

sb

60th year

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International magazine for sports, leisure and recreational facilities

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'sb' magazine

'sb' is the world's foremost magazine for exemplary architecture, innovations, products and services from the fields of leisure centres, sports facilities, swimming pools and wellness, stadiums and arenas.

It is published in English and German language by IAKS, the International Association for Sports and Leisure Facilities.

Trends and best practices

Designers and suppliers of sports and leisure facilities are continually striving to meet the evolving needs and preferences of operators and users.

'sb' addresses emerging challenges and showcases best practices in areas such as sustainability, inclusive design, innovation, digitalisation, urban masterplanning, healthy living infrastructure, etc.

Editorial programme 2026

'sb' 1/2026 – (Publication date: 27 February 2026)
Community Centres and Indoor Sports

'sb' 2/2026 – (Publication date: 21 April 2026)
Outdoor Grounds and Urban Activity

'sb' 3/2026 – (Publication date: 16 June 2026)
Aquatic Centres and Spas

'sb' 4/2026 – (Publication date: 01 September 2026)
Stadiums and Arenas

'sb' 5/2026 – (Publication date: 27 October 2026)
Sustainable and Inclusive

Who we are

IAKS is the leading global non-profit organisation for professionals from the sports, leisure and recreation facilities industry. Since 1965, IAKS has been enabling international networking for the exchange of expertise in the fields of architecture, construction and operations. IAKS is an IOC Recognized Organisation and co-operates with the IPC and many more international non-profit bodies.

Our network is the meeting place for architects, engineers, clients, designers, local authorities, technical and operative management, sports federations and clubs, suppliers and manufacturers.

IAKS has partners and members in 153 countries. National divisions serve local interests, organise regional events and provide services to the members of their countries.

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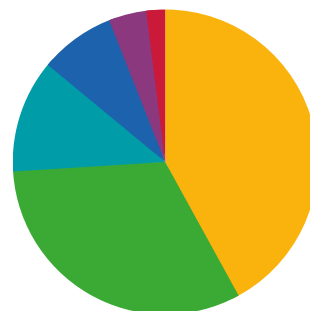
Key facts

- 3,300 print run
- 2 languages  
- 12,000 readers online
- 5 issues per year

Readership & target group

74 % of our readers are operators or planners of sports facilities

- Planners
- Operators
- Industry
- Associations
- Education & Research
- Consulting



