

sb  
2019



MEDIA DATA  
EDITORIAL PROGRAMME



**“sb” is the world’s leading trade magazine for the architecture, construction and operation of sports and leisure facilities.**

By reading “sb”, facility owners, operators, investors, architects, industrial companies and craftsmen can gather information on current projects, trends and technologies in sports and leisure facilities – and find the contacts they are looking for.

In 2019, the print version is entering its 53rd year. Together with the fast-growing online offering, “sb” represents the perfect symbiosis of classical and new media.

“sb” showcases exemplary architecture and the complete spectrum of innovations, products and services from the leisure centre, sports facility, swimming pool and wellness sector.

**“sb” has been uniting industry, architects, associations, the scientific community, local authorities and facility operators since 1967.**

It is on these long-standing ties and its independent and authoritative nature that the reputation of our magazine rests. 76 % of readers consider “sb” to be objective, and a remarkable 90 % appreciate its expertise. Two thirds of our readers use the magazine as a decision-making aid for investments.

“sb” is published by the International Association for Sports and Leisure Facilities (IAKS). The sole organisation devoted to sports facility development worldwide, the IAKS has been accorded “recognised organisation” status by the International Olympic Committee (IOC). It cooperates with the International Paralympic Committee and numerous other partners.



# CONTENT



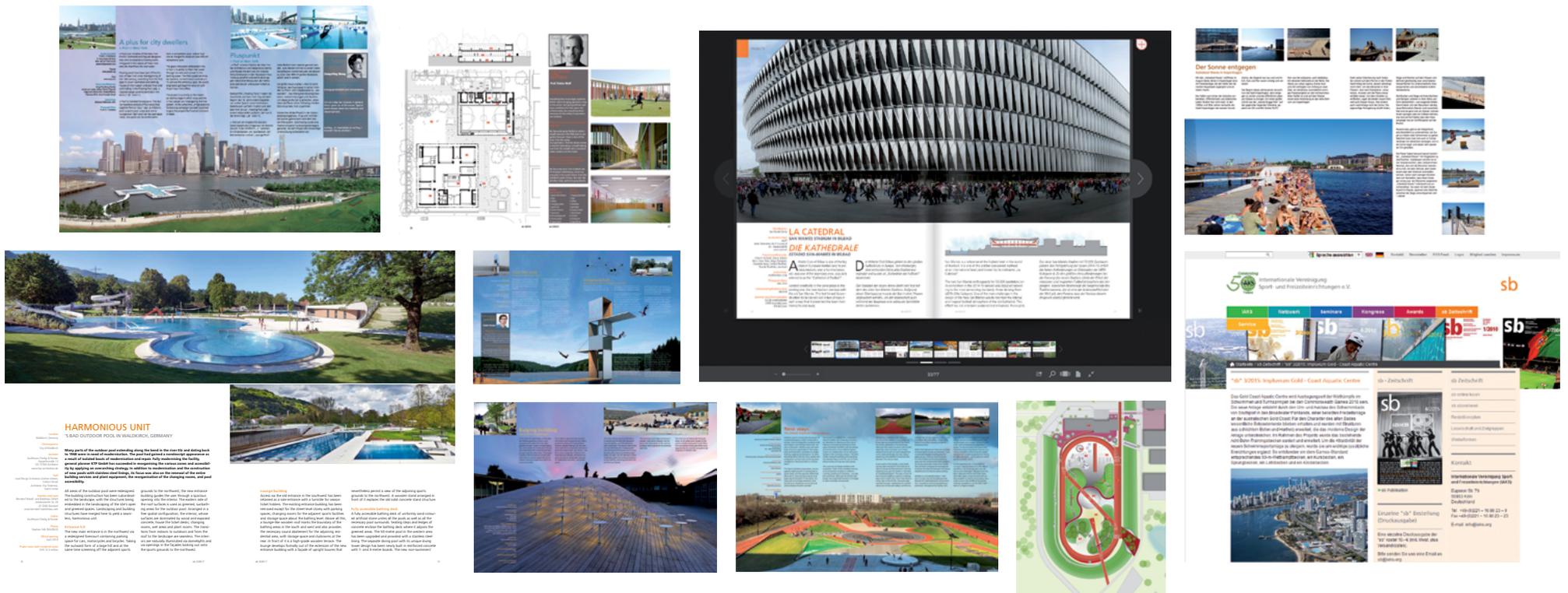
The six issues in 2019 will each be appearing in an English and in a German print run and have a specific focus (closing date for advertising/ date of publication in brackets):

- 1/2019 **SPORTS HALLS AND ARENAS** (01.02./28.02.)
- 2/2019 **STADIA AND SPORTS GROUNDS** (03.04./30.04.)
- 3/2019 **POOLS AND WELLNESS FACILITIES** (03.06./28.06.)
- 4/2019 **ACTIVATING URBAN SPACES** (02.08./30.08.)
- 5/2019 **IOC IPC IAKS ARCHITECTURE PRIZES** (07.10./05.11.)
- 6/2019 **POOLS AND LEISURE FACILITIES** (25.11./20.12.)

