IAKS Publications

Media Pack

2027

Advertising Rate Card 2027
Valid from 01/01/2027 to
12/31/2027
All prices plus VAT.

IAKS

Connect with the world of sports and leisure facilities

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Advertise with IAKS

As a non-profit association, IAKS connects an international network of professionals involved in the planning, construction and operation of sports and leisure facilities. We facilitate the exchange of knowledge, foster innovation and promote quality in sports and leisure facilities – from major stadiums to local activity spaces.

Since 1967, sb magazine has been reporting on the planning, construction and operation of sports and leisure facilities. As the official journal of IAKS, it provides readers with inspiring project reports, the latest developments from across the industry and in-depth articles on topics relevant to planners, developers, operators and manufacturers.

sb is published five times a year in both German and English, with each issue focusing on a specific theme. Distribution is tailored to the topic of each issue: in addition to IAKS members, who receive every issue, selected industry professionals whose fields of work are relevant to the respective theme also receive the magazine.

This targeted distribution puts your advertisement in front of the readers most relevant to your business.

sb magazine | Overview

Topics: Project Reports and Case Studies, Industry News, White Papers, Industry Directory.

Languages: German and English.

Distribution: Members, subscribers, and selected expert readers worldwide. Total distribution reach around 11,100 recipients.

Circulation: Approximately 3,300 print copies.

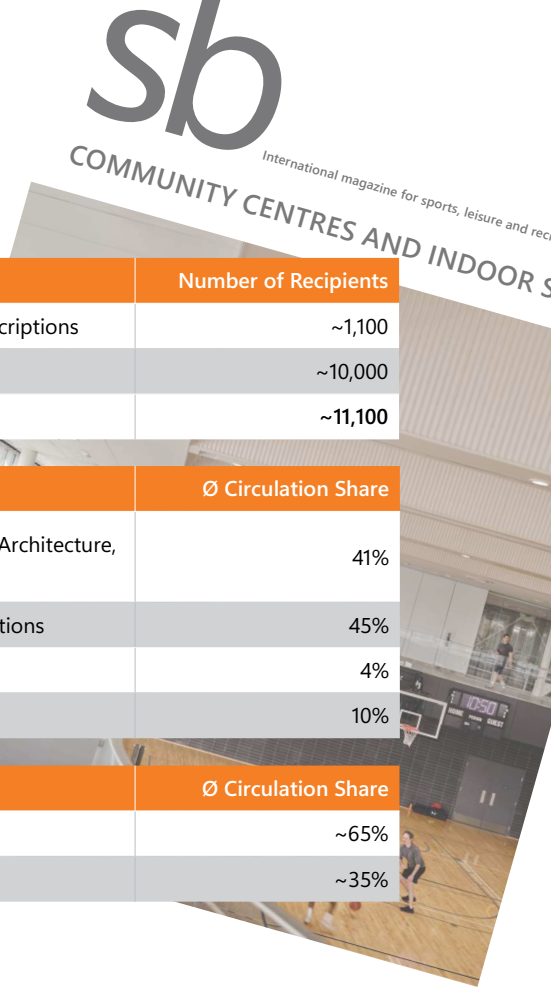
Digital Distribution: Available for free via issuu.com or iaks.sport. ~5,000 readers annually, average reading time 15 minutes per reader.

Publication Frequency: Five issues per year, each with a theme-specific distribution.

Each issue brings a focus topic to where it is truly relevant in the workday: to the appropriate professionals in up to 93 countries and regions.

Member Benefit

15% discount on all advertising formats for IAKS members.



