

ISPO.com Media Data 2022

Let's write history together

What's ISPO.com?

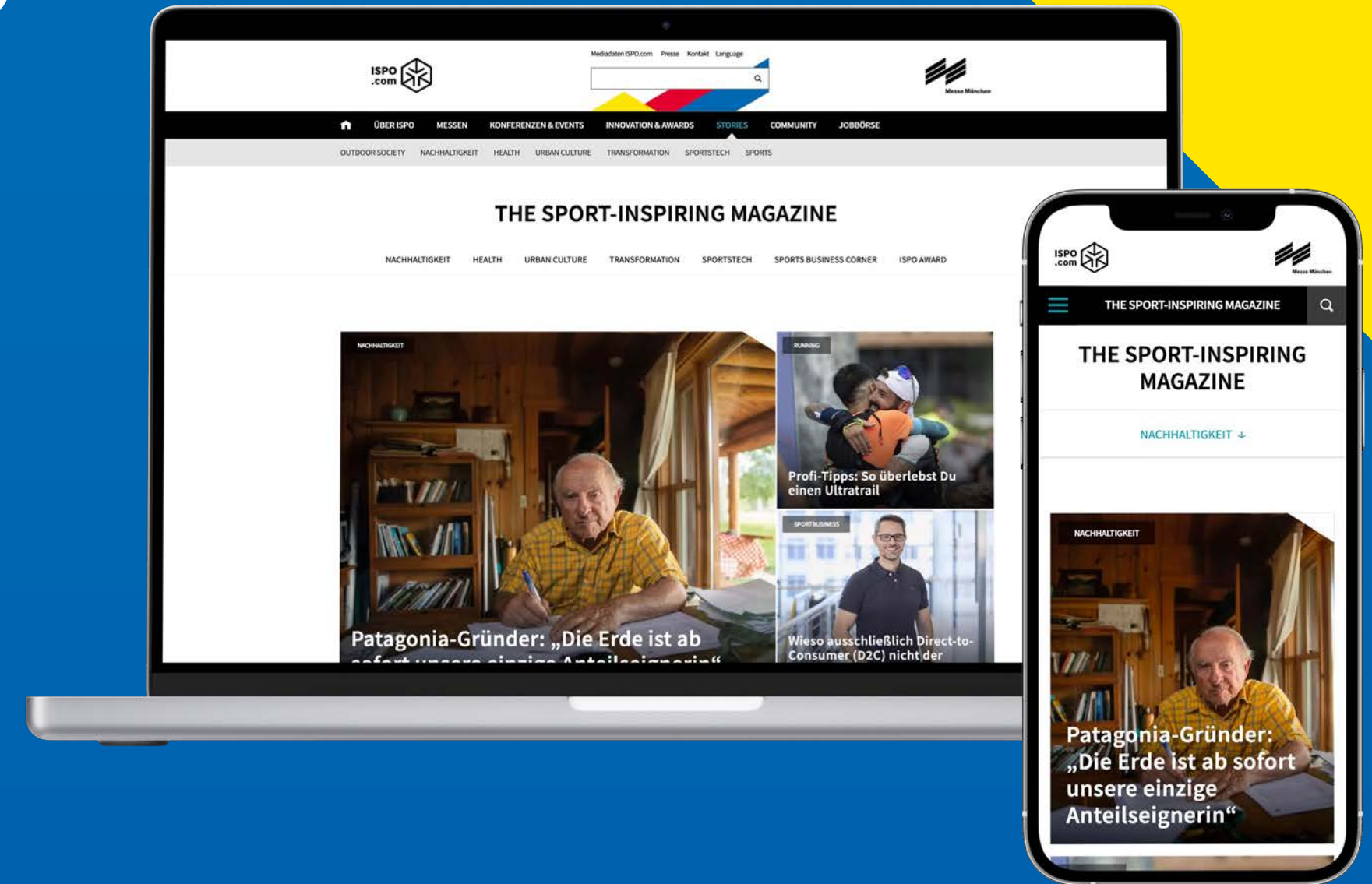
First and only megatrend oriented sports and outdoor magazine

ISPO.com – Magazine and community.

As the central platform of the ISPO Group (including the world's largest sports trade shows, award and startup platforms), ISPO.com is the only international online medium that is so close to sports. Our readers look for and appreciate this access and the authenticity, expertise, future and trend orientation that comes with it. On 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.

Why is ISPO.com positioned as a megatrend-oriented magazine?

With megatrends, we are expanding the definition of sports to include socially relevant trends. From health to urbanization and technology to sustainability, **the perfect environment and context as an advertising platform as well as an opinion-forming target group.**



Learn more:

Reach of our platform

Specials and key topics

Editorial

Sales Packages

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.

Enormous reach in the industry and opinion leaders

above
400.000*
PIs
Ø month

2x yearly approx. 1.000.000¹
PIs
In the highlight months
June und November

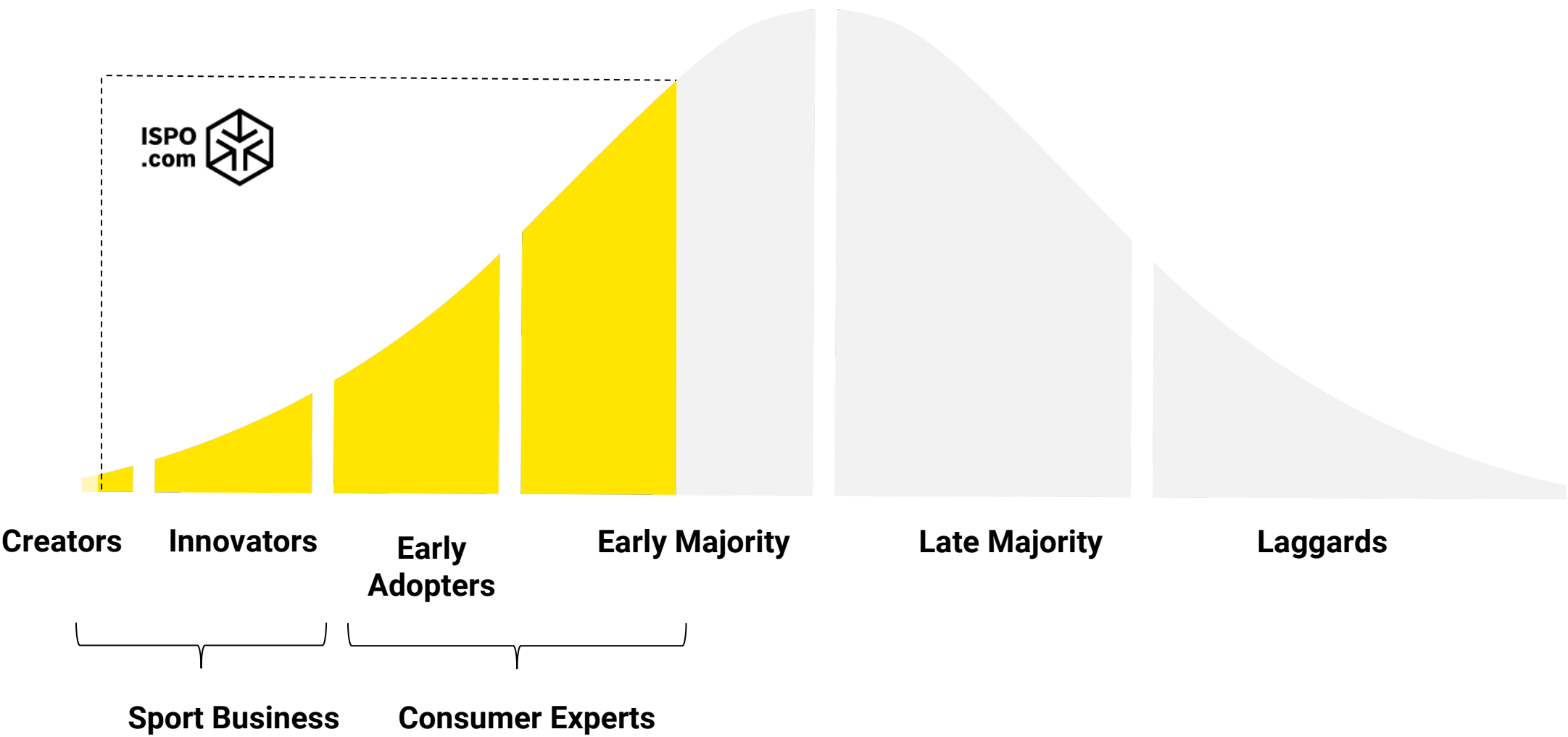
>40.000
Editorial Letter
Abonnenten

¹ Through OutDoor by ISPO and ISPO Munich for sports business professionals and high involvement end consumers

Source: ISPO.com reader survey Q4 / 2019, constant content evaluation and range measurement according to content. *Traffic fluctuations due to refused cookie consent etc. are considered to a minimum. Actual traffic is probably significantly higher.

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.



Why ISPO.com

The extremely high quality of the readers and the future-oriented positioning.

We offer advertisers a constantly evolving platform for a consumer-minded, open-minded and, above all, opinionated readership on an international level.

ISPO.com is a "natural" touchpoint. It is incredibly difficult and expensive to reach this unique target group without loss of reach.

That's why our regular customers use ISPO.com primarily with this goal in mind:

B2C Communications:

- Product launches & go-to-market campaigns
- Service and tutorial campaigns
- Brand and repositioning campaigns
- Peak market positioning with opinion leaders
- Ambassador and athlete communications

B2B Communications:

- Stake & Shareholder Communication
- Heat-up at the beginning of the order season
- Acquisition of new retail & eCommerce partners
- Acquisition of distribution partners
- Extension of trade fair appearances and sponsorships
- Acquisition of new customers (from suppliers, agencies, service providers)

B2C (40%)

Who do we reach?