You can find each issue of "sb" on the IAKS website at [www.iaks.org](http://www.iaks.org). The projects reported on over the last few years can serve as a diversified source of inspiration and solutions.

Via our international IAKS newsletter, "sb" reaches a further 23,000 readers – at only 14-day intervals!

The equally strong presence of "sb" as a print and online medium ensures that the themes and focuses of "sb" achieve maximum attention via modern channels.



# READERSHIP AND TARGET GROUPS

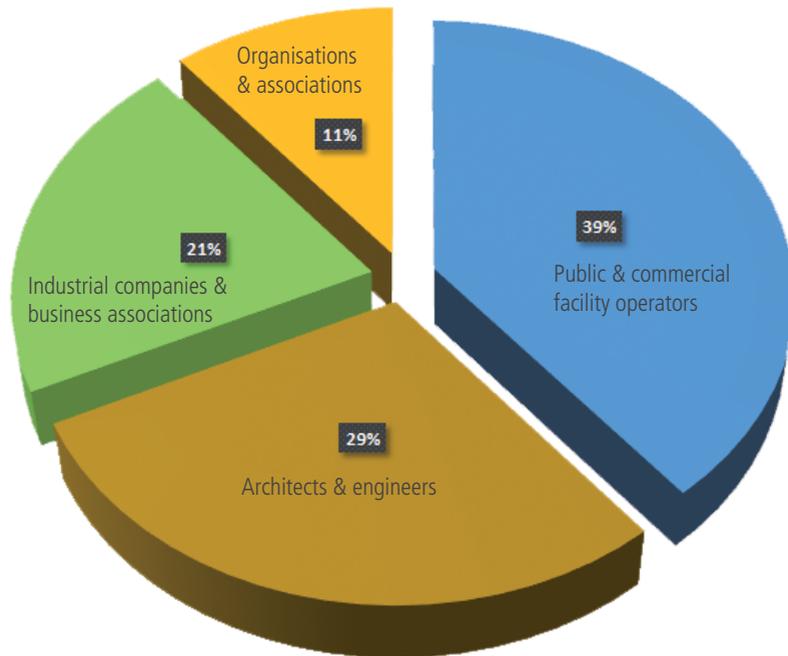


“sb” is published in English and German and appears six times per year in 156 countries of the world.

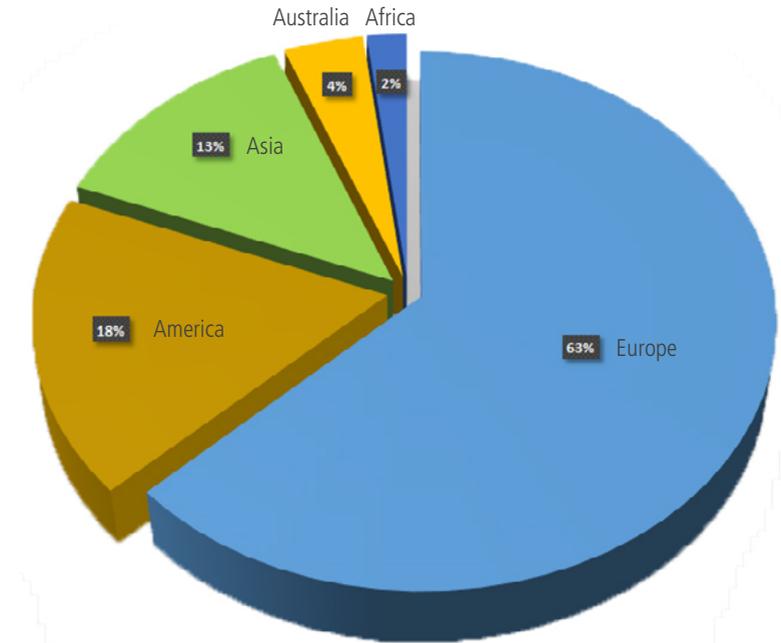
The print run extends to 3,300 copies and is backed up by our online resources: databases, newsletter, directory of trades, interviews ...

According to the Reader Survey, each printed issue of “sb” is read by an average of 3.5 readers. The total number of readers is around 11,500 – added by 23,000 readers of “sb” online.

The biggest reader groups are:



Distribution:



Year: 53rd  
 Appearance: 6 issues per year  
 Total print run: 2,100 German copies  
 1,200 English copies

Actual number of distributed copies: 3,040 copies  
 Sold copies: 1,100 copies  
 Complimentary copies: 1,940 copies  
 Reminders, archive and voucher copies: 260 copies  
 Reach (readers per issue): 11,500 readers (print)  
 23,000 readers (online)

# ADVERTISEMENTS: FORMATS & PRICES



Of all forms of advertising, the classical advertisement is still an assurance of success. Advertisements achieve the best values in attracting attention and highlighting the brand, while driving home the product advantages and arousing the emotions. According to our reader survey, one in two readers uses the advertisements in "sb" as a decision-making aid.