Distribution (Print)	Number of Recipients
IAKS Members and Subscriptions	~1,100
Other Specialist Groups	~10,000
Total Distribution Reach	**~11,100**

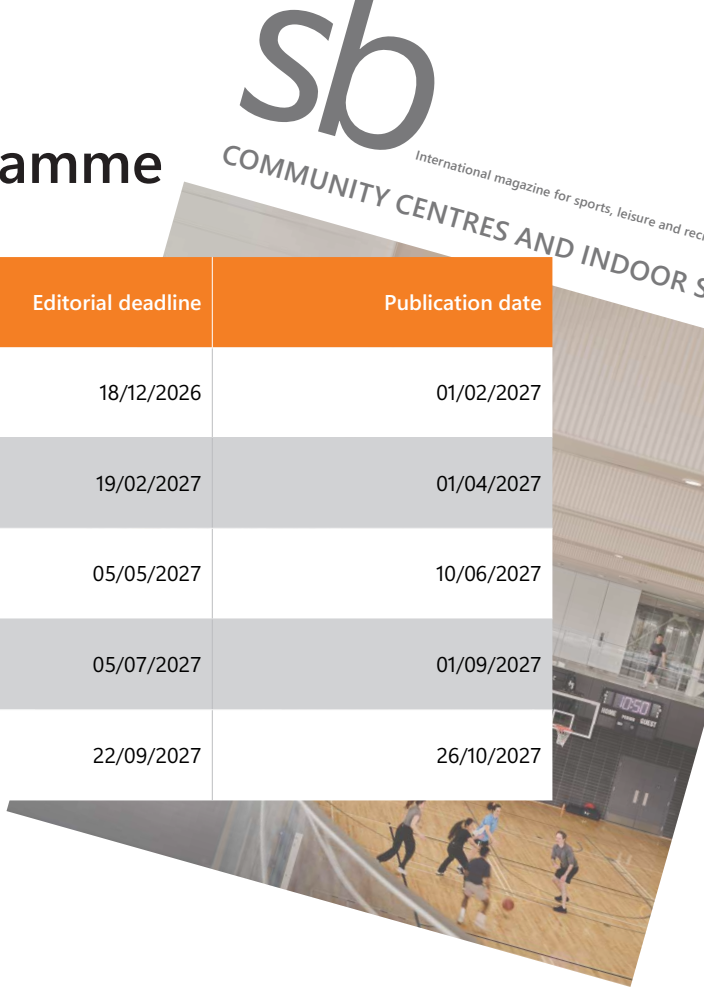
Industries	Ø Circulation Share
Architecture, Landscape Architecture, Planning, Design	41%
Management and Operations	45%
Industry, Manufacturers	4%
Others	10%

Languages & Regions	Ø Circulation Share
DACH (German)	~65%
World (English)	~35%

ISSN (Print): 0036-102X | ISSN (Digital): ISSN 2198-4271

sb magazine | Editorial programme

Issue	Feature topic	Editorial deadline	Publication date
01/2027	Community Centres and Indoor Sports	18/12/2026	01/02/2027
02/2027	Outdoor Grounds and Urban Activity	19/02/2027	01/04/2027
03/2027	Aquatic Centres and Spas	05/05/2027	10/06/2027
04/2027	Stadiums and Arenas	05/07/2027	01/09/2027
05/2027	IAKS Architecture Prize	22/09/2027	26/10/2027



sb magazine | Ads & Inserts

Example	Ad Type	Format (Trim, W x H in mm)	EN / DE		EN & DE	
			Standard	Members	Standard	Members
	2/1	432 x 303	€4,977	€4,230	€6,457	€5,488
	1/1	216 x 303	€2,690	€2,287	€3,490	€2,967
	Inside Front/Back (+10%)	216 x 303	€2,959	€2,515	€3,839	€3,263
	Back cover (+15%)	216 x 303	€3,094	€2,629	€4,014	€3,411
	1/2 Vertical 1/2 Horizontal	108 x 303 216 x 152	€1,920	€1,632	€2,490	€2,117
	1/3 Vertical 1/3 Horizontal	102 x 216 216 x 102	€1,530	€1,301	€1,990	€1,692
	1/4 Horizontal	216 x 77	€1,290	€1,097	€1,680	€1,428

Inserts

Inserts are sheets, cards, or brochures that are loosely included with the magazine. We are happy to assist you with the production of such advertising materials or take on existing products. Prices available upon request.

