

ISPO.COM MEDIKIT 2024

SPORT INSPIRES US ALL.
BUT WHO ACTUALLY
INSPIRES SPORT?

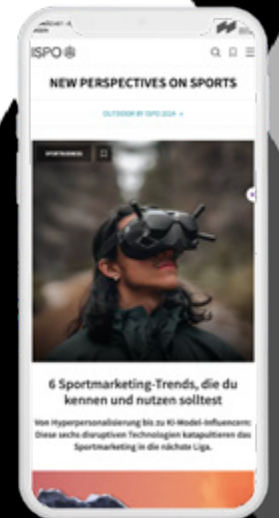
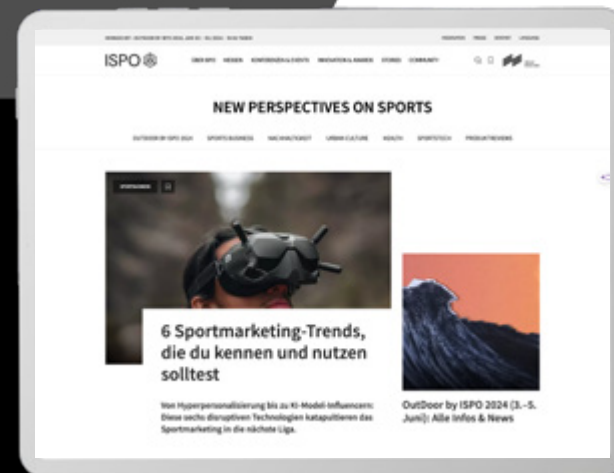
WHAT'S ISPO.COM?

Your ticket behind the scenes of sport.

We are the **media meeting place** for makers and shakers in the **international sports industry – 365 days a year** and in **four languages**.

As the central online platform of the ISPO Group (with the world's largest sports trade fairs, award and startup platforms), we offer the **global sports community** inspiration and insights, success stories and interviews as well as the innovations and trends of the future.

Our readers seek and value this content hub and the authenticity and expertise that comes with it. On ISPO.com you can reach international sports professionals and consumer experts – sports enthusiasts, opinion leaders and multipliers with a very high level of involvement in sports. With its future-oriented positioning, a wide range of topics and the high quality of our readers, ISPO.com is your ticket behind the scenes of sport.



TOPICS

Nothing touches people in every aspect of their life like sport does

Sport and the outdoors are more than just exercise and equipment. We understand sport holistically and as a driver of (social) change. Hence our mission: Accelerating Sports.

This is expressed in our topics: From sporting goods to sustainability, from sports marketing to e-sports, from start-ups to fashion - in our Sports, Health and SportsTech channels, we have our ear to the market and at the same time think outside the box. We therefore offer you the ideal environment for your topic.

ISPO 

REACH

Enormous reach into the industry
and to opinion leaders

470.000 views per month

143.000 + Social Media Fans

40% Business Professionals (B2B)