Distribution

DACH

german issue: 96%
english issue: 21%

Western Europe & UK

english issue: 15%

Northern Europe

english issue: 14%

Central & Southern Asia

english issue: 5%

North America

english issue: 11%

Eastern Europe

english issue: 5%

Eastern Asia

english issue: 4%

South & Central America

english issue: 5%

Southern Europe

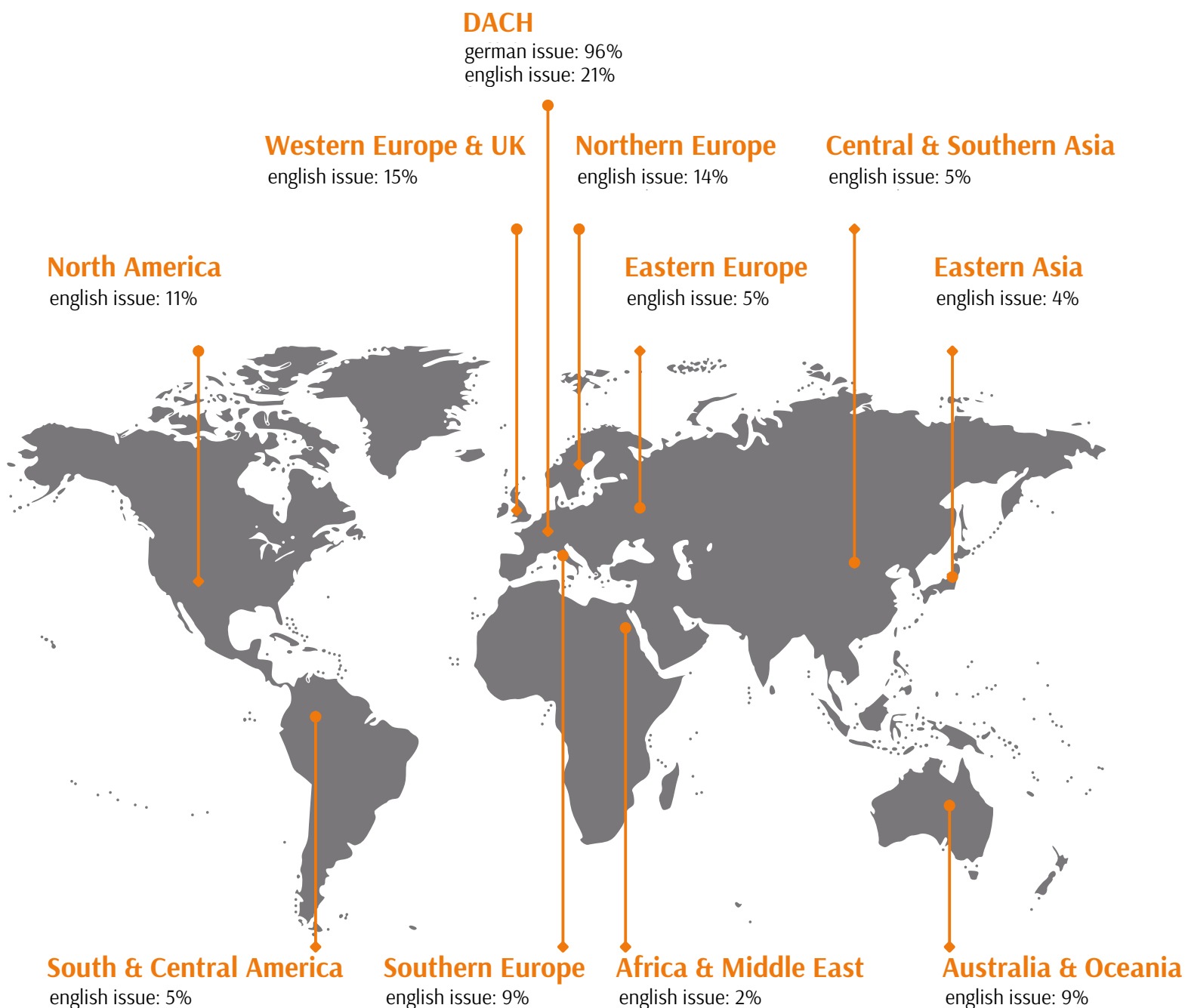
english issue: 9%

Africa & Middle East

english issue: 2%

Australia & Oceania

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Professionals & Profiles

For IAKS corporate members only:

Your additional benefits

- ✓ **Your feature in 'sb', on IAKS website and through IAKS newsletter**
Present your company, your products and reference projects in up to three half-page features per year in 'sb'. Share your innovations through impactful visuals and compelling content. Your features will also be presented on the IAKS website and through the IAKS newsletter, at no extra cost.
- ✓ **Company index listing in 'sb'**
Gain visibility in every issue of sb with your full company address and logo featured in the A-Z company index and service directory.
- ✓ **Premium database entry on IAKS website**
Stand out in our online directory with your detailed company profile, including:
 - Up to 10 core business activities (regular 3 activities)
 - A detailed company description (profile, history, innovations, and references)

Industry / companies Architects / planners

English and German issue

EUR 980

EUR 490

PROFESSIONALS & PROFILES



EIGHT-COURT SPORTS HALL IN MONHEIM

In spring 2023, total contractor NUSSLI started work on building Europe's first eight-court sports hall in Monheim am Rhein. After less than a year of construction, those involved in the pioneering project celebrated the topping-out ceremony on 26 February 2024.