For multiple orders within a year, you receive attractive discounts. Contact us!

sb magazine | Advertorials

Scope	EN / DE		EN & DE	
	Standard	Members	Standard	Members
1 page, 4C, up to 2,500 characters, up to 3 images	€1,050	€893	€1,400	€1,190
2 pages, 4C, up to 5,000 characters, up to 5 images	€1,800	€1,530	€2,400	€2,040
4 pages, 4C, up to 8,000 characters, up to 7 images	€2,950	€2,508	€3,650	€3,103
6 pages, 4C, up to 12,000 characters, up to 10 images	€4,000	€3,400	€4,900	€4,165

Advertorials are editorial articles tailored to your specifications: You provide the images and text, and we coordinate with you to design the perfect layout. Ideal for showcasing references or product launches. For content exceeding six pages, please inquire.

Extended Reach

Advertorials can be combined with the „Newsletter & Website Combo." Your advertorial will then be featured on the IAKS website and promoted in the newsletter. Prices and details can be found on page 9.

sb magazine | Offprints

Scope	EN / DE		EN & DE	
	Standard	Members	Standard	Members
4 pages (Print, 4C, 1000 copies)	€2,700	€2,295	€3,350	€2,848
8 pages (Print, 4C, 1000 copies)	€4,750	€4,038	€5,900	€5,015
Digital (PDF)	€350	€298	€650	€553

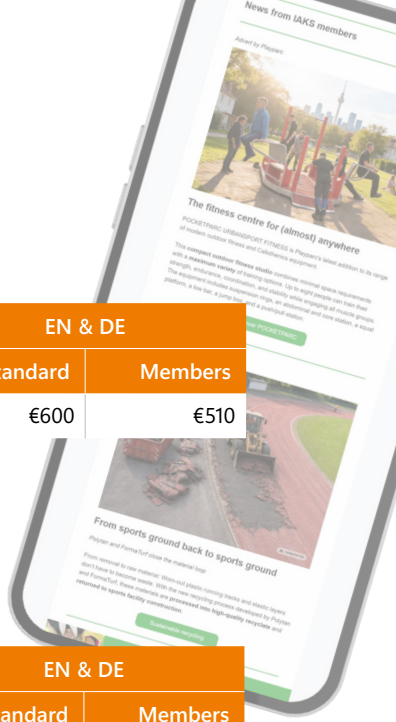
You will receive a custom offprint of the article in sb featuring your company, complete with a specially designed front and back cover. External advertisements will be removed.

A high-quality reference, perfect for trade shows or client meetings. Available in print or digitally as a PDF.

Newsletter | Sponsored & Banner

The IAKS newsletter is published every two weeks in German and English. It covers a range of topics including IAKS news, event announcements, project reports, and other editorial content. The newsletter reaches around 12,000 subscribers, including IAKS members.

In the IAKS newsletter, sponsored posts and banners are available as advertising options. A unique feature is the combination of a sponsored post and landing page on iaks.sport („Newsletter & Website Combo“ on page 9).



Sponsored Post (Text Ad)

EN / DE		EN & DE	
Standard	Members	Standard	Members
€300	€255	€600	€510

Image width: 600 px; Formats: .jpg, .png
Title: 60 characters max.
Text: 220 characters max.

