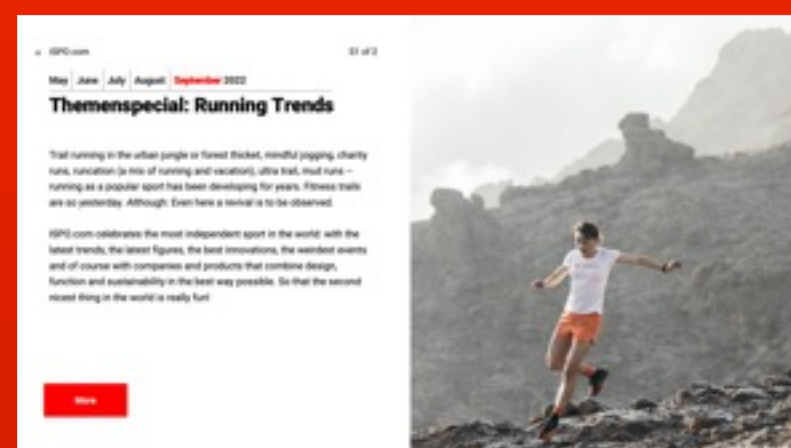
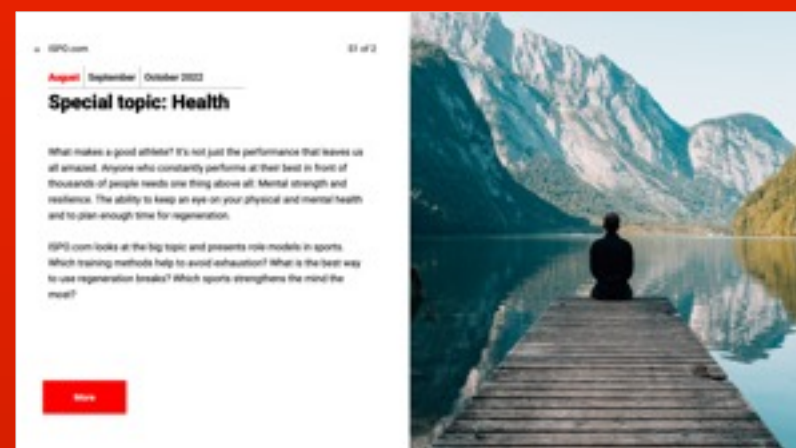
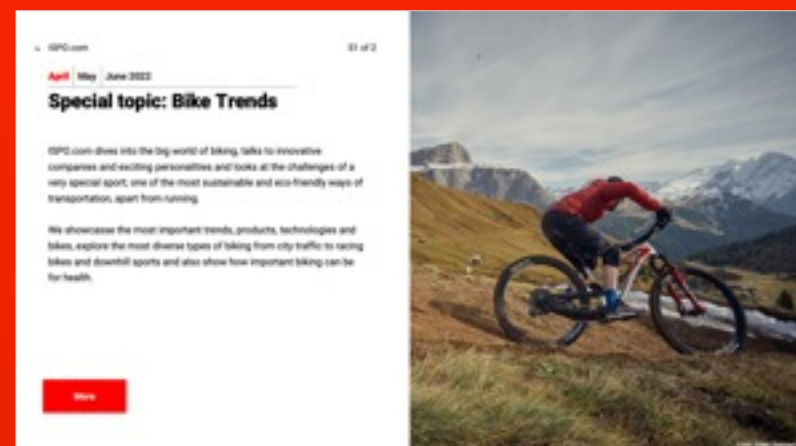
December 2022 **Game. Set. Match. How we achieve our goals in life and sports.**
Sports training doesn't work without goals, or does it? Do goals in the world of sports differ from the ones in the professional world? Is it possible to train sports and professional success equally? What influence does performance in sports have on professional careers? Are athletes the better employees? How important are goals actually and what do numbers have to do with it? Which sport makes achieving goals more easily?

Timeline 2022



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.

April | May | June 2022

Special topic: Bike Trends

ISPO.com dives into the big world of biking, talks to innovative companies and exciting personalities and looks at the challenges of a very special sport; one of the most sustainable and eco-friendly ways of transportation, apart from running.

We showcase the most important trends, products, technologies and bikes, explore the most diverse types of biking from city traffic to racing bikes and downhill sports and also show how important biking can be for health.

[More](#)



April | May | June 2022

Special topic: Bike Trends

Megatrends

Sustainability

Sports Tech

Health

Sample topics:

- Sustainable commuting as the goal of a new mobility.
- Adrenaline kick on 2 wheels: Why we are constantly looking for it and which bike innovations help us get it.
- Chasing records: Hunger for competitions and races after lock-down greater than ever.
- Functional and business-compliant: This is how urban commuters dress.

Especially suited for :

Bike brands, bike clothing , apps, tourism regions, wearables, helmets, lighting, racing, insurance and many more.

[Find all packages here](#)

[Back](#)

Use the editorial environment
for storytelling through native advertising



May | June | July 2022

Special topic: Outdoor Trends

The clock is ticking for probably the most important event of the OutDoor industry: The OutDoor by ISPO. On the way there we celebrate a sport which is more diverse and accessible than almost any other and inspires more and more people worldwide.

We show trends and innovations, talk to makers from the industry and athletes who push boundaries. We also offer insight into important social impulses coming from the outdoor industry and what opportunities outdoor sports offer to influence our world for the better.

[More](#)



May | June | July 2022

Special topic: Outdoor Trends

Megatrends

- Transformation
- Culture
- Sustainability
- Sports Tech
- Health

Sample topic:

- Focus on sustainability: The biggest trends and innovations at Outdoor by ISPO.

Especially suited for:

Outdoor brands, exhibitors at Outdoor by ISPO, tourism associations and many more.

Use the editorial environment
for storytelling through native advertising

Find all packages here

Back



June | **July** | August 2022

Special topic: Vacation for Athletes

Sun, beaches, the sea, lakes, mountains or the city: The most beautiful time of the year is just around the corner! What can an exciting (sporty) summer look like in times of the fading pandemic? Where does a sports-loving family travel to? Which gadgets, accessories and utensils belong in the luggage? How can you sportify your vacation at home? And which trend sports must be tried out – by the young and old?

ISPO.com shows you the most innovative ways to go on vacation, looks at trend sports and reveals how sports companies make kids and parents happy with their products and services in the long term! Here's to an unforgettable summer with lots of adventure!

[More](#)



Special topic: Vacation for Athletes

Megatrends

- Sustainability
- Sports Tech
- Health

Example topics:

- Destinations for sports: World capitals of sport.
- Trend workcation: Working and sports in paradise.
- Caravanning and staycation: Corona strengthens vacations in local recreation areas.
- Deceleration instead of pedal to the metal: Yoga and retreats are very trendy.
- Beauty and Body Care: Sustainable care for athletes.
- Golf: Happiness boost for the mind and a deceleration guarantee.

Especially suited for:

Tourism associations, destinations, hotels, campers, camping accessories, apps, insurance companies, tour operators and services and many more.