The ultra-modern eight-court sports hall is part of a comprehensive plan to redesign the Berliner Ring school centre. The construction method, which combines NUSSLI's expertise in temporary construction with prefabricated modular elements, allows the large-scale project to grow rapidly in height.

Erected!

The ring walls and columns were completed in reinforced concrete before the end of 2023. Construction of the outbuilding was completed before Christmas, and work began on the basic structure for the sports hall roof in January 2024. And at the end of February, the last of the roof structure's trusses, which are up to 30 m long, were installed. This completed the construction of the almost 19-m-high structure. Now the interior work and the facade work will follow.

Short construction time

The rapid implementation of the construction project was an important aspect from the outset. After all, while the pupils are learning on the campus, construction is taking place next door. The construction phase had to be kept as short as possible to minimize disruption to ongoing school operations and traffic.

Well on schedule

In a challenging short time of 18 months in total, the record-breaking hall is to be built from the ground-breaking ceremony to commissioning. With the topping-out ceremony, NUSSLI has achieved another target date within this ambitious schedule.

NUSSLI Group
www.nussli.com

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A MODERNISED SPORTS PARADISE

The new drainage technology at the Moormannskamp stadium is based on sustainable solutions that not only meet the requirements of modern sports facilities, but also take ecological aspects into account. Rainwater is effectively absorbed, cleaned and drained away.

Efficient hollow profile channels designed in accordance with the World Athletics (WA) regulations and DIN 18035 Part 3 were used to drain the running tracks and neighbouring areas. This ensures rapid drainage of rainwater and reduces the risk of flooding during heavy rainfall.

The areas around the jump pits are lined with elastic kerbs. Thanks to their elastic properties, they help to minimise the risk of injury. ACO SPORT® sand traps were also installed to catch any sand spillages, which are unavoidable during jumping competitions, and keep them away from the neighbouring surface.

A particularly outstanding feature of the renovation is the use of products for cleaning microplastics. The use of the ACO SPORT® filtration shaft ensures that microplastics released by abrasion from plastic surfaces, for example, are effectively retained.

The renovation of the Moormannskamp stadium in Bitterfeld is therefore not only a structural modernisation, but also a pioneering step towards environmental protection and sustainability. It sets an example for other sports facilities.

ACO Group
www.aco.com

40-202204

PROFESSIONALS & PROFILES



SAFETY AND AESTHETICS FOR SPORT & PLAY

The X-TEND cable mesh from Carl Stahl ARC offers a wide range of sporting possibilities, as well as safety applications in architecture and construction. The newly defined European Technical Assessment (ETA) ETA-22/0257 for the X-TEND cable mesh as a fall protection and safety net creates a solid basis for its application, with regular external monitoring of production processes for quality assurance. The ETA for X-TEND not only enables practical applications based on the European Construction Products Regulation but also ensures static calculability and installation according to guidelines.

As a tested quality product, X-TEND is suitable for various sensitive areas of application, including sports facilities, schools, daycare centres, residential and office buildings, as well as facade greening or horizontal fall protection nets, even in critical infrastructure. It serves not only as a safety net but also as a design element, made of durable and robust high-grade stainless steel. Its flexibility allows for use in both two and three dimensions.

X-TEND rope net is available in various mesh sizes and rope diameters and, thanks to its low weight but high load-bearing capability, enables delicate installations with large spans. It ensures optimum visibility for spectators and athletes and keeps balls silently in the net without permanent deformation or damage. X-TEND provides safety for games and sports, even where space is limited in cities, such as with renovated courts for utilizing existing flat roofs.

The X-TEND cable mesh is manufactured in our own facilities in Europe, as well as in the USA to comply with project-specific "Buy American" guidelines.