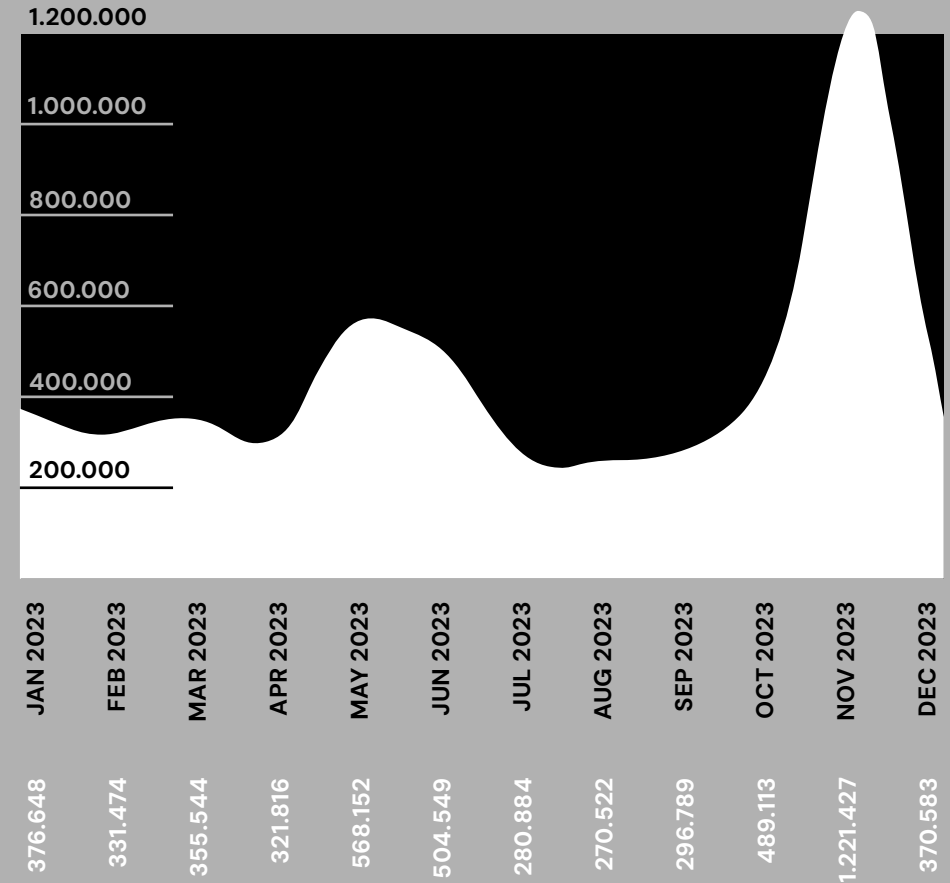
40.000 + Newsletter subscriptions

60% High Involved End Consumer (B2C)

ISPO.com readers shape the future of outdoor and sports, absorb it, shape it and carry it into society. Even as a professional part of the sports world or with the lived longing to be as close as possible to the heart of sport, they go by many names: Trendsetters, micro-influencers, opinion leaders, front runners, co-creators, ambassadors – and they are not the masses of society, they influence it.