## Advertisement prices

The prices quoted apply to the English issue. If an advertisement is placed in both language versions, the prices quoted increase by only 30 per cent.

As another aid to decision-making, we offer IAKS members a 15 per cent discount on each ad placement. Incidentally, IAKS membership costs companies only €490 per year.

## Price discounts

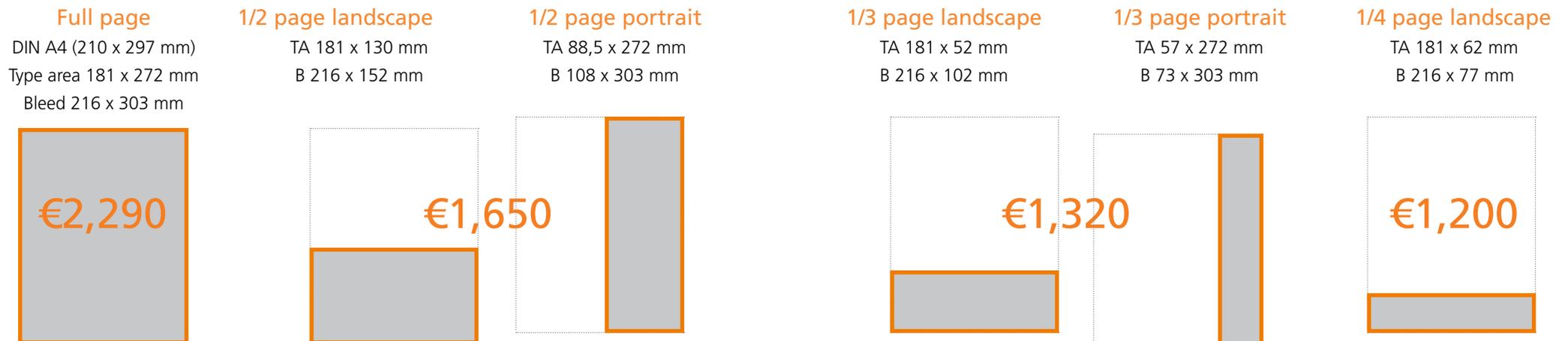
Place six advertisements and pay for only five. Or claim a ten per cent discount by placing three ads.

## Print & online combined

In addition to the print version, we also offer you numerous opportunities to present your projects and products online as well – and this at attractive personalised prices. Contact us for details.

## Job advertisements

Are you looking for new staff? Talk to us about the special conditions for job advertisements.



All prices valid from 01.01.2019 plus current rate of VAT



# OFFPRINTS & INSERTS



## Offprints

An offprint is a very useful reference publication, particularly in talks with clients. Offprints are always a high-grade tool for attracting customers at trade fairs, congresses and seminars as well.

For the offprint, your article in "sb" is supplemented with two extra pages: the "sb" cover layout with your picture, and your advertisement or business presentation on the back page.

A two-page article in "sb" is thus converted into a four-page offprint. A print run of 1,000 copies costs €1,595 plus the current rate of VAT. The cost of 2,000 copies is only minimally higher at €1,750.

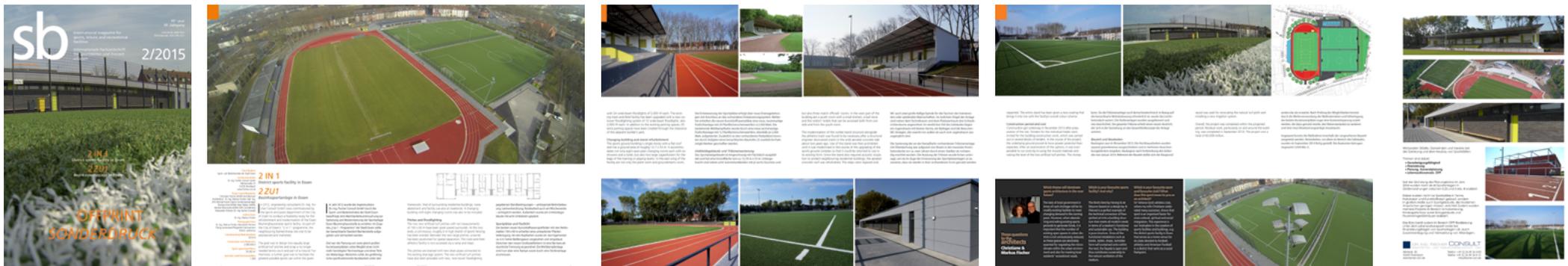
An eight-page offprint of a six-page article costs €2,475 for 1,000 copies and €2,750 for 2,000 copies, in each case plus the current rate of VAT.

All of our offprints are also presented online and in our newsletter.

IAKS members are awarded a 15 per cent discount on each order.

## Inserts

If you have already produced your own bound or loose inserts or special forms of advertising, then contact us. All the more so if you are still looking for suitable specialists for printing and layout. We will then suggest ways of accurately targeting your messages at our readers in the next issue of "sb".





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plus postage

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