Find all packages here

Back

Use the editorial environment
for storytelling through native advertising



August | September | October 2022

Special topic: Health

What makes a good athlete? It's not just the performance that leaves us all amazed. Anyone who constantly performs at their best in front of thousands of people needs one thing above all: Mental strength and resilience. The ability to keep an eye on your physical and mental health and to plan enough time for regeneration.

ISPO.com looks at the big topic and presents role models in sports. Which training methods help to avoid exhaustion? What is the best way to use regeneration breaks? Which sports strengthens the mind the most?

[More](#)



Special topic: Health

Megatrends

- Culture
- Sports Tech
- Health

Example trends:

- Healthy eating and supplements: That's how you keep fit.
- Ski training and preparation: How to prevent injuries.
- The specialists: The best doctors for sports injuries of all kinds.

Especially suited for:

Dietary supplement manufacturers, training equipment manufacturers, fitness studios, doctors, clinics, insurance companies and many more.

Find all packages here

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Use the editorial environment
for storytelling through native advertising



May | June | July | August | **September 2022**

Themenspecial: Running Trends

Trail running in the urban jungle or forest thicket, mindful jogging, charity runs, runcation (a mix of running and vacation), ultra trail, mud runs – running as a popular sport has been developing for years. Fitness trails are so yesterday. Although: Even here a revival is to be observed.

ISPO.com celebrates the most independent sport in the world: with the latest trends, the latest figures, the best innovations, the weirdest events and of course with companies and products that combine design, function and sustainability in the best way possible. So that the second nicest thing in the world is really fun!

[More](#)



Themenspecial: Running Trends

Use the editorial environment
for storytelling through native advertising

Megatrends

- Transformation
- Culture
- Sustainability
- Sports Tech
- Health

Example topics:

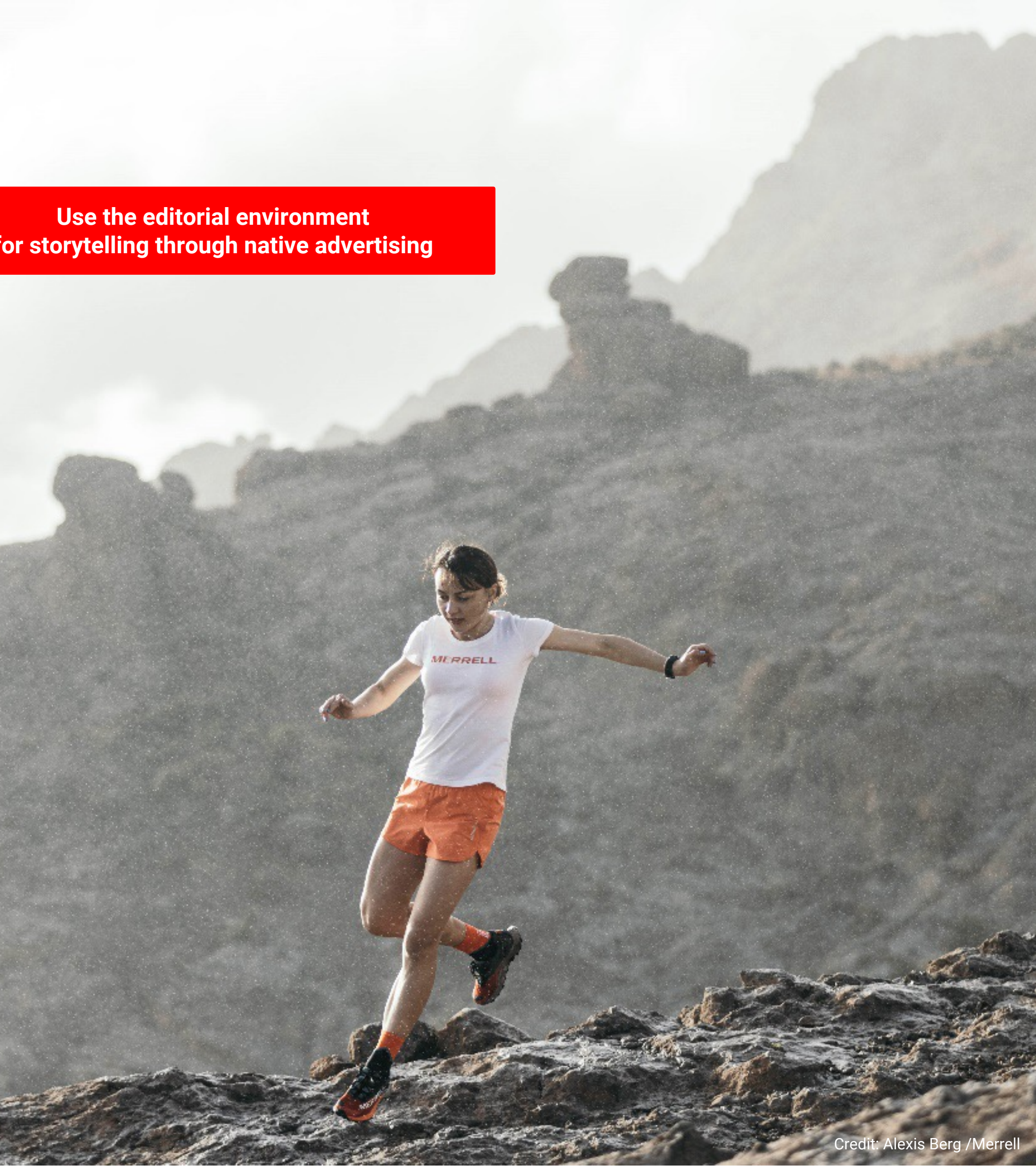
- Exploring, runcation, ultra trail! The popular sport of “running” is reinventing itself.
- Chasing records: Hunger for competitions and races after lock-down greater than ever.
- Shoe highlights: These are the best shoes for the respective area of application.

Especially suited for:

Running shoe brands, running apparel, apps, wearables, helmets and many more.

Find all packages here

Back



October **November** December 2022

Special topic: Winter Sports Trends

It's official: The sports industry meets offline again at the ISPO Munich. We immerse ourselves in the universe of sports business und celebrate the international industry get-together in Munich.

For 30 days ISPO.com deals with the answers to questions like: What innovations are waiting for you? What visions does the sports industry have? Where does the sports industry see itself in the next few years? How do companies live the megatrends of transformation, culture, sustainability, sports tech and health?

We also carry the topics of the B2B trade fair into the world of early adopters - our users, who are the fast movers among the ambitious amateur athletes and who pick up on the trends first and fill it with life.