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

B2B (60%)

Who do we reach?

- Sports Industry
- CEOs
- Decision Makers
- Dealers
- Puchaser

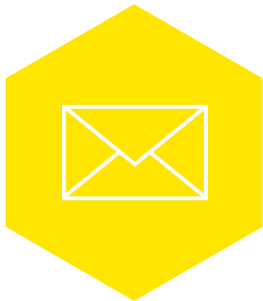
Facts and Figures



Target audience³

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

60% B2B
40% B2C



Newsletter³

> 40.000
Subscribers



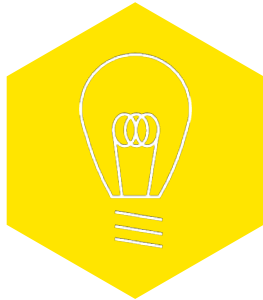
Tracking

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



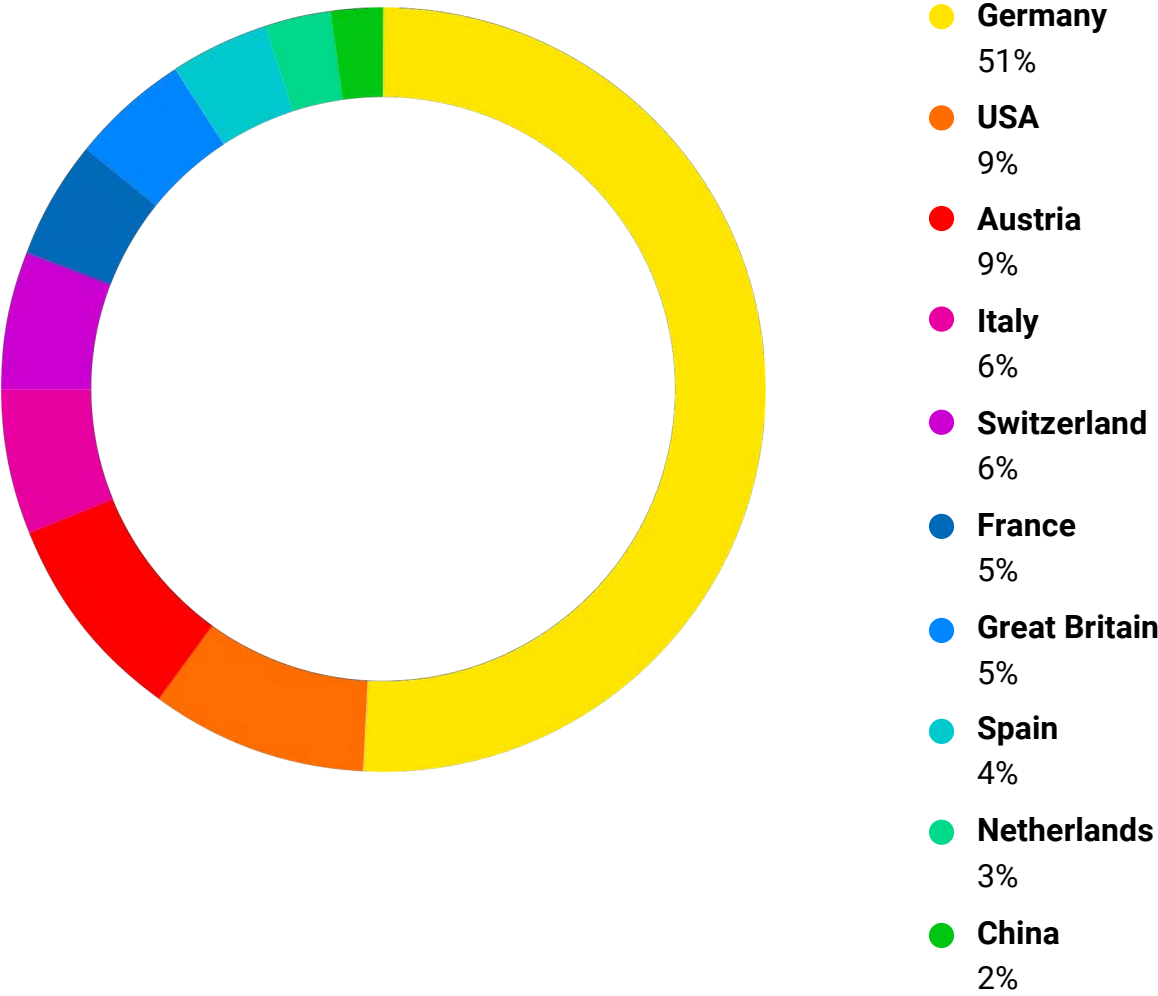
Interest in innovations and trends

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

ISPO.com Release of the Spanish Edition

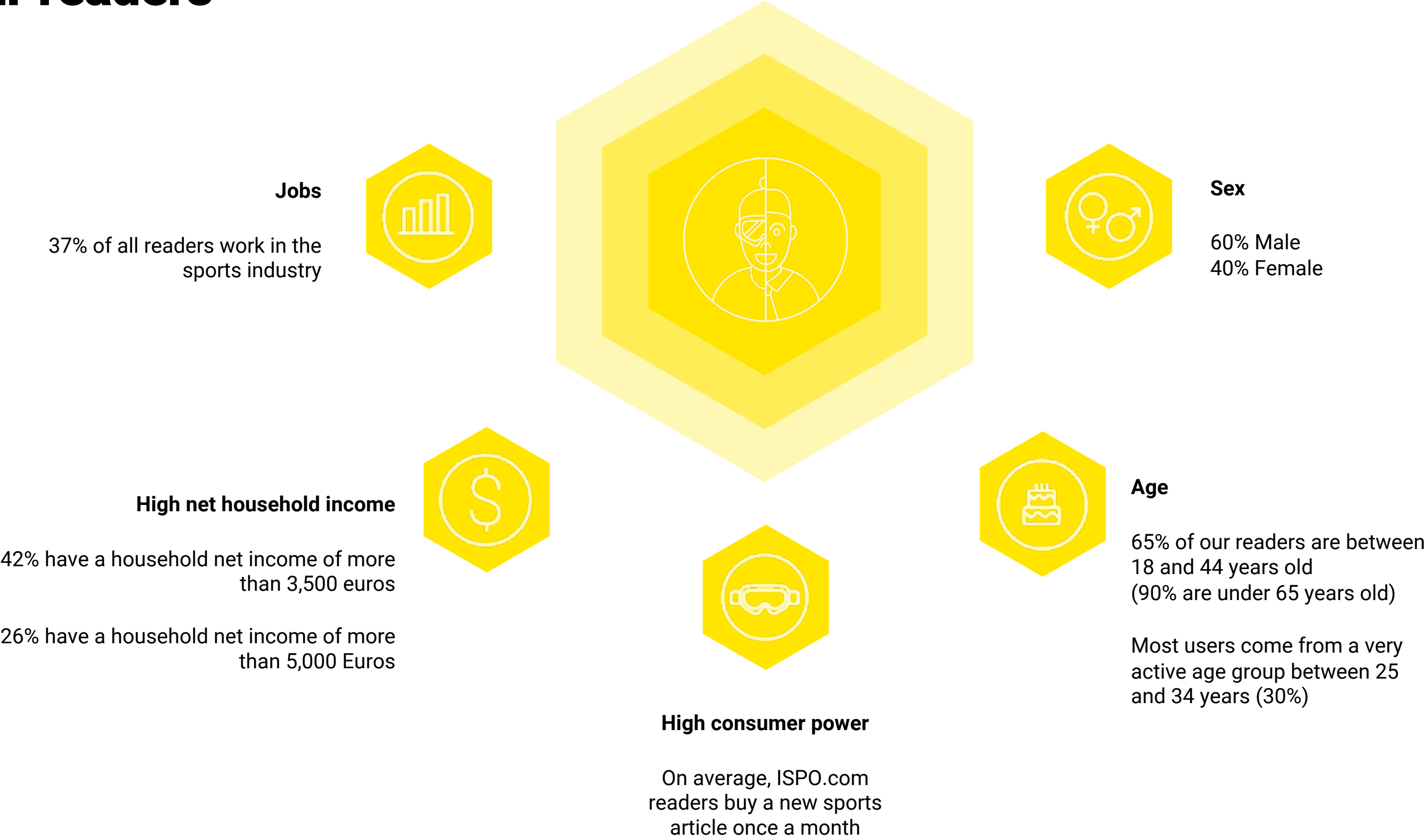
Since Q3/2022, ISPO.com has also been available in English and French as well as in Spanish. Additional growth in reach of approx. 50 % expected.

Visitors sorted by country by origin:



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

Meet our readers



ISPO Top Interests 2020 (total)

Highest sector interest alongside sporting goods and sports offers.
Which offers still go down better than average with our readers*:



* Preview ongoing reading survey (Q3/2022)

Editorial focus topics for the year 2022



Karsten Lohmeyer

Editor in Chief



Andi Spies

Editor at Large



Heike Gallery

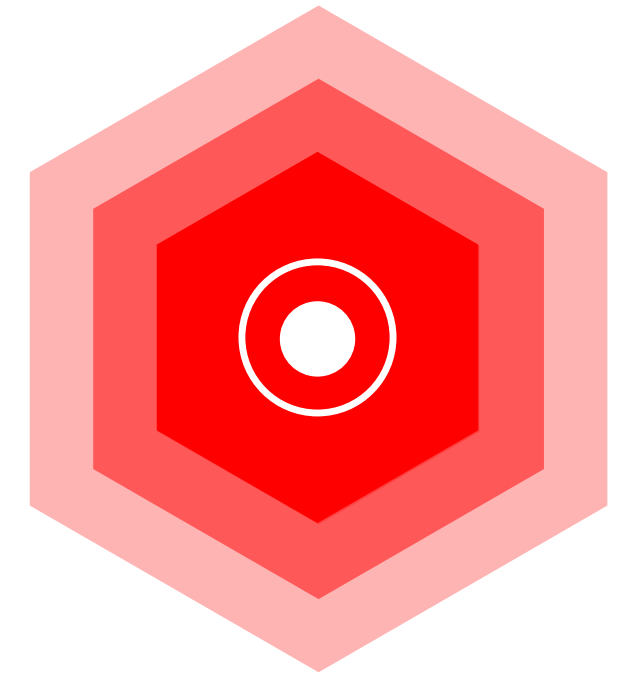


Franziska Kammleiter



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.