Carl Stahl ARC GmbH
www.carlstahl-architektur.com

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PLAYPARC

BARRIER-FREE CALISTHENICS PARKS

Since 2013, Calisthenics parks from PLAYPARC, which are developed by athletes, have been the first choice for all people who want to improve their fitness, promote their health and enjoy outdoor exercise. Thanks to their multifunctional design, they offer a wide range of training options that help to improve the quality of life and well-being of people all over the world. Thanks to their well thought-out design and the use of high-quality materials, PLAYPARC's calisthenics parks are durable, stable, safe and easily accessible. Whether stand-alone or in combination with other outdoor fitness equipment, they offer numerous options for a varied and effective workout.

The barrier-free "altogether" calisthenics parks offer inclusive fitness and training areas that include people with different physical abilities and disabilities. Lower bars and parallel bars for people in wheelchairs, grab handles, adapted training benches, step-on/step-off aids and many other details facilitate and enable participation and individual training for all people with disabilities.

Barrier-free public sports and training facilities help to ensure that everyone has the same opportunities to lead an active and healthy life. They provide an inspiring environment to train together, learn from each other, motivate and support each other. This not only contributes to physical health, but also promotes social interaction.

PLAYPARC GmbH
www.playparc.de

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PROFESSIONALS & PROFILES

COMPANY INDEX FROM A TO Z

IAKS member companies go one step ahead with 'Professionals & Profiles'. And position themselves prominently – in print and online. Report on your innovations and references in its magazine and the IAKS newsletter and on our website. It goes without saying that your architect or supplier logo appears in every issue – and is sure to catch the eye of your business partners.



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Inserts

Inserts are the leaflets that drop out of a magazine - right into your customer's hands!

If you have already produced your own brochures, 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! Price on request.



Newsletter marketing

Online promotion through the IAKS newsletter published every two weeks in English and German language
With 12,000 subscribers



Newsletter 12/2025

Newsletter statistics	IAKS	Architecture industry
Open rate	24 %	22 %
Click rate	2,8 %	2,5 %

News Teaser



30 years of Caldea – and a bold new chapter

Advertorial by Fluidra

Caldea, southern Europe’s largest thermal leisure centre, is turning 30 and looking ahead with the New Caldea project. From refreshed thermal zones and restaurant upgrades to new attractions and a hotel opening in 2026, big changes are underway.

Fluidra is leading the transformation of Caldea’s iconic indoor and outdoor lagoons into a unique hybrid space blending **wellness and entertainment**.

[Read more about this project](#)

Price EN or DE	EUR 400
Price EN + DE	EUR 600
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IAKS corporate members receive a 15% discount on online-advertorials.

Banner advertising



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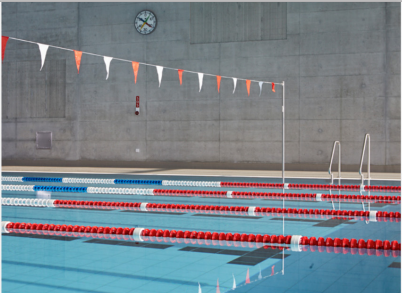
COLOGNE, 28-31.10.2025

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Online-Advertorial: news & landingpage

When you purchase an online advertorial, we will create a news item for you in the IAKS newsletter and a landing page on the IAKS website. Place your own company advertising, your logo and further links.



WEIBEL swimming lane lines

Whether it's for training, competition, or daily use – when everything needs to run smoothly, the equipment has to deliver. Without complications, without second thoughts. That's exactly what WEIBEL's lane line range is made for.

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IAKS Network Activities id magazine Where we work

Search English

WEIBEL swim lane lines

12.01.2025

Advert by IAKS member WEIBEL

Whether it's for training, competition, or daily use – when everything needs to run smoothly, the equipment has to deliver. Without complications, without second thoughts. That's exactly what WEIBEL's lane line range is made for.

Double quality. Tailored advice. Only when everything runs smoothly, pool operators are as satisfied as the swimmers in the lane, and that's precisely what WEIBEL's lane line range is made for.

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