[More](#)



October **November** December 2022

Special topic: Winter Sports Trends

Megatrends

Transformation

Culture

Sustainability

Sports Tech

Health

Example topics:

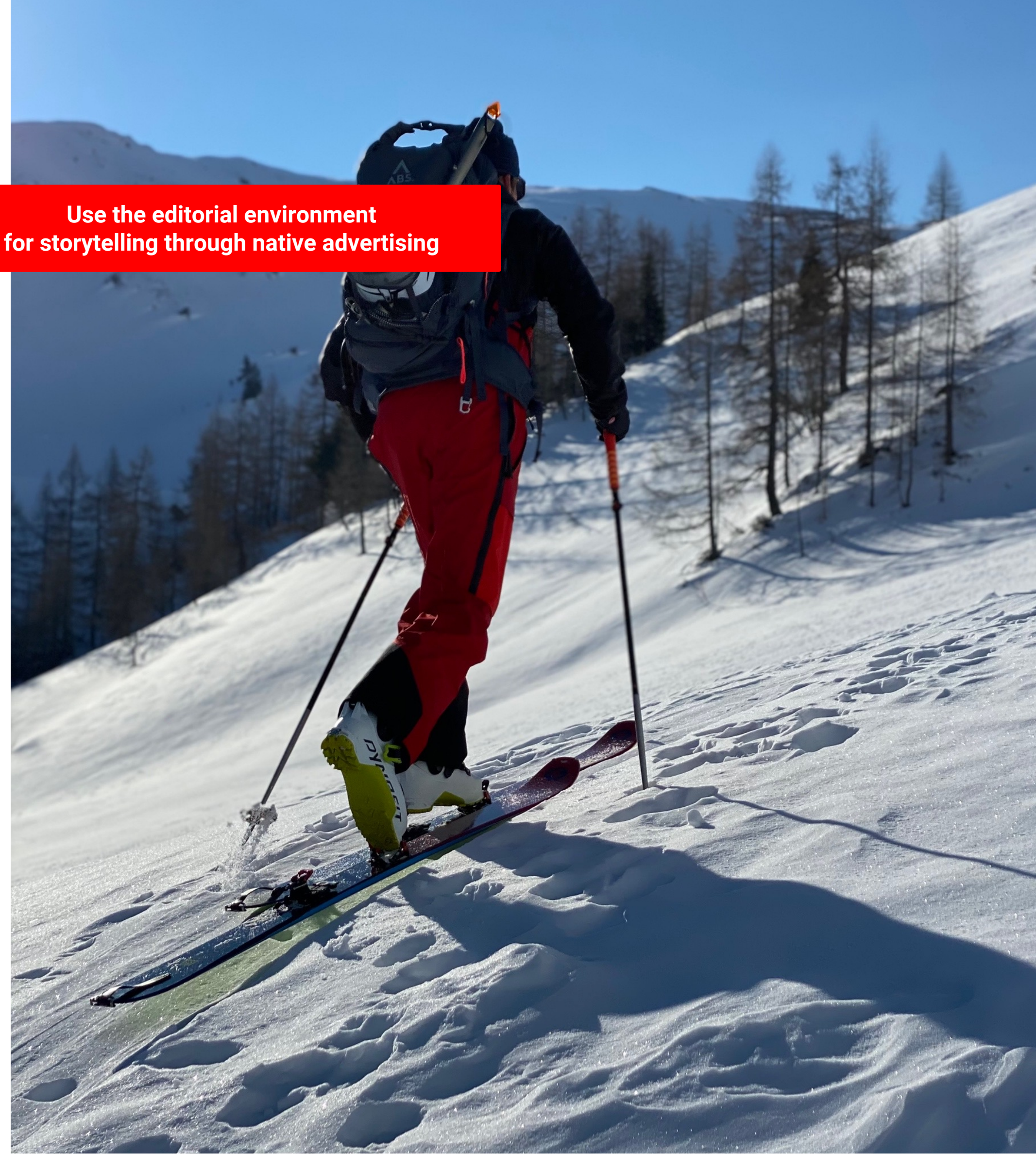
- Life-saving innovations from the snow-safety sector.
- Cross-country skiing reloaded: Scandinavian trend cross-country and the reminiscence of skating.
- Sustainable trends for winter sports in 2023.
- Winter caravanning: Sustainable winter vacations for individualists away from the hustle and bustle of the crowds.
- Mobility in winter: How to get to the ski area sustainably.
- Let me entertain you: Enjoy winter sports at home with these devices.

Especially suited for:

Winter sports innovations, ski brands, ISPO Munich exhibitors, snow safety brands, outerwear brands, tourism associations and destinations, hotels, apps, mobility, services and many more.

[Find all packages here](#)[Back](#)

Use the editorial environment
for storytelling through native advertising



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 image.

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.

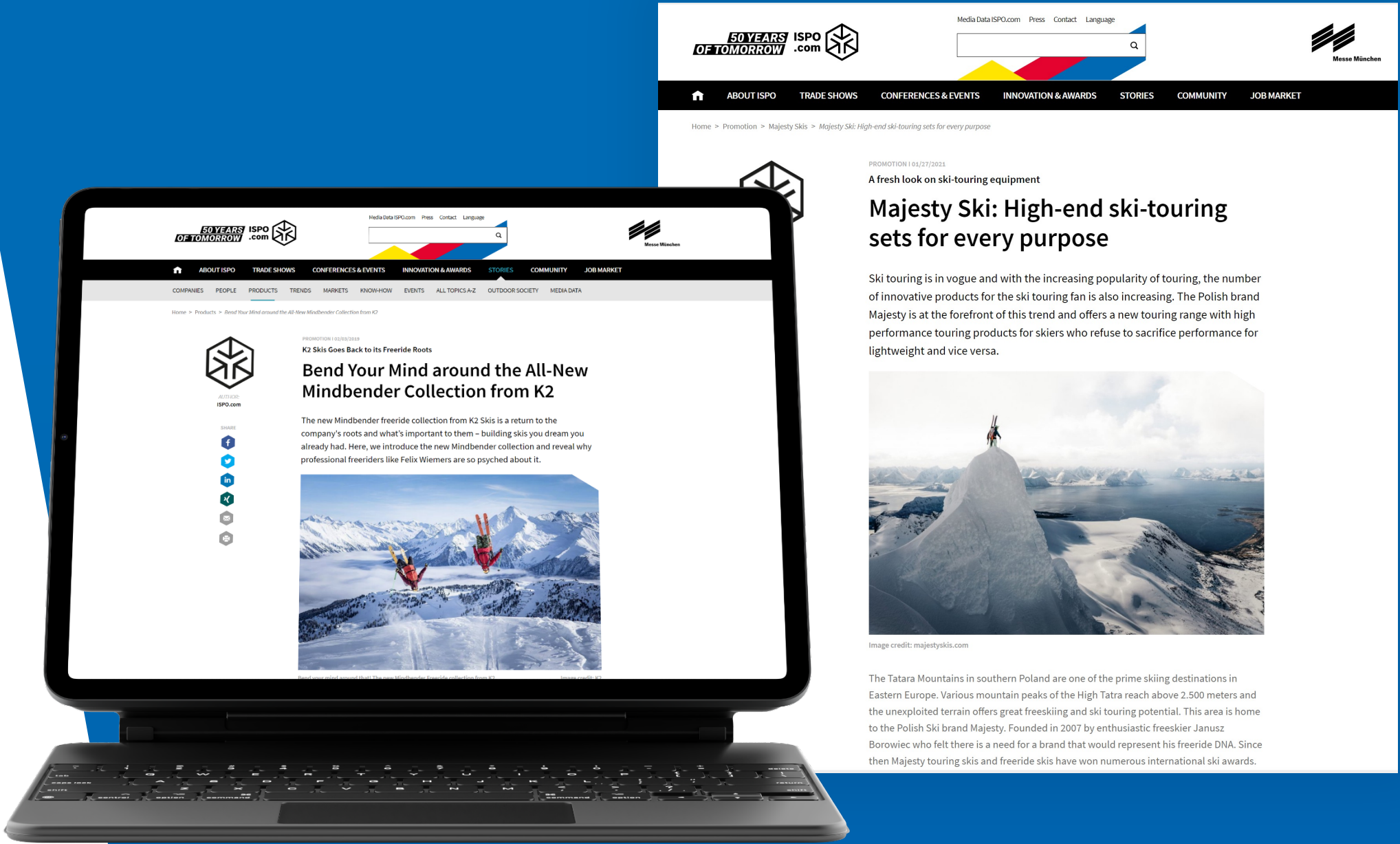
In cooperation with our content distribution, which covers 80% of the world's premium publishers, we create an individual and harmonious adaptation of the native ads in the editorial content. With your own landing page, we enable you to get relevant reach across the whole network SEO-optimized and visible.