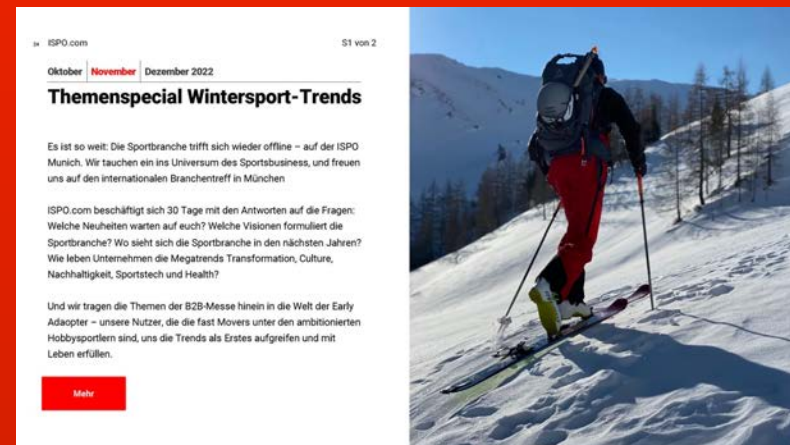
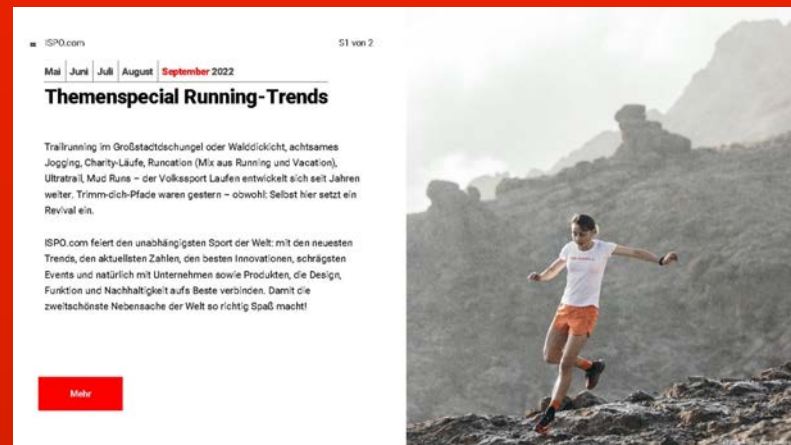
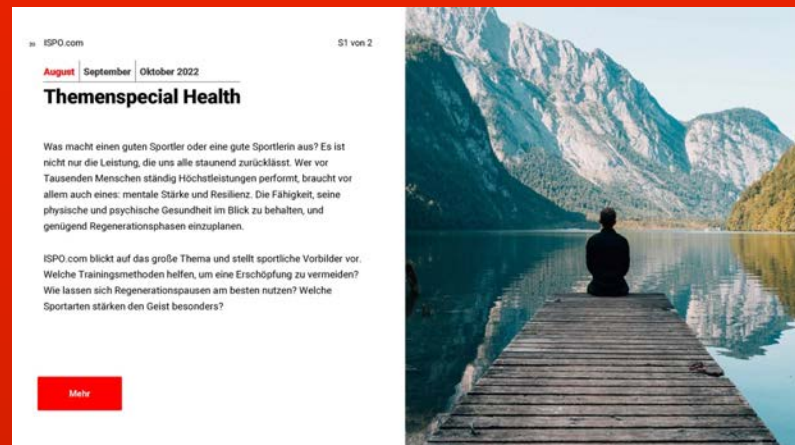
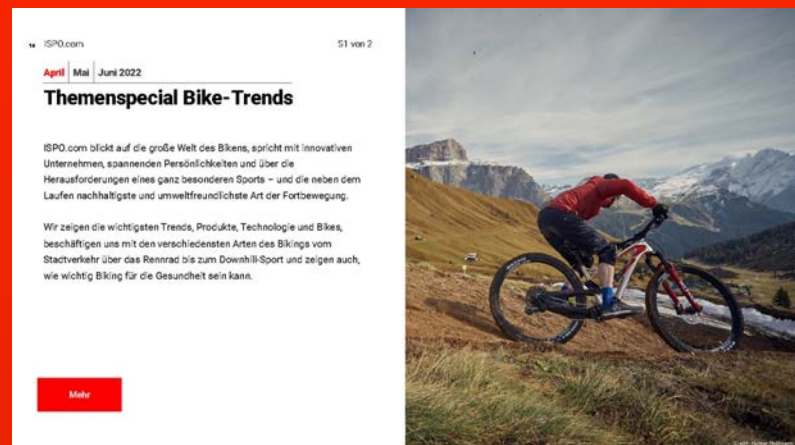
October 2022 **The month of anticipation.**
October is all about anticipation for the world's biggest sports show. It shows how networking is especially relevant in sports - both for the global sports business and all the people who share our passion for sports. ISPO.com demonstrates how important the 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 **New Perspectives on Sports: 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?

Our specials:

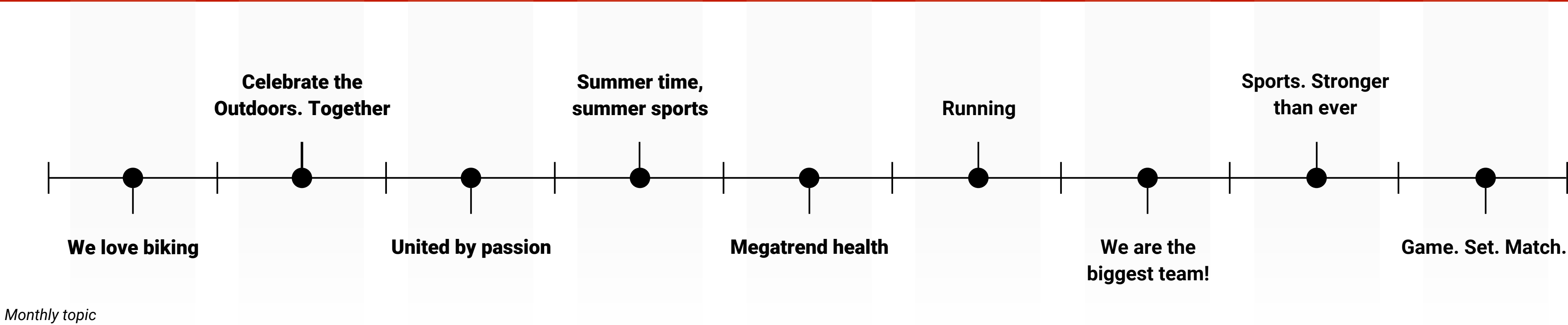
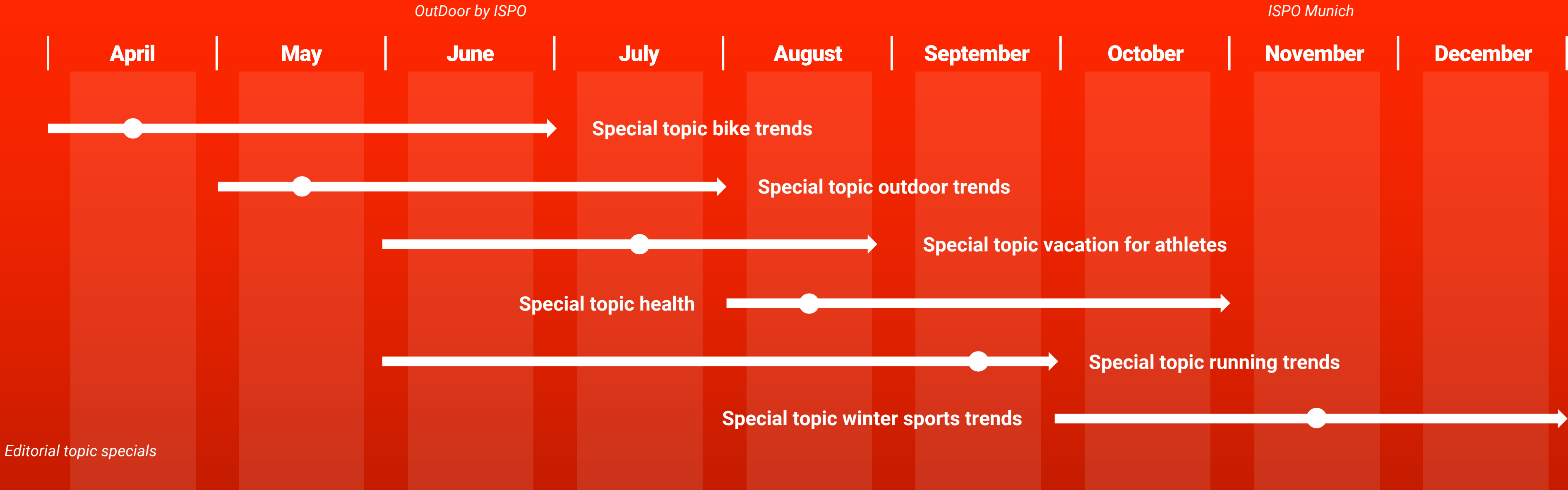
Meticulously targeted



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.