ISPO.com is published in 4 languages: German, English, French and Spanish

Pageviews



TARGET GROUP

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

37% work in sports business

42% have a household net income of more than 3500 EUR

35 + nationalities

76% are under 54 years old

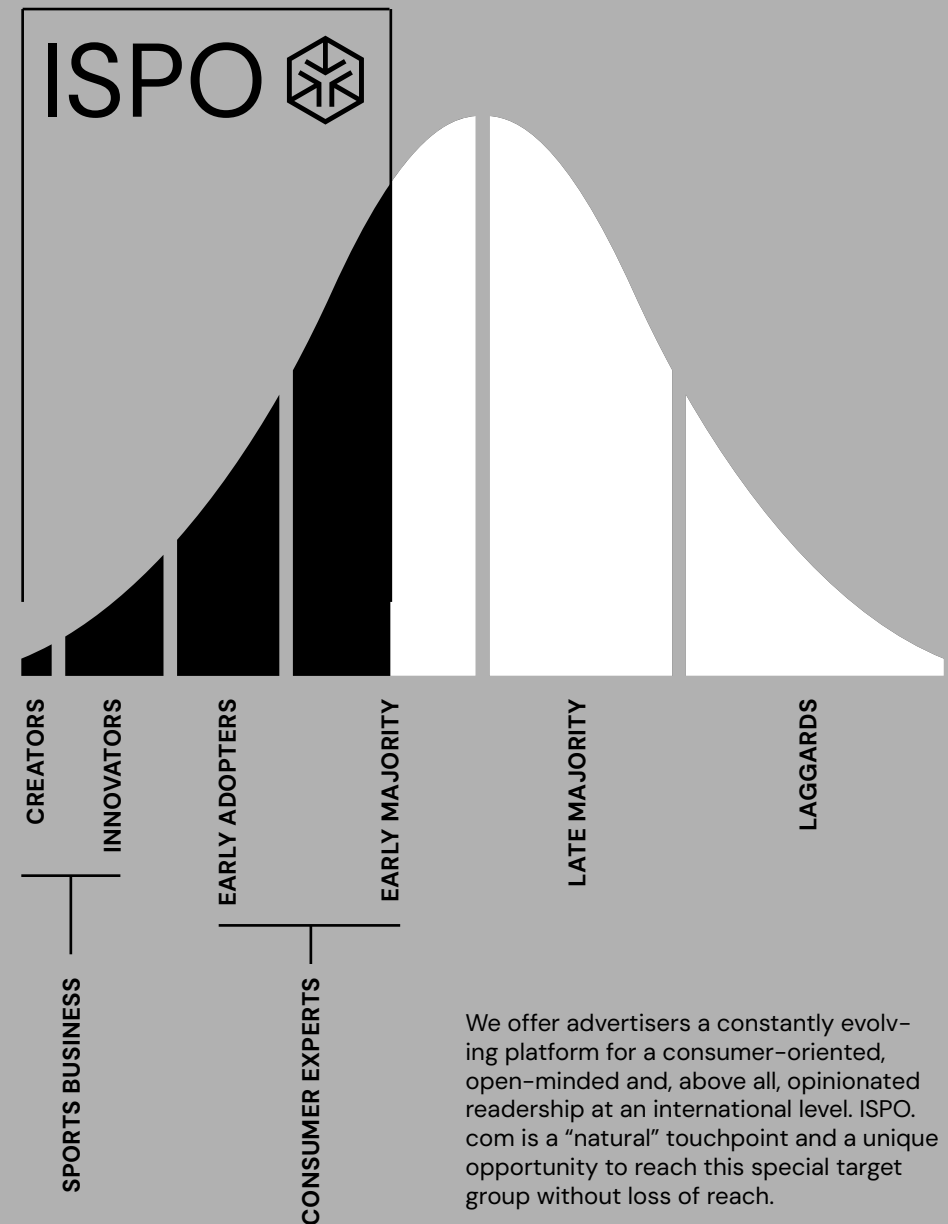
1+ Sporting goods bought by a reader on average per month

Top 10 Users origin

	Country	Users
1.	Germany	32,03%
2.	USA	21,07%
3.	France	5,76%
5.	UK	4,31%
4.	Austria	3,73%
6.	Switzerland	3,89%
7.	Italy	2,96%
8.	Spain	2,76%
9.	Netherlands	1,46%
10.	China	1,31%

Top Interests

- Vanlife (camping, van, mobile homes)
- Reseller & second-hand market
- Education & coaching
- Navigation & orientation
- Books & magazines
- Climate-friendly & climate-neutral offers
- Diet & drinks
- Care products for sports and outdoor equipment
- Mobility & mobility accessoires
- Destinations & travel
- Training & nutrition counseling
- Mental health & well-being
- Repair & maintenance services



We offer advertisers a constantly evolving platform for a consumer-oriented, open-minded and, above all, opinionated readership at an international level. ISPO.com is a "natural" touchpoint and a unique opportunity to reach this special target group without loss of reach.

ADVERTISE ON ISPO.COM

From a one-off publication to an annual communications partnership. Regardless of whether you are addressing B2B or end consumers, ISPO.com is the transport medium for your topics 365 days a year.

ISPO 

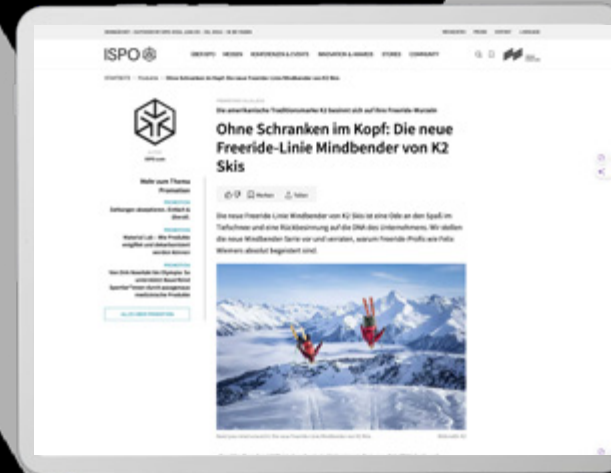
1. Our Storytelling-Options

A: Year-round storytelling partnership with Brand Channel – your base camp on ISPO.com.