- 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



Get in touch



Regular

4.200 Euro net
German speaking

5.000 Euro net
German/English speaking

Add-On

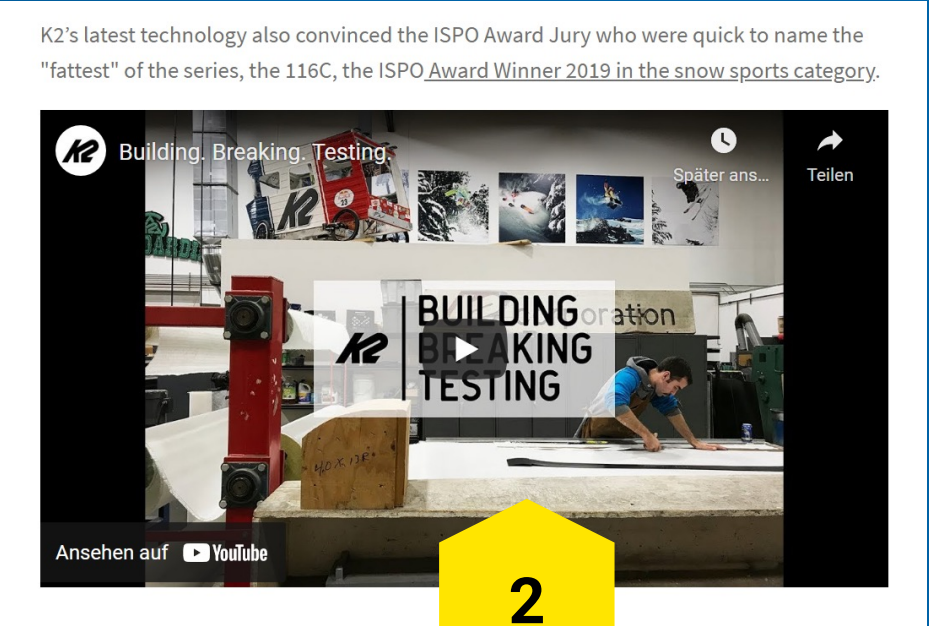