Timeline 2022



Our offers

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



Native Advertising

Our top storytelling tool
for your topics

[Learn more](#)



Brand Channel

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

[Learn more](#)



Hero Athleten Peite

Present your products on the
website of your ambassadors and
athletes

[Learn more](#)



Future Reach

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

[Learn more](#)



Listicle

Lead generation and eShop
connection

[Learn more](#)



Newsletter-Integration

Integration into our wide-reaching
newsletters by means of banners,
editorial teasers or the "Product of
the month".

[Learn more](#)



Presented by Modul

Curation of existing ISPO.com
articles

[Learn more](#)



B2C Raffle

B2C lead generation with CPL
billing

[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.

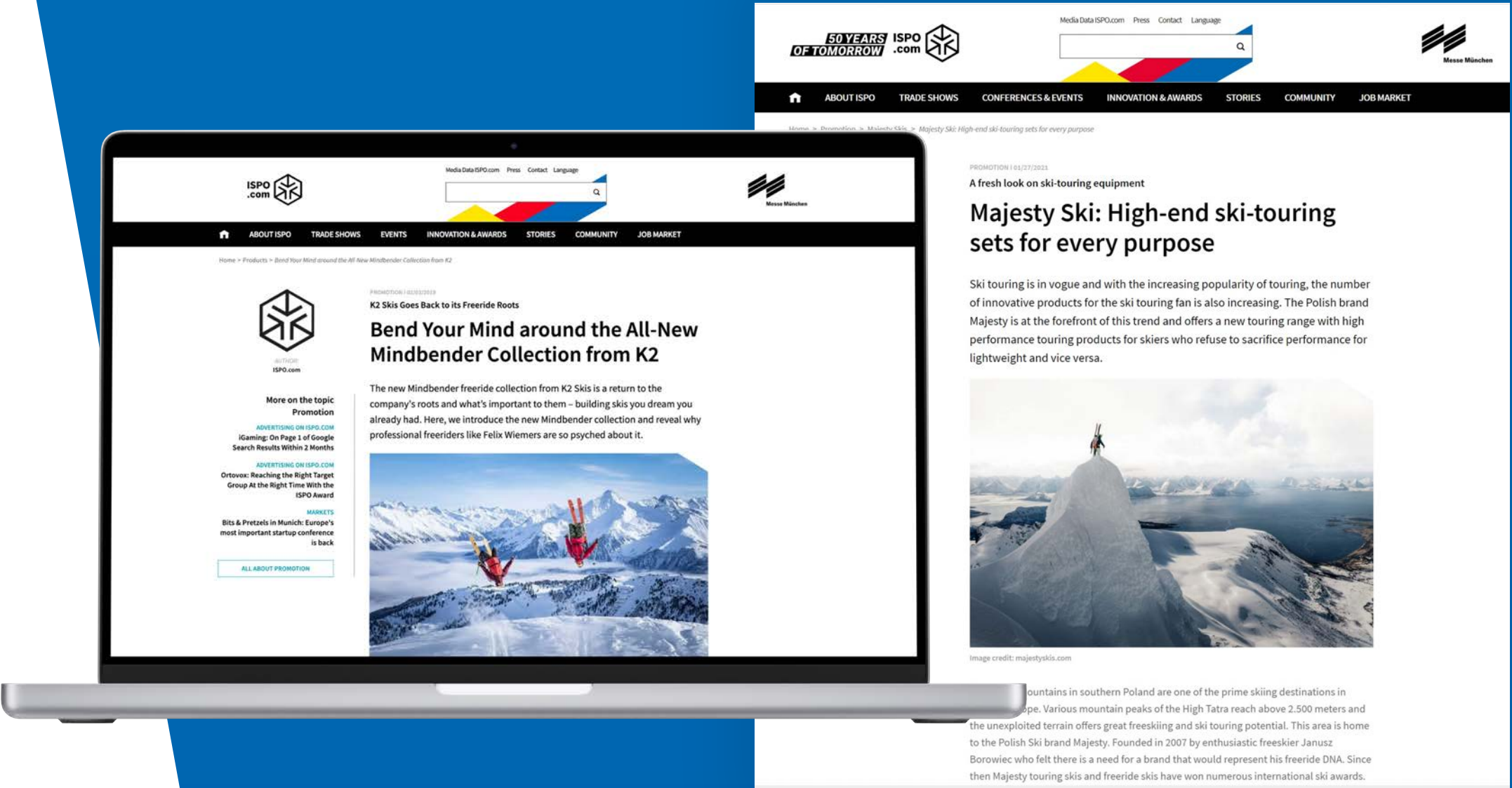
- B2B address within the largest sports network in the world reinforced by teasers on the homepage, newsletters and targeted LinkedIn campaigns
- B2C addressing reinforced by a very well controlled, target group-oriented content distribution
- Final reporting