Incl. 3 large editorial promotional articles in 2 languages, landing page with company philosophy, brand video integration, article teaser and CTA. Suitable for: Year-round communication on ISPO.com according to B2C and B2B. Can also be used as digital extension of the trade show booth. [Read more](#)
From 12.500,00 Euro

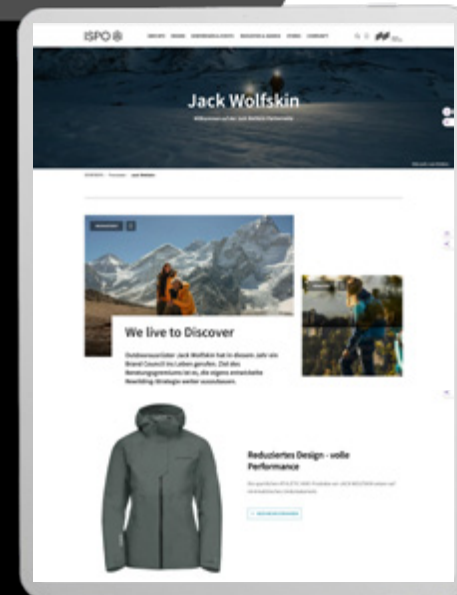
B: Editorial promotional article.

- 1: Large, interview-based. (Interview-based, image gallery, video link integration, CTA. Suitable for: New product/collection launch, company strategy, convey current focus topics in a credible way). [Read more](#)
From 4.200,00 Euro
- 2: Modern listicle format. (6–8 products or process steps are bullet pointed and compactly described. Suitable for: Presenting collection highlights or clarifying processes in bulleted form). [Read more](#)
From 3.300,00 Euro
- 3: With consumer feedback on your product. (Nothing builds trust more than honest consumer feedback. This article is based on consumer statements from our Col-laborators Club who have tried a product. Suitable for: Consumer advocacy to sell out a product). [Read more](#)
From 5.000,00 Euro

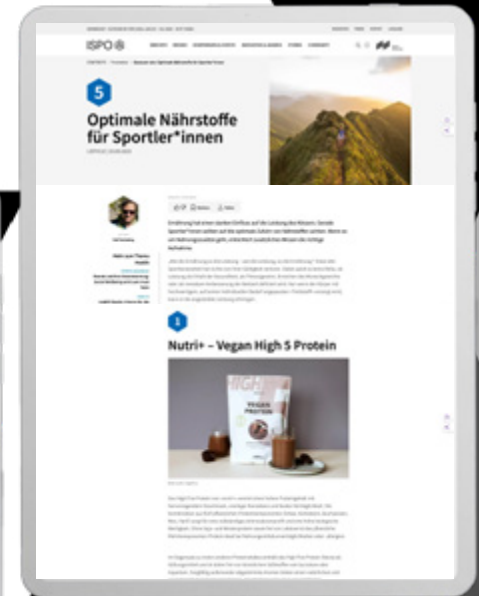


B1.

A.



B2.



2. SEO-promise for Google page 1 (DE) – Future Reach

Incl. large editorial promotion article. Together with our experts a keyword is developed. After that, the editorial team will implement a large editorial promotion article and after 6 months you will reach Google page 1 (German language). Suitable for: Sell In and Sell Out support, i.e. publication for the Sell In and high Google visibility for Sell Out.