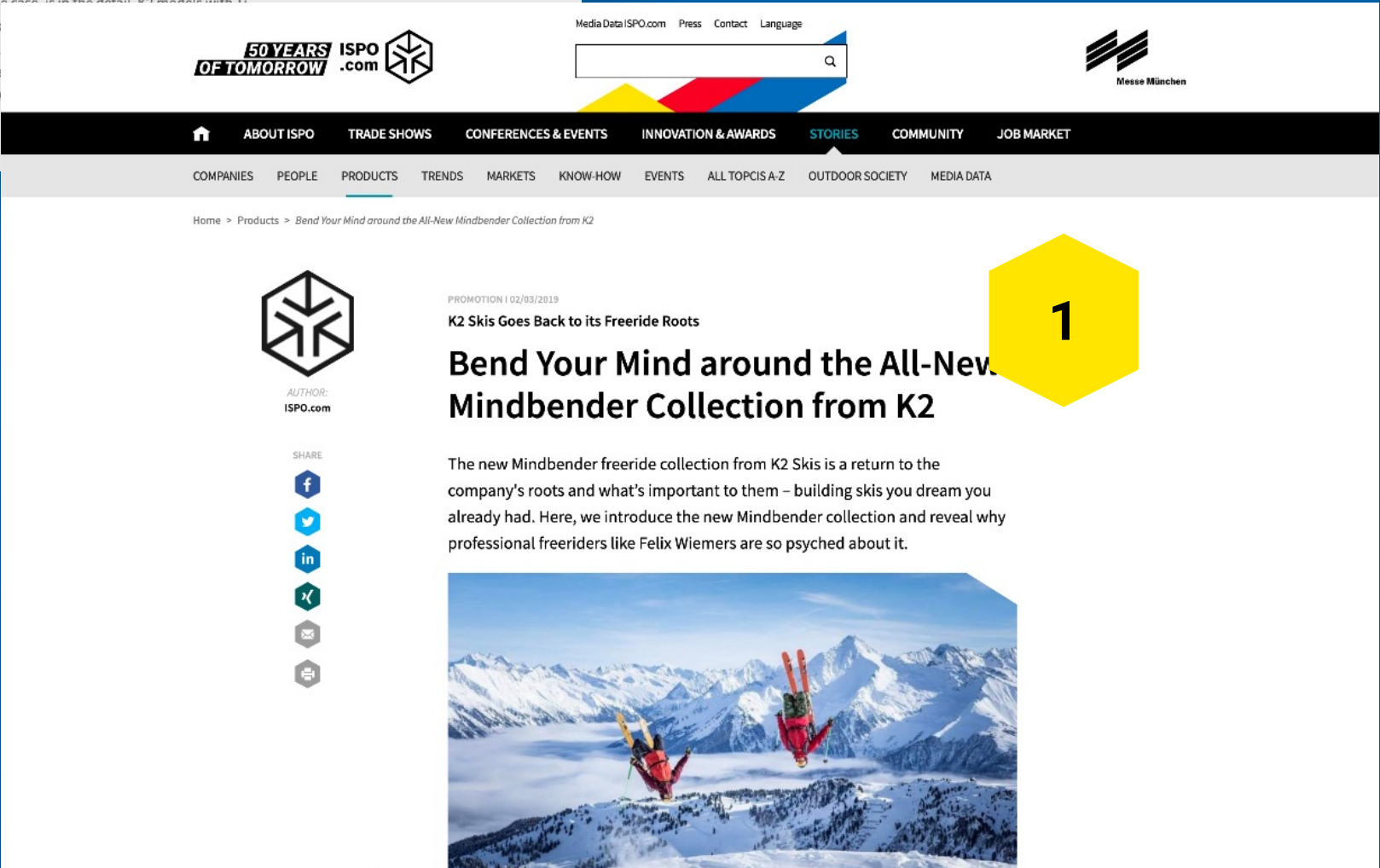
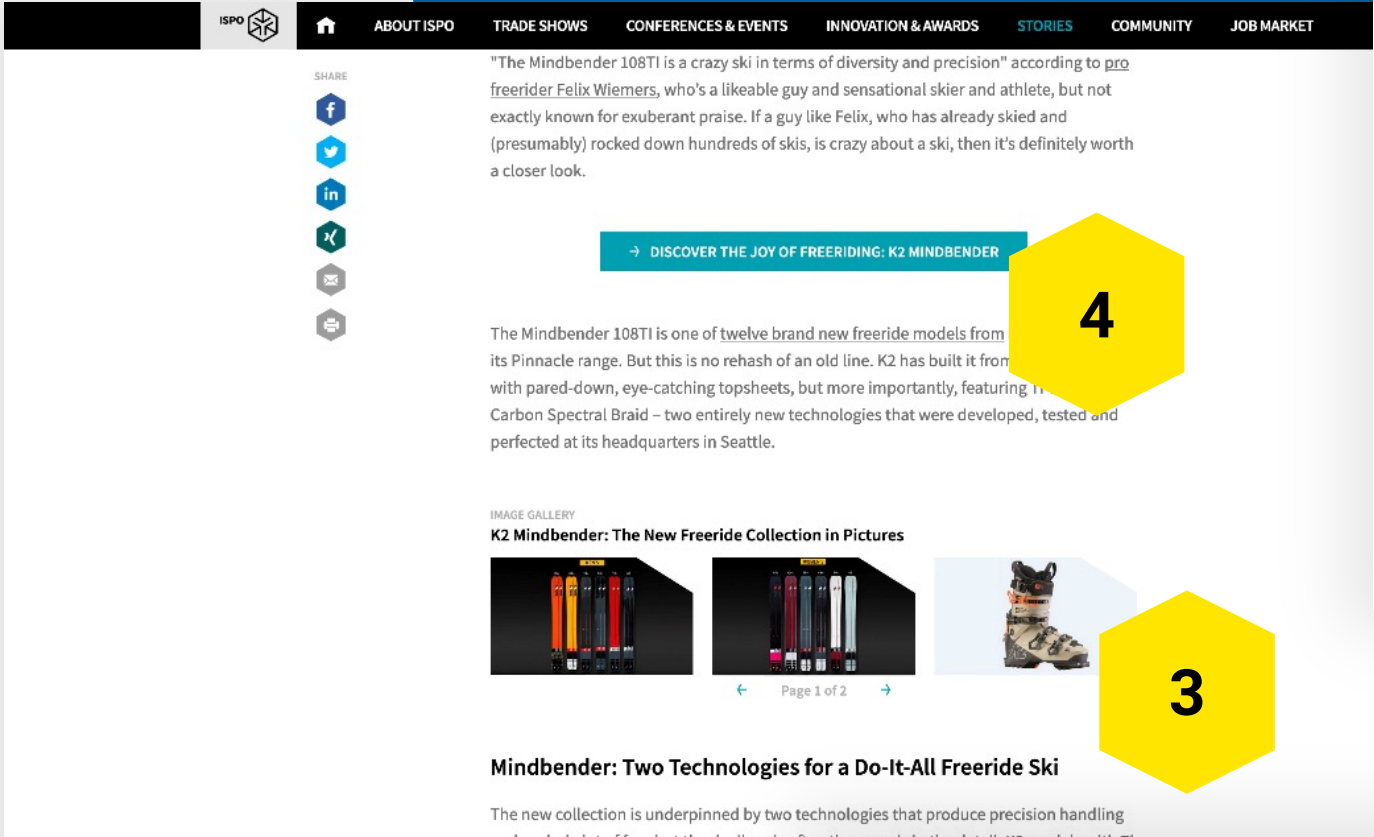
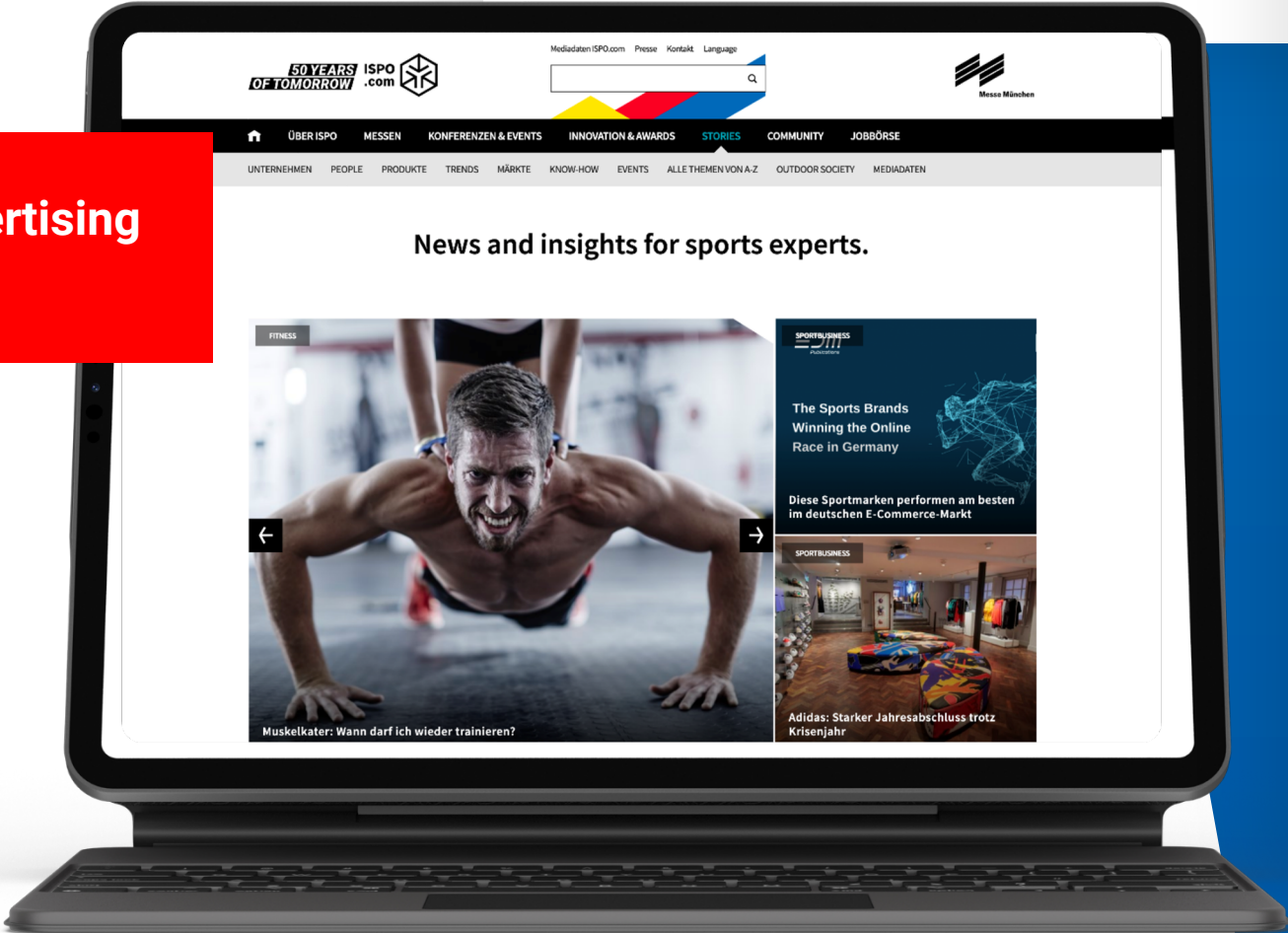
1.500 Euro net
additional B2B or B2C Push Option