View content



Get in touch

Basic content distrubtion included: min. 300.000 ad impressions guaranteed



Regular

4.200 Euro net
German speaking

5.000 Euro net
German/English speaking

Add-On

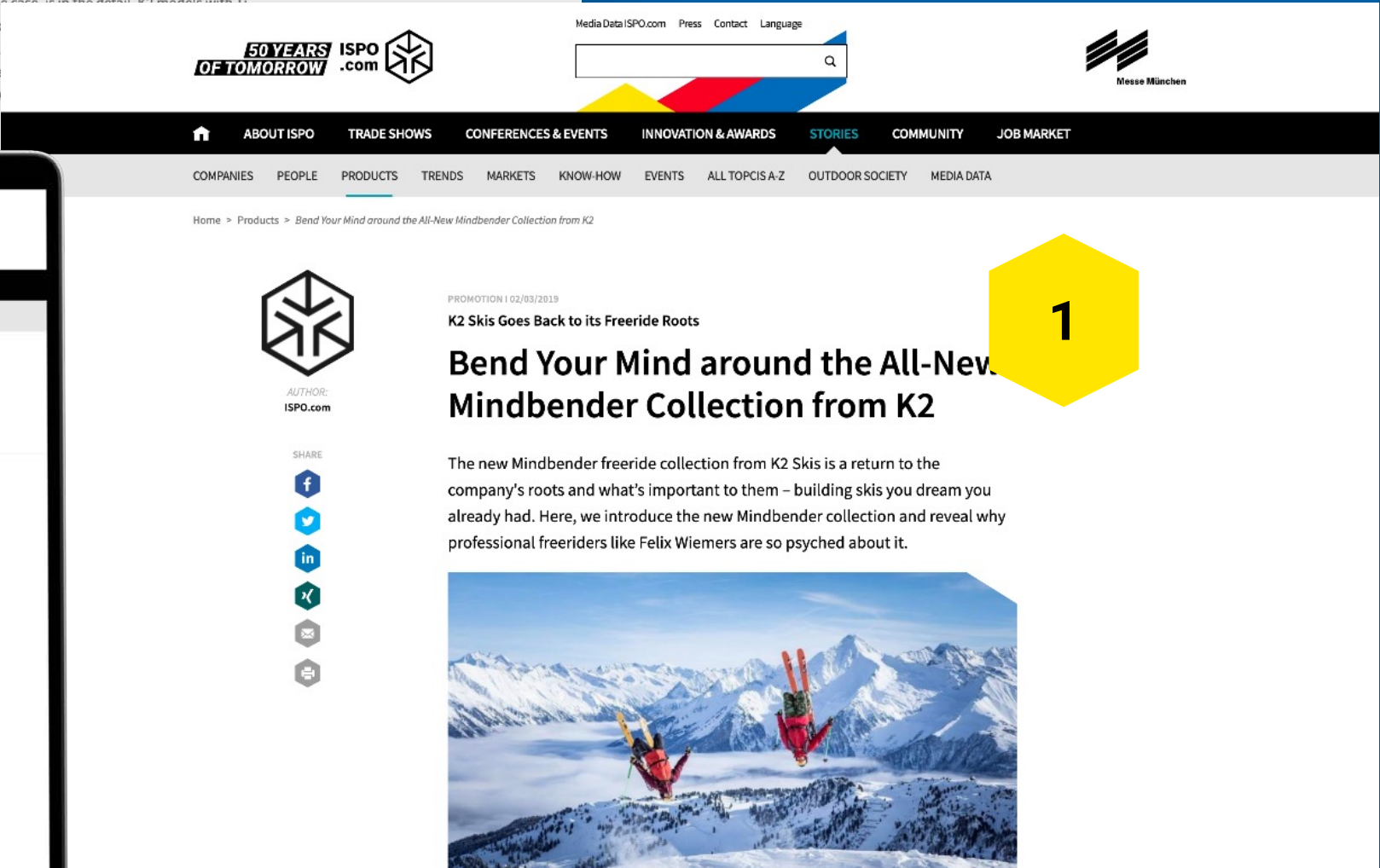
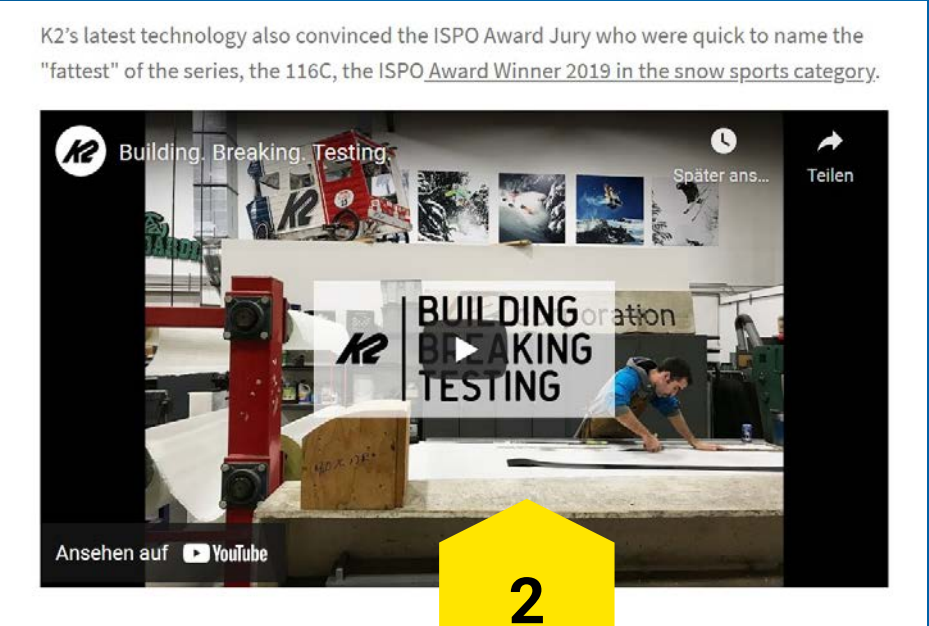
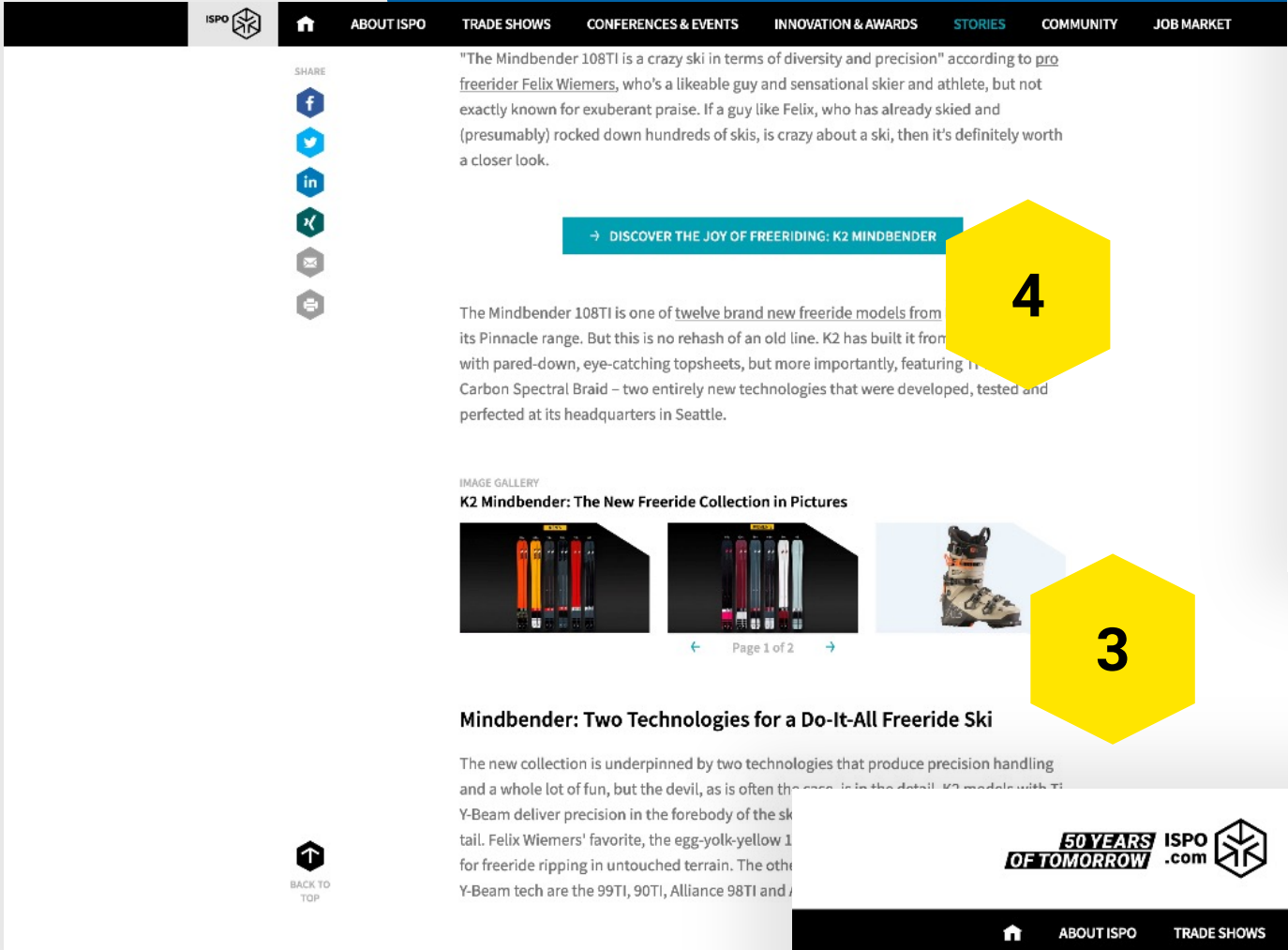
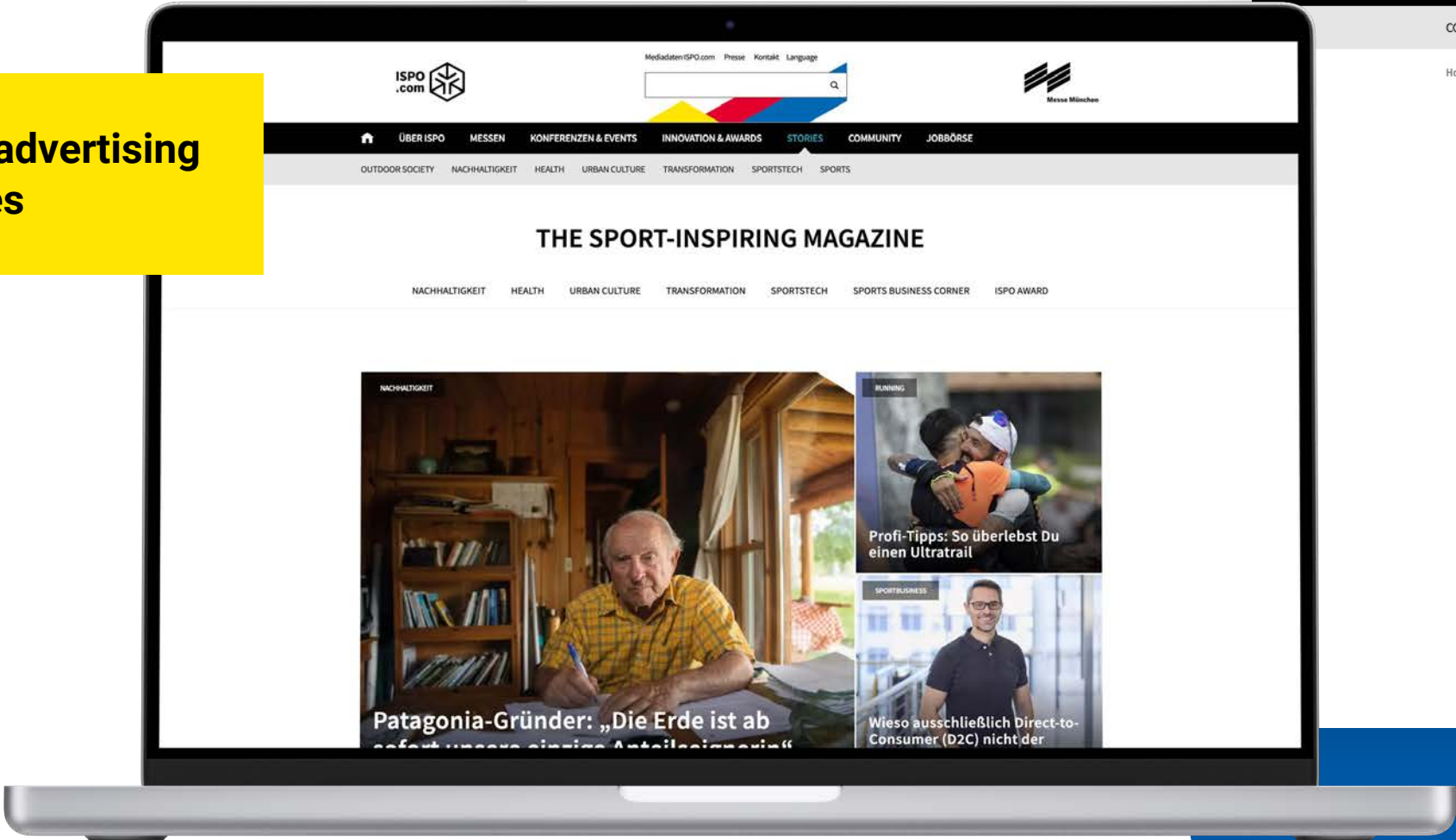
1.500 Euro net
additional B2B or B2C Push Option

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

Basic content distrubtion included: min. 300.000 ad impressions guaranteed

Regular

From 12.500 Euro net
German speaking

Get in touch

The screenshot displays the ISPO Brand Channel page for Schöffel. The page layout includes a header with navigation links (DESIGN, MISSION, KONFERENZ & EVENTS, INNOVATION AWARDS, STORES, COMMUNITY, JOBS/SEE) and a search bar. The main content area features a large video player for 'Schöffel Sommer 2021 Outdoor Moodfilm' (labeled 3), a welcome message 'Willkommen auf der Schöffel-Partnerseite' (labeled 1), and several article teasers. One article, 'Ich bin raus - die Philosophie des Hauses S...' (labeled 2), discusses Schöffel's philosophy. Another article, 'Ab ins Netz: So digitalisiert Schöffel sein internationales Sales-Meeting' (labeled 5), is also visible. The page concludes with a 'DIRECT ZU SCHÖFFEL' button and a 'BACK TO TOP' link.