From 7.000,00 Euro

[Read more](#)

3. Product integration on athlete pages

„With these products our athlete is in action“.
Credibly integrate 3 products in the emotional environment of your athlete's stories.

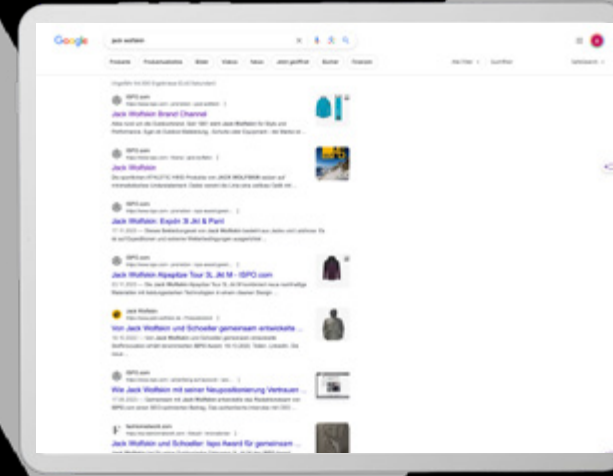
Suitable for: Product communication, athlete support

From 5.000,00 Euro

[Read more](#)

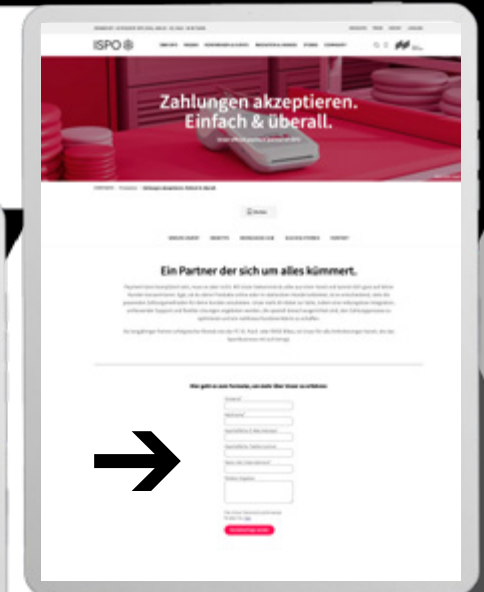
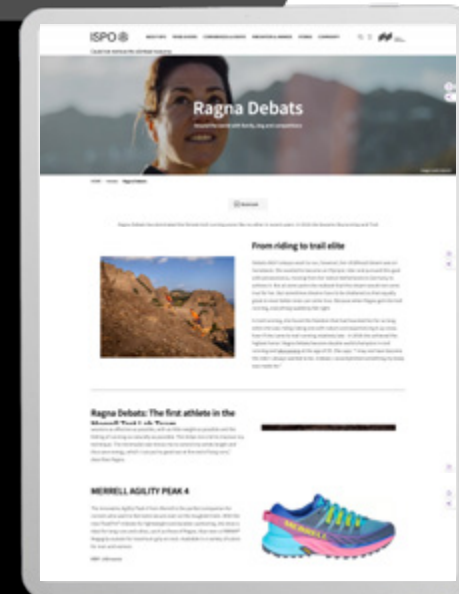
4. Lead Generation B2C and B2B

Generate leads from new consumers, merchants or other industry players through our proven mechanisms: B2C sweepstakes „Product of the Month“, B2B custom lead generation. Suitable for: Lead generation from **15 Euro** per B2C lead and **150 Euro** per B2B lead (plus setup costs). [Read more](#)



2.

3.



4.