Sales Package: Native Advertising

Content

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

6 fantastic opportunities for native advertising on ISPO.com and examples



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

1

Willkommen auf der Schöffel-Partnerseite




Mit Human-Centric Design zu innovativen Produkten

Was macht eigentlich eine Corporate Responsibility Managerin?

3

Schöffel Sommer 2021 Outdoor Moodfilm



Watch later Share

Watch on YouTube


2

Ich bin raus - die Philosophie des Hauses S


Schöffel ist eines der traditionsreichsten Outdoor-Unternehmen der Geschichte. Die Brand aus Schöffel ist ein Familienunternehmen und wurde 1954 gegründet. Hochwertige, nachhaltige Produkte und Materialien stehen im Zentrum der Marke. Es geht um sportliche Bewegung in und Freude an der Natur und um die Flucht aus dem Alltag – ohne Leistungsdruck und Wettbewerbsstress.

5


Mehr von Schöffel



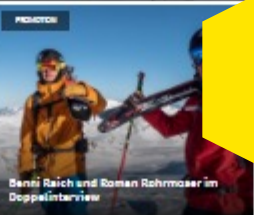
Ab ins Netz: So digitalisiert Schöffel sein internationales Sales-Meeting



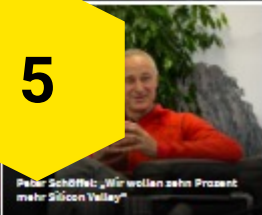
Für Wear Foundation & Schöffel: Qualität durch eine soziale Komponente



Schöffel-Unterwegs: Die Heide aller Winterpartner möchte Andaräben nicht missen




Benji Reichert Roman Rohrmoser im Doppelinterview



Per Schöffel: „Wir wollen sein Präsent mehr Böden Valley“

Get in touch



Heroes of Sports – Athlete Page

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

Content

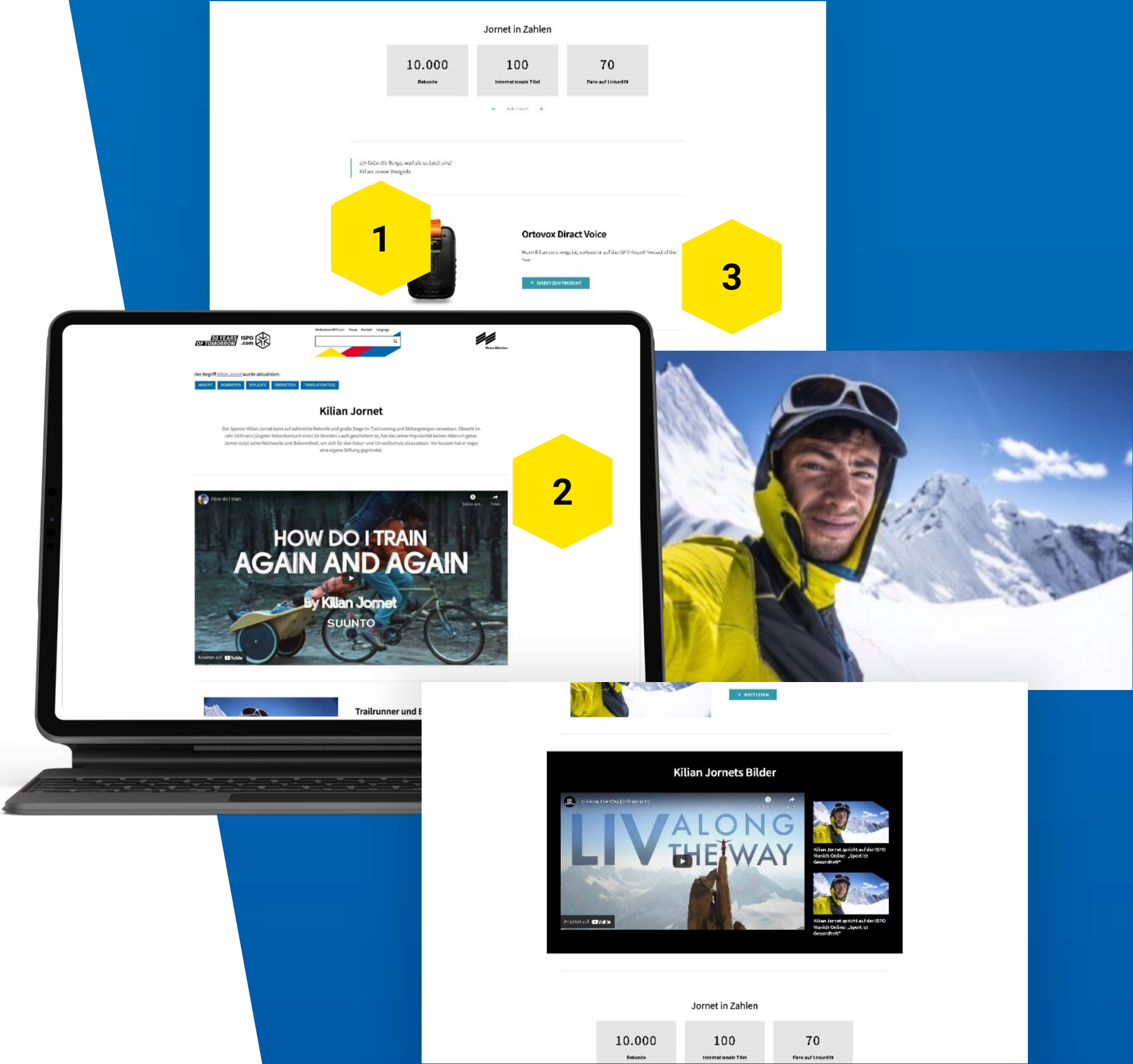
- 1. Products the athlete uses on a climb
- 2. Logo integration
- 3. CTAs with a shop connection if necessary
- 4. Duration 1 year

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.