Heroes of Sports Athletenseite

Integrate your products, CTAs and store connections in the direct environment of your athletes.

Content

- 1. These products are used by the athlete on the mountain
- 2. Logo integration
- 3. CTAs with store connection if necessary
- 4. Runtime 1 year

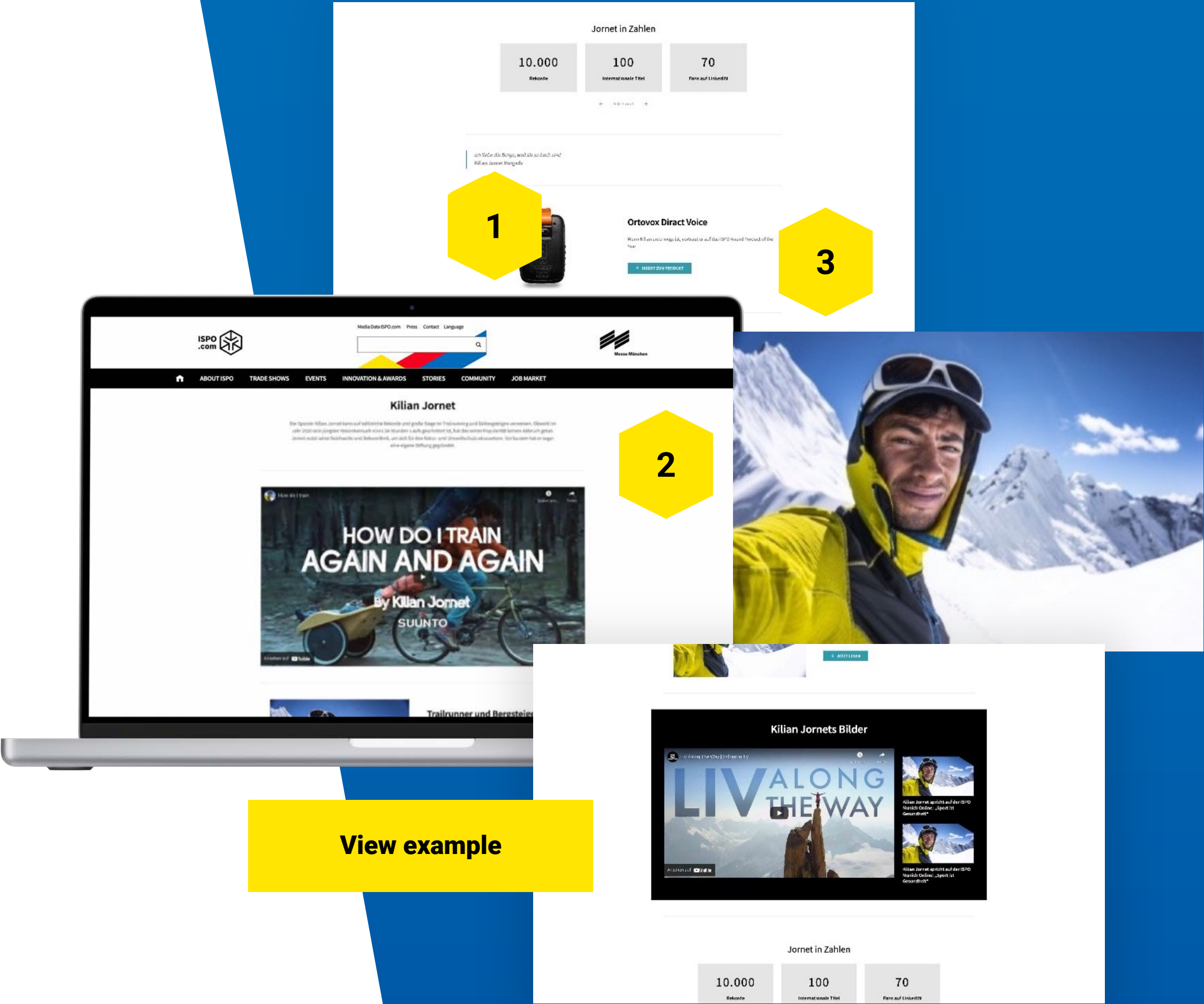
Three product placements (with one-time change),
one CTA, one logo and one video integration

Regular

5000 Euro net

(incl. range push of the athletes page)

Basic content distrubtion included: min. 300.000 ad impressions guaranteed



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

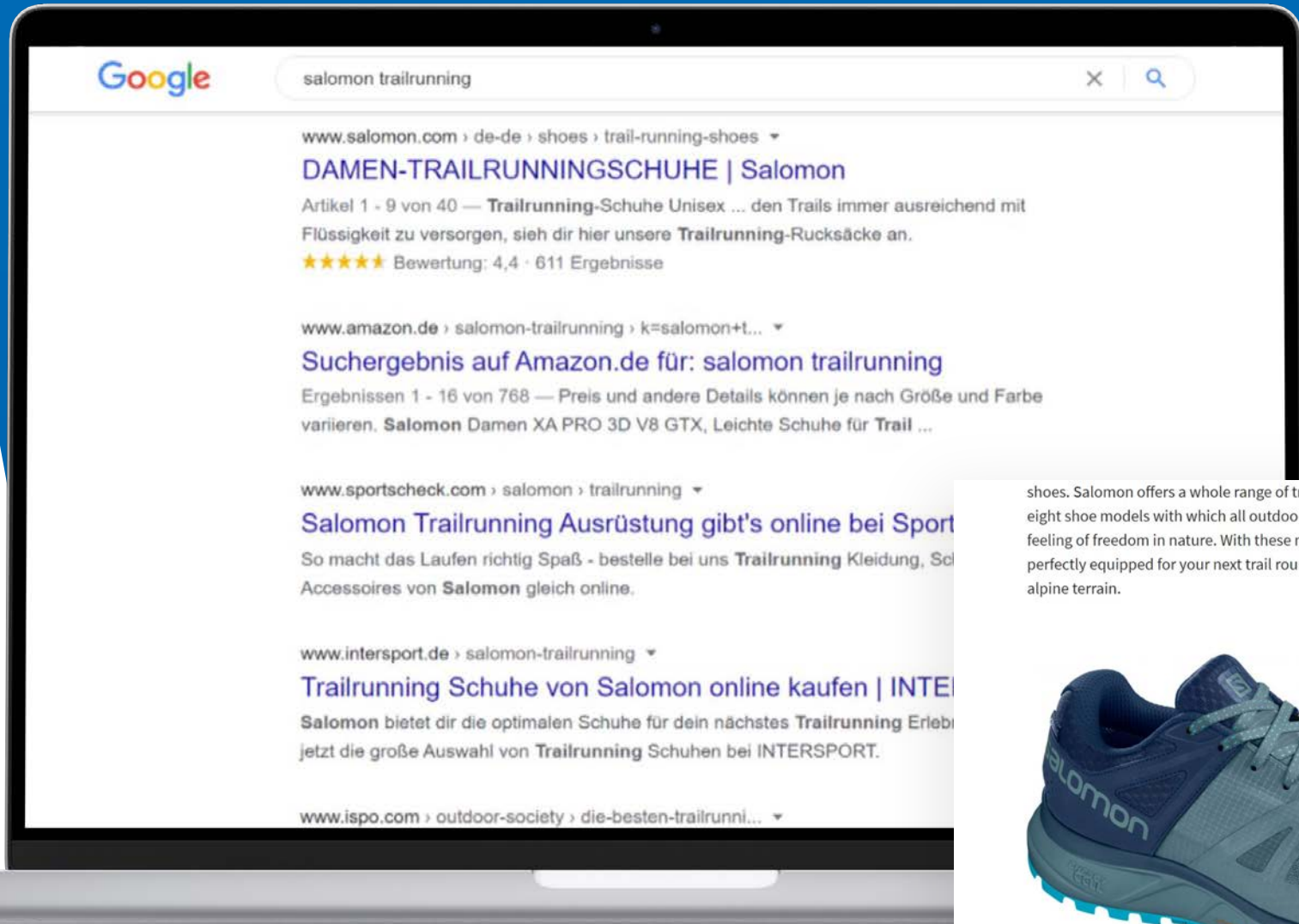
- Redaktionelle Beratung
- zielgerichteter SEO Traffic
- Redaktionelle Story
- Keyword nach Absprache
- Native Advertising Artikel inklusive Content Distribution*

Google page 1 promise within 6 months (DE)

Regular


from 8.999 Euro net

Basic content distrubtion included: min. 300.000 ad impressions guaranteed



Google search results for 'salomon trailrunning' showing product listings from Salomon, Amazon, and Intersport, all featuring Salomon trail running shoes.


shoes. Salomon offers a whole range of trail running shoes. We have selected eight shoe models with which all outdoor fanatics can experience a new feeling of freedom in nature. With these models from Salomon you are perfectly equipped for your next trail round, whether in an urban park or in alpine terrain.



1

Trailster GTX - the trail running shoe for everyone

With the Trailster GTX you are well prepared for every running experience. You can rely on the shoe when it comes to comfort, protection and grip.