ISPO 

5. Display Advertising

Particularly during trade fairs, it is important to achieve the best possible brand visibility in the appropriate editorial environment. Our display options can be implemented on topic pages and article pages:

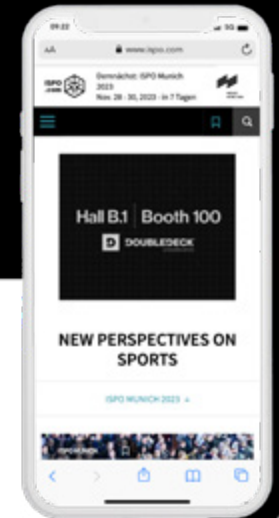
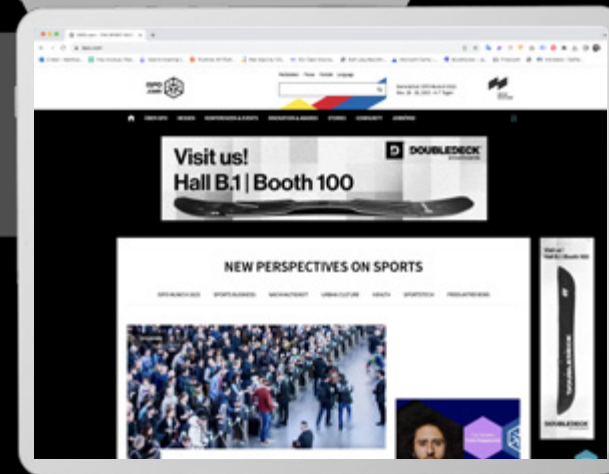
- Billboard (970 x 250) **From 2,000 Euro**
- Skyscraper (160 x 600) **From 1,700 Euro**
- Billboard/Video Slot in the content area (970 x 250) **From 2,500 Euro**
- Presented by Module (Permanently curate an existing editorial ISPO.com article with the presented by module, and link the reader to a landing page.) **From 1,500,00 Euro** [Read more](#)

Special Homepage / topic page Takeover

Ultimate visibility during the trade show period.

- Combination of Billboard and 1 Skyscraper
- Additionally possible: coloring only homepage **From 10,000 Euro net** [Read more](#)

5.



DON'T CALL IT ADVERTORIAL!

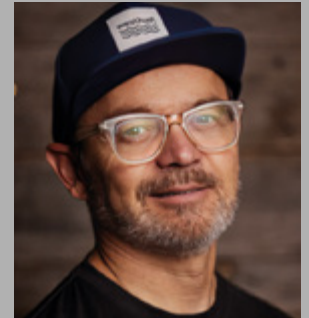
We take it sportive and try to keep the effort for you as low as possible! Our Native Team helps you to turn news and topics into unique stories.



Florian v. Stuckrad
Projekt lead



Dr. Regina Henkel
Author



Andreas Spies
Author



Constantin Duge
SEO-Expert



Prof. Martina Wengenmeir
Author and coordinator



Ralf Kerkelin
Author

MULTIPLE AWARD-WINNING

BCM-AWARD GOLD

Reward for hard work: ISPO.com has won the most prestigious communications award in the German-speaking world. The BCM Award in Gold honors the online magazine's outstanding strategy.

Best of Content Marketing - that is the name of the award presented annually by an independent jury of experts from the Content Marketing Forum industry association. ISPO.com was one of only three candidates to make it onto the shortlist in the "Strategy" category of what is probably the most prestigious award in the field of marketing and corporate communications. And now the final hurdle has been cleared: Gold goes to ISPO.com. [Read more](#)

FOX-AWARD SILVER

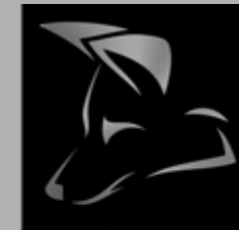
Megatrend-oriented, inspiring - and now also award-winning: ISPO.com is honored for its impact with the Fox Award 2022 in silver. The award shows: If you want to reach sports professionals and consumers efficiently, ISPO.com is the right place to go.

According to the Fox Awards, the Silver Award confirms the outstanding performance of the submitted communication concept and a far above-average impact of the ISPO Group's online magazine, which is editorially managed by the content marketing agency sayang.gmbh.

[Read more](#)



best of
content marketing
Gold 2023



FOX
AWARDS
2022

ISPO 

CONTACT

If you have any further questions,
feel free to contact us at:



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