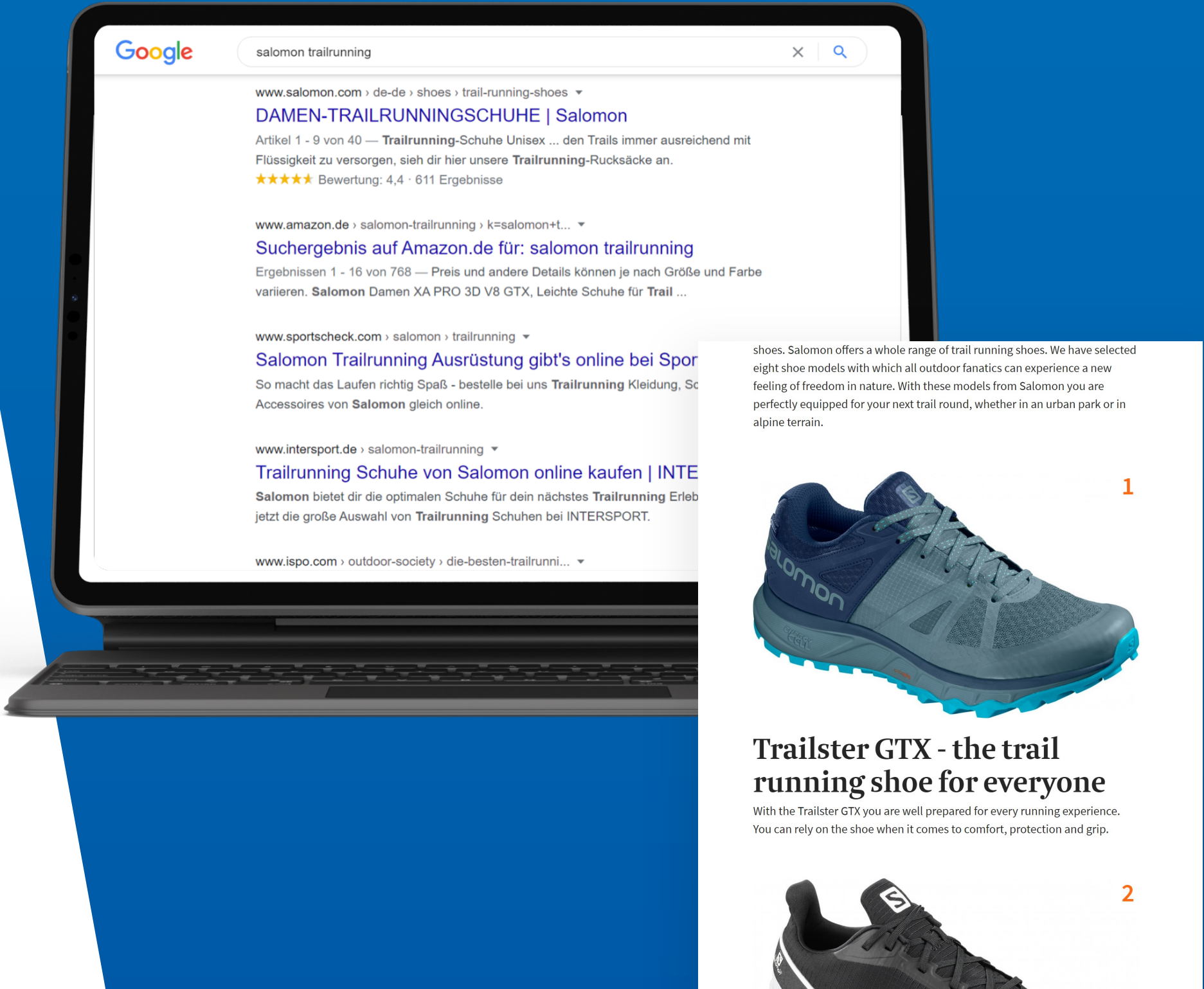
Content

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

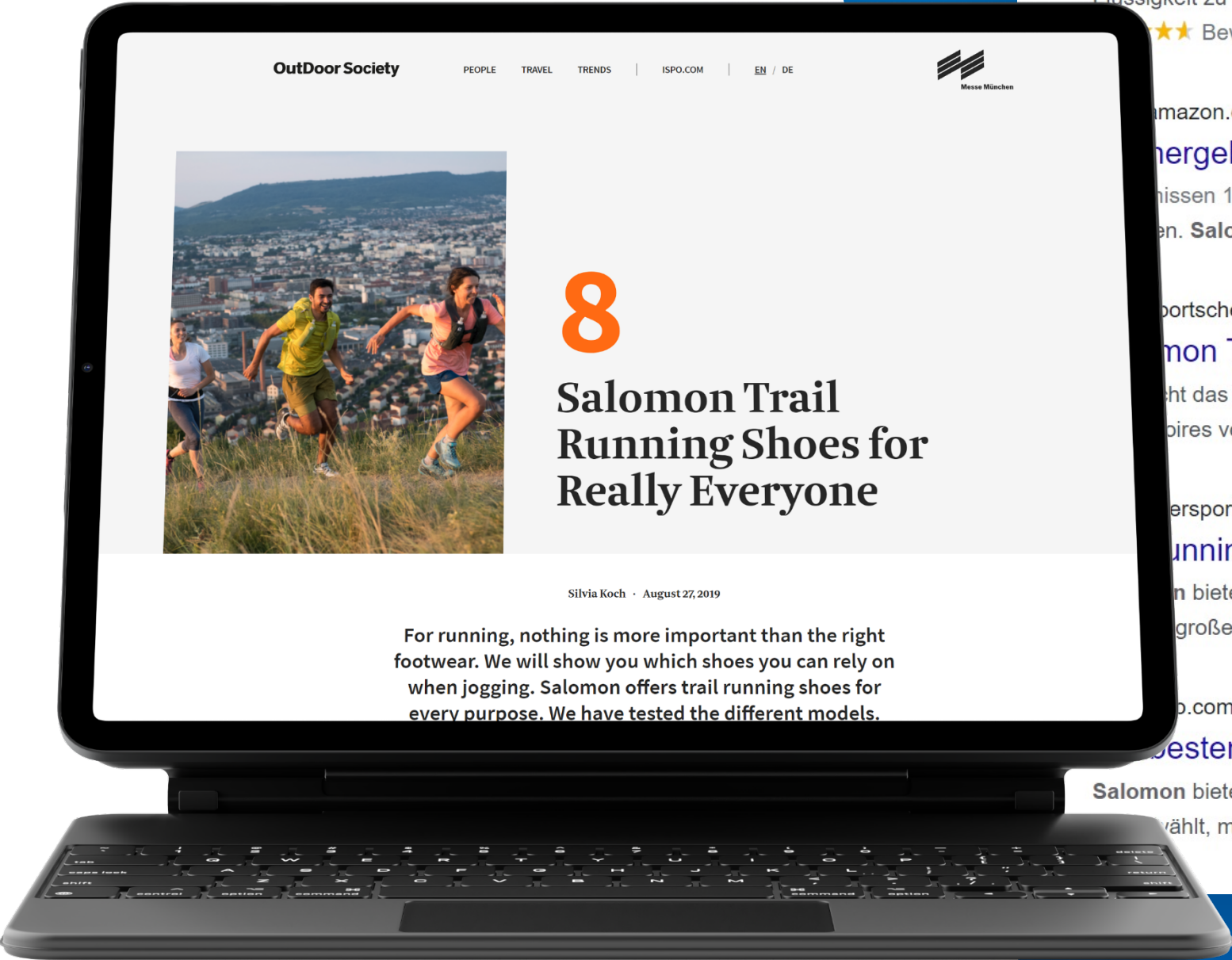
Google Page 1 promise within 6 months (DE)

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-TRAILRUNNINGSSCHUHE | 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 ...

sportcheck.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

Intersport bietet 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

INNOVATION



Du bist als Experte gefragt!