2

View example

Listicle Article

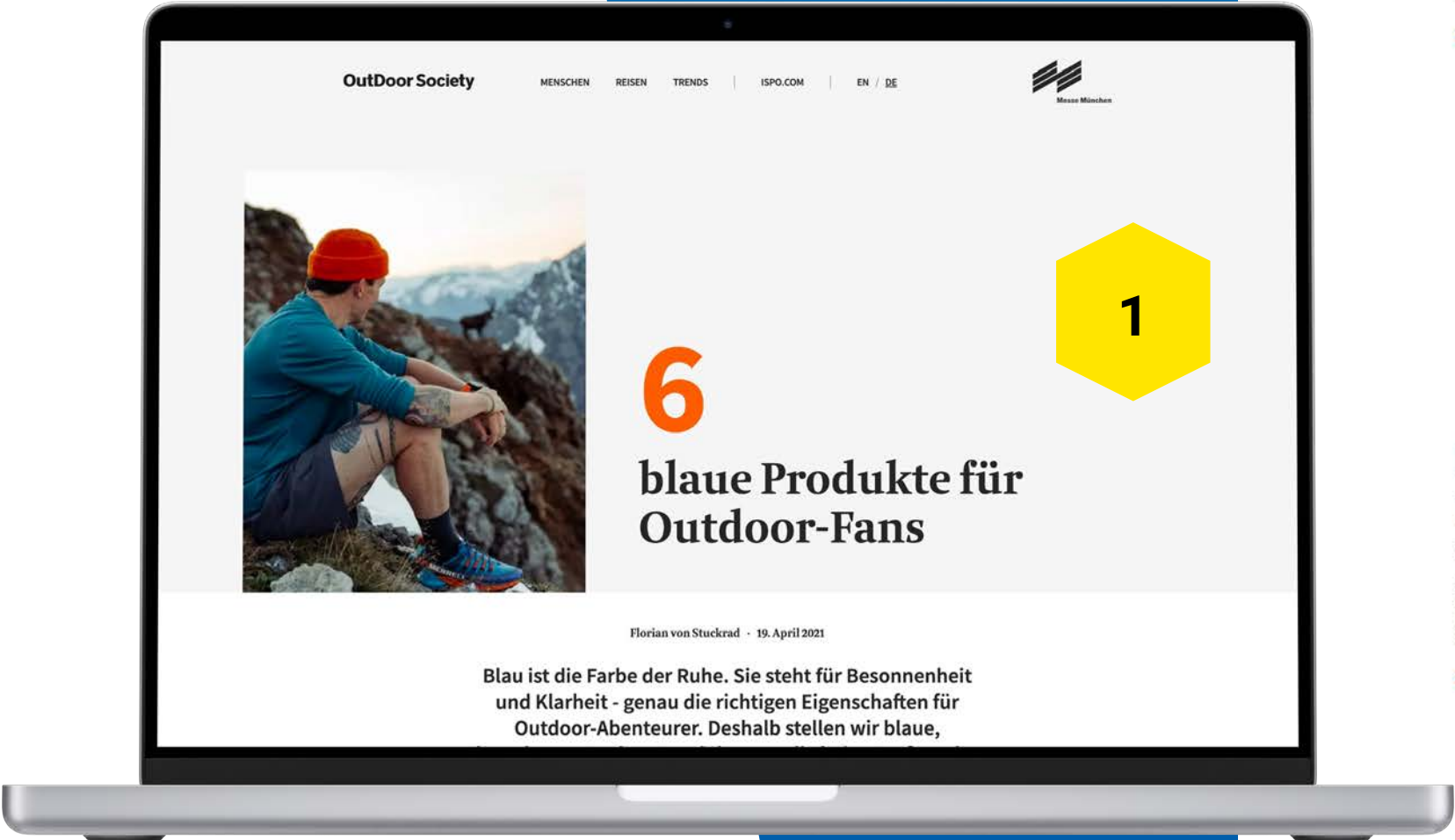
The perfect tool for end consumer communication or for the product-related collection overview for market entry.
6-8 products with a common denominator are combined into one article and listed one below the other.
Every product has a CTA.

Content


- 1. Introduction text
- 2. Products
- 3. Links to the store

Regular

from 2500 Euro net
(Content distribution via Outbrain optional for 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 REPREE Garn, das aus aufbereitetem Plastik hergestellt wird. UVP: 130 Euro

[Hoka Challenger 6 ATR](#)




2

3

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 Prizm 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](#)

Sales Package: Newsletter Integration

Leaderboard banner

(Editorial Letter „Perspectives of Sports and Outdoor“)

Format: 630 x 90 px

450 Euro net

(for SBU)

900 Euro net

(for EL)

Billboard banner

(Editorial Letter „Perspectives of Sports and Outdoor“)

Format: 630 x 180 px

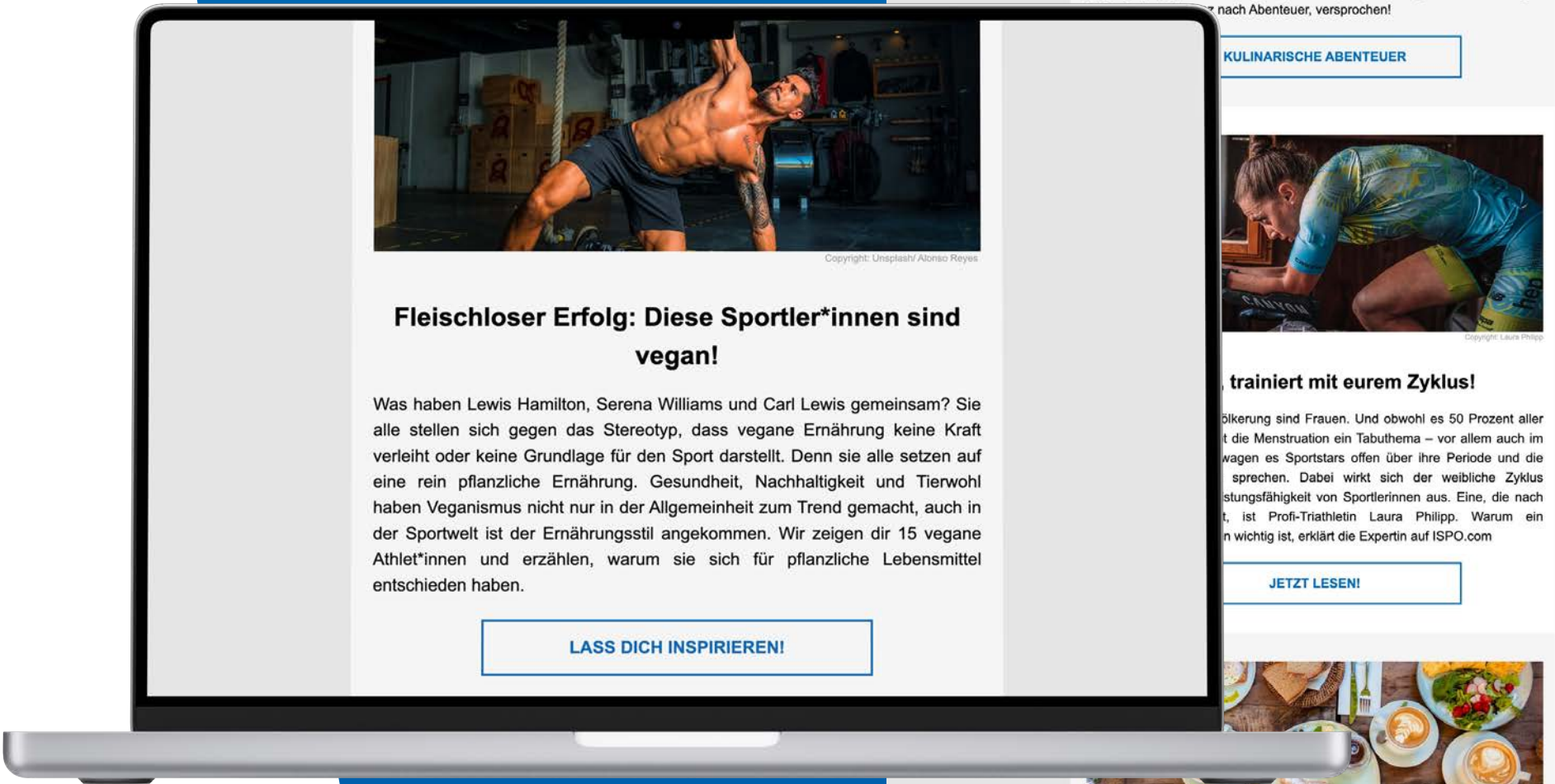
550 Euro net


(for SBU)

1.000 Euro net

(for EL)

Approx. 40,000
newsletter Subscribers
of the Editorial Letter






So schmeckt dein nächstes Outdoor-Abenteuer

Schluss mit Dosenravioli! Outdoorküche kann auch einfach und trotzdem gesund und unfassbar lecker sein. Wie das funktioniert, zeigt uns Outdoorkoch Kieran Creevy exklusiv mit seinen aufregenden Rezepten auf ISPO.com. Als erstes Rezept zaubert uns Creevy Tacos gefüllt mit Ziegen in einer fruchtigen Sauce. Nach Abenteuer, versprochen!


[KULINARISCHE ABENTEUER](#)



trainiert mit eurem Zyklus!

Plöcker sind Frauen. Und obwohl es 50 Prozent aller Sportlerinnen sind, ist die Menstruation ein Tabuthema – vor allem auch im Sport. Dabei wirkt sich der weibliche Zyklus auf die Leistungsfähigkeit von Sportlerinnen aus. Eine, die nach dem Zyklus trainiert, ist Profi-Triathletin Laura Philipp. Warum ein Training mit dem Zyklus wichtig ist, erklärt die Expertin auf ISPO.com

[JETZT LESEN!](#)



Vergiss diese Ernährungsmythen!

Veganismus ohne Nährstoffmangel geht nicht? Im Sommer sollte man lieber nur leicht und kalt essen? Und abends am besten gar nicht mehr? Zu viel Wasser trinken geht nicht? Kohlenhydrate sind Gift? Alles Quatsch! Wir räumen mit sieben Ernährungs-Mythen auf. Und auch Kaffee-Fans können aufatmen.

[JETZT LESEN!](#)

Sales Package: Newsletter Integration

Approx. 40,000
newsletter Subscribers
of the Editorial Letter

Readctional promotion teaser

Headline (60 characters) + text (300 characters incl. spaces) + target URL

Available in Sports Business Update (weekly, B2B) + Editorial Letter
"Perspectives of Sports and Outdoor (monthly, focus B2B2C)

550 Euro net
(for SBU)

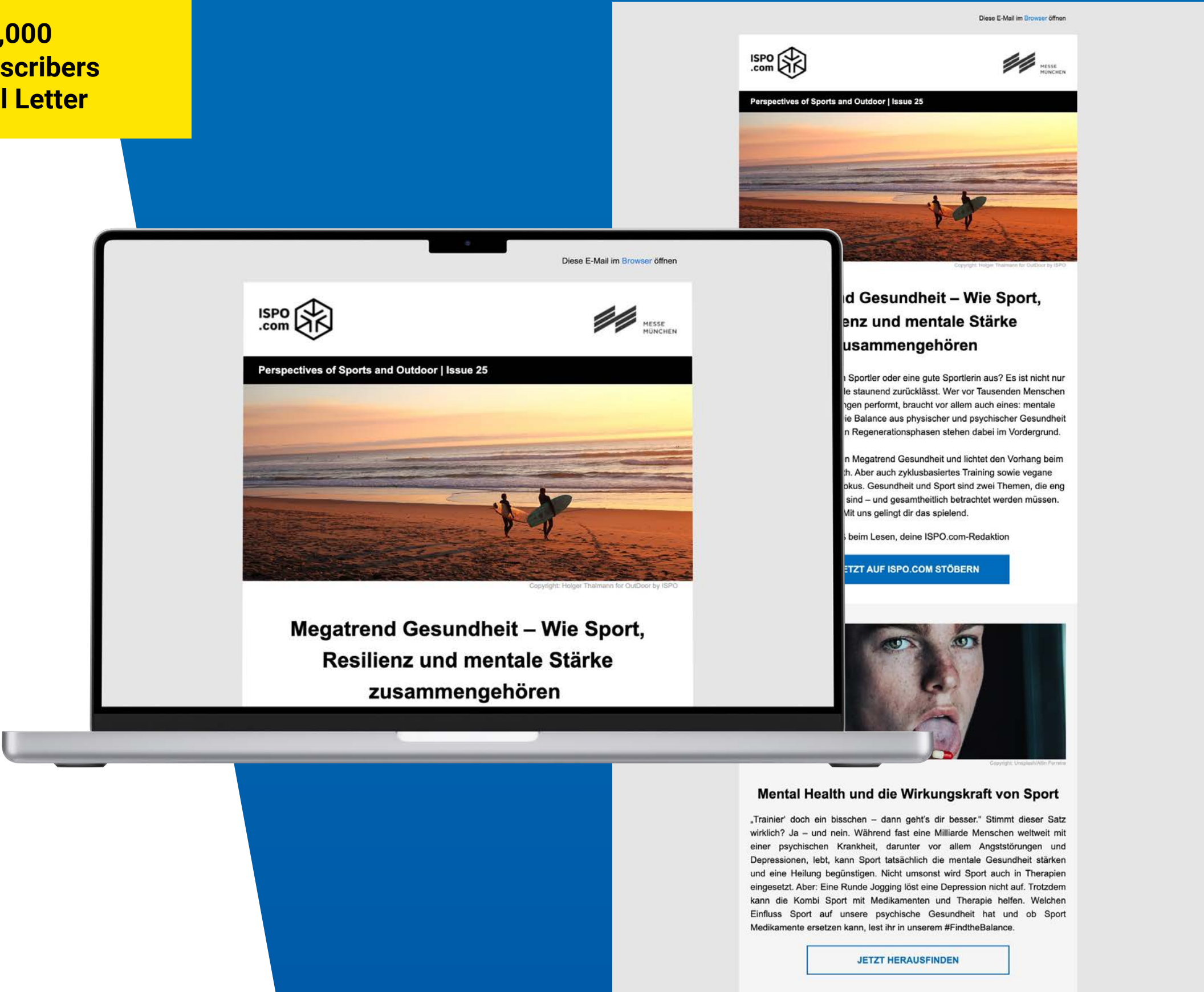
1.000 Euro net
(for EL)

Add-on option Editorial Letter: PRODUCT OF THE MONTH

A product is selected that matches the monthly topics of the editorial team. It is integrated natively into the newsletter and links either to an ISPO.com native advertising article (option A) or to the customer's target page (option B).

900 Euro net
(plus Native Advertising Article)

1.400 Euro net



Sales Package: Presented by Modul

Present topics and editorial articles from our topic planning or use the power of already existing articles with high SEO ranking and/or content fit. (Term limited to 12 months.)

Inhalt

- No effort for content creation
- 110 % authentic, as editorial article
- Incl. do-follow link for link juice

Single package

1.500 Euro

in DE / EN / FR

Double package

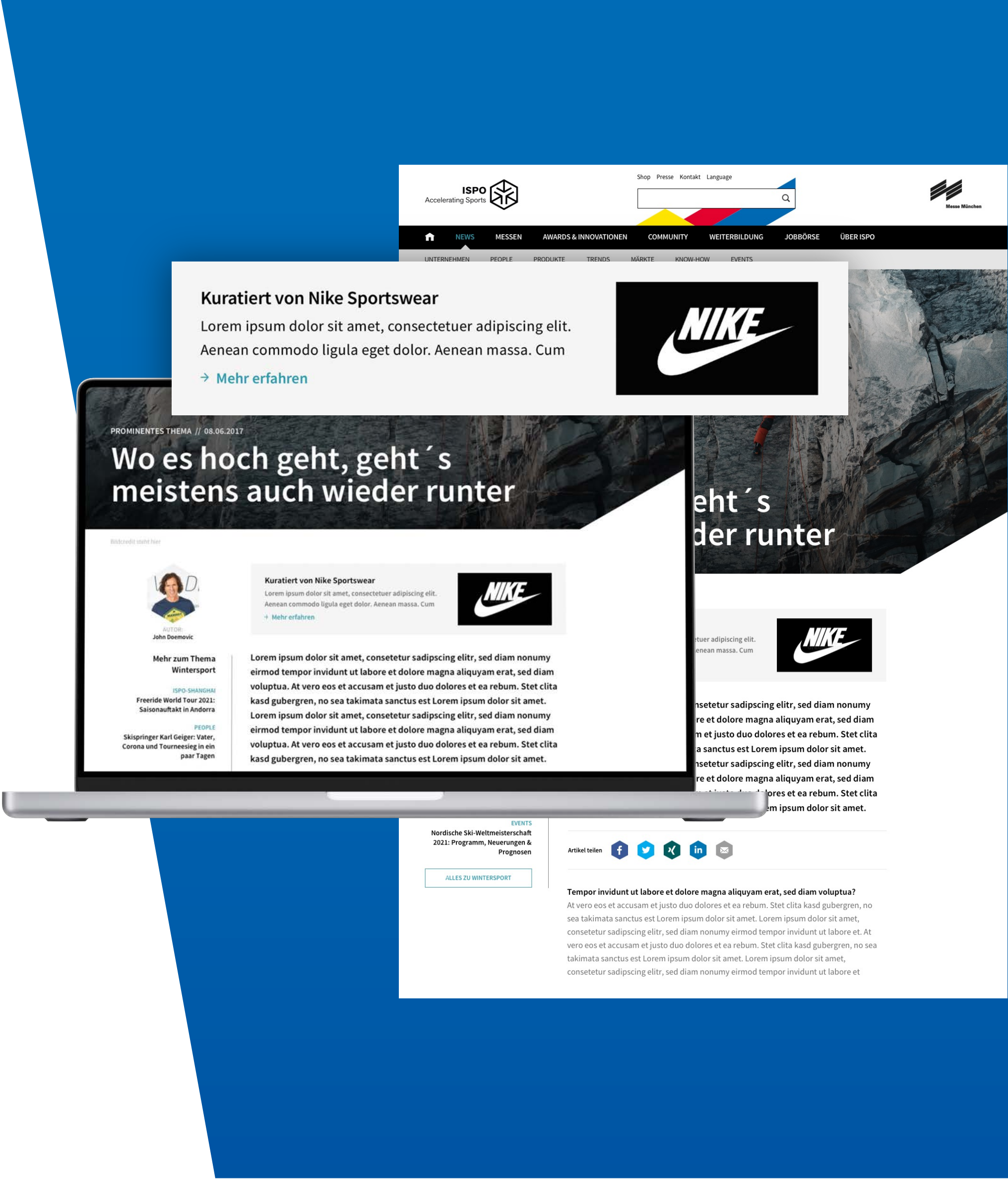
3.500 Euro

each in DE / EN / FR

Tripple package

5.000 Euro

each in DE / EN / FR



Sales Package: B2C Raffle (B2B on request)

Exclusively only 1x per month (term longer than one month, individually agreed) Payment per lead (exclusively directly usable for own marketing, DSGVO-compliant) incl. data processing agreement and corresponding handling according to MMG standard High-quality prize must be provided (500 EUR UVP minimum value) Payment per lead 15 EUR.

Content

- Billing by leads (except one-time content development provisioning fee)
- incl. basic content distribution
- Highlight and special position in the monthly editorial newsletter on the respective monthly topic

Regular

3.000 Euro commitment fee

plus 15 Euro per Lead



Let's write stories!

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 und Coordinator

Don't call it Advertorial!

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

Performance

**Personal advice. Customized content.
Targeted payout.**

"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

Contact

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

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fvs@mpm-ag.de
ispo@mpm-ag.de