Teste exklusiv neue innovative Produkte, bevor sie in den Handel kommen. Die Unternehmen freuen sich auf dein Feedback!

[→ JETZT KOSTENLOS ANMELDEN](#)

Shop Presse Kontakt Language

50 YEARS OF TOMORROW ISPO .com


Über ISPO MESSEN KONFERENZEN & EVENTS INNOVATION & AWARDS STORES COMMUNITY JOBBÖRGE

TEILEN

Facebook Twitter LinkedIn YouTube Instagram

ebenfalls schon auf dem Markt.

- Behaltbare Kleidung, die in Abhängigkeit von der Temperatur oder per App gesteuert werden kann, wird zum Erfolg.
- Auch intelligentes Moisture Management – der von Sensoren gesteuerte Abtransport von Schweiß aus der Kleidung – gewinnt an Bedeutung.
- Sogar Bluetooth-Unterwäsche, die dem Partner oder Partnerin Lust auf Zweisamkeit signalisiert, gibt es schon.



Ganz nah dran mit dem ISPO Editorial Letter

Ein Thema - viele Perspektiven: Persönliche Interviews, ehrliche Meinungen und kontroverse Diskussionen rund um ein Trendthema. Das ist der neue, monatliche Newsletter „Perspectives of Sports and Outdoor“ von ISPO.

[→ JETZT KOSTENLOS ANMELDEN](#)

Energie-Erzeugung und VR-Brillen

Neben mit Wearables ausgestatteten Textilien gelten auch die Energie-Erzeugung über Solarzellen in der Kleidung oder Rucksäcken sowie innovative Virtual-Reality-Schwimm- oder Skibrillen als wichtige Zukunftsmärkte.

„Man könnte über Displays in Skibrillen zum Beispiel die über Sensoren erfasste aktuelle Geschwindigkeit einblenden oder die Leute zu dem Lift leiten, wo die wenigsten Menschen anstehen“, träumt Klaus Hecker. Die möglichen Anwendungen von Wearables sind also schier grenzenlos - elf Prozent der Smartwatch-Besitzer benutzen ihr Wunderwerk am Handgelenk zum Beispiel schon jetzt für die Steuerung von Smart-

[View example](#)



[Get in touch](#)

Listicle article

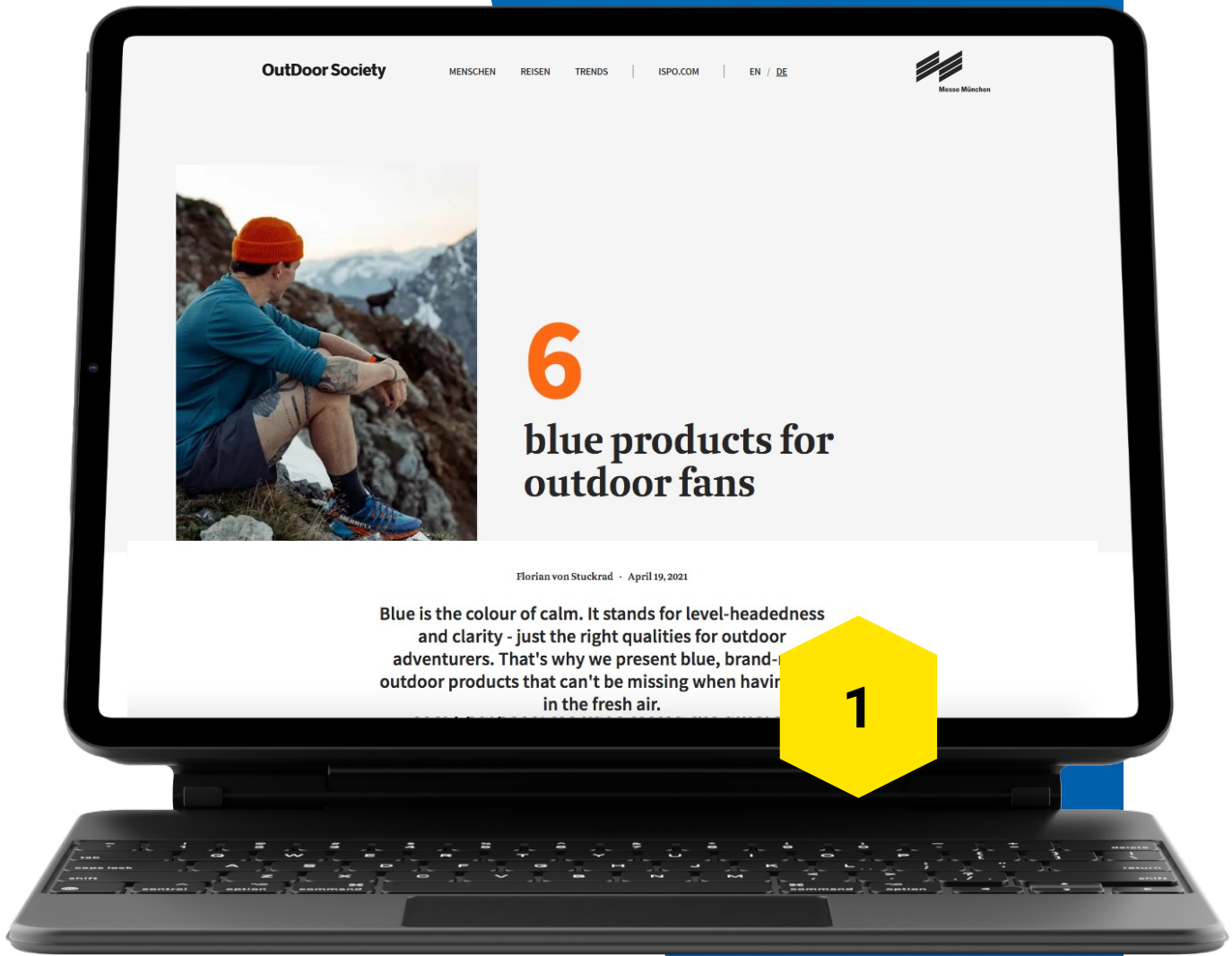
The perfect tool for end consumer communication or for the product-related collection overview for market entry.
6-8 products with a common denominator are combined into one article and listed one below the other.
Every product has a CTA.

Content

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

Regular

From 2500 Euro net
(content distribution via Outbrain optional at extra charge)



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 REPVEVE 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



Prof. 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**





Project Lead Manager

Contact

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

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