Banner

EN / DE		EN & DE	
Standard	Members	Standard	Members
€200	€170	€400	€340

Image width: 600 px; Formats: .jpg, .png

Newsletter & Website Combo

EN / DE		EN & DE	
Regular	Members	Regular	Members
€500	€425	€800	€680

Sponsored Post

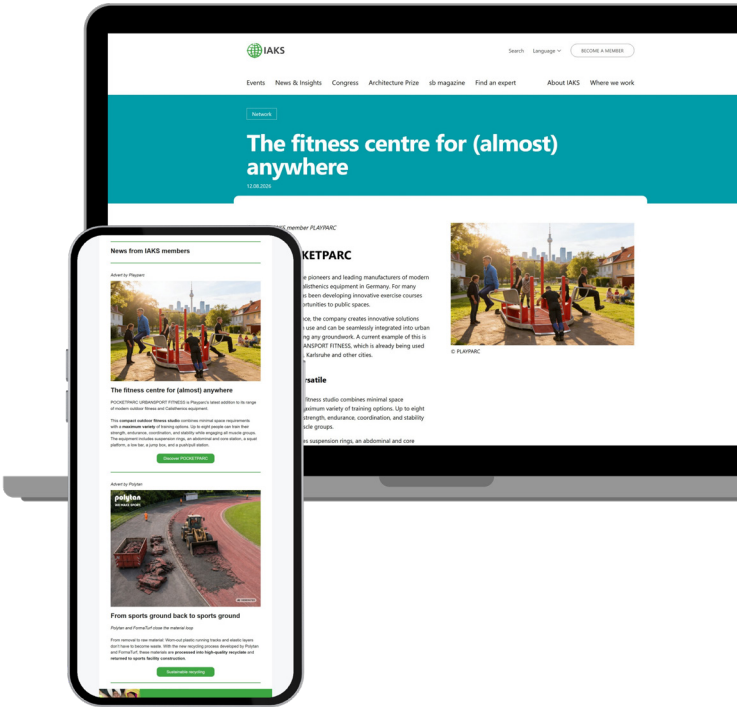
Image width: 600 px; Formats: .jpg, .png, Title: 60 characters max., Text: 220 characters max.

Landing Page

Header image (W x H): 2600x750 px; Formats: .jpg, .png, Accompanying images (Width): 650 px; Formats: .jpg, .png, Text: ~2000 characters max.

The Newsletter & Website Combo is a combination of a sponsored post plus a landing page (digital advertorial) on iaks.sport.

Place your message across two high-reach IAKS media channels using your logo, images and text. We design both the newsletter feature and the advertorial on iaks.sport for you.

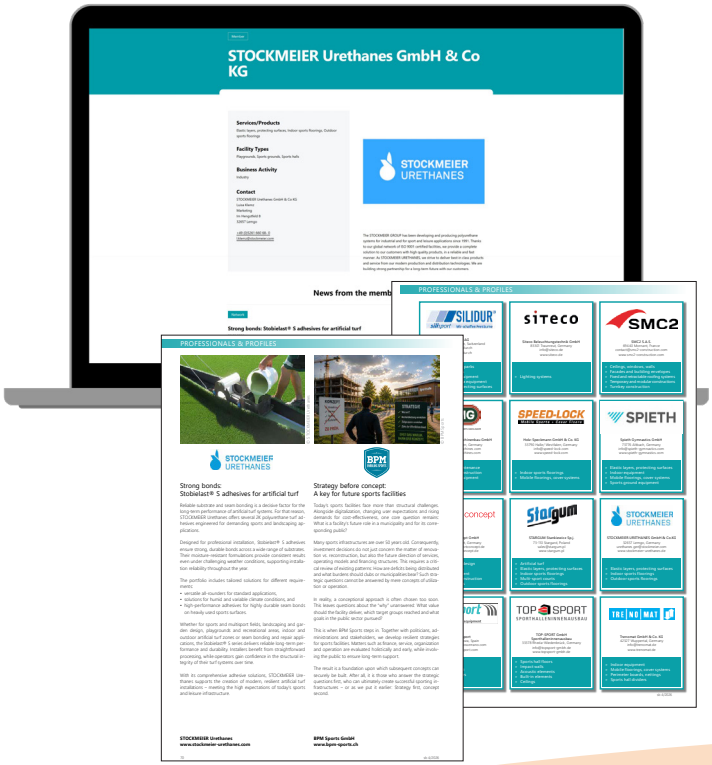


Professionals & Profiles (Exclusive for Members)

EN & DE	
Industry, Manufacturers	Architects, Planners
€980	€490

Professionals & Profiles is an exclusive promotional opportunity for IAKS member companies. Your package includes:

- Up to three short articles per year (½ page, approx. 1,500 characters each), including an image and your company logo. You choose the content – for example, a company profile, new products or a review of a trade show.
- Plus: Distribution of your articles via the IAKS newsletter.
- Plus: A listing in the sb company index in every issue throughout the agreed period.
- Plus: A premium listing in our expert search on iaks.sport, categorised by business area and specialisation, including a company description (profile, history, references, etc.) and logo.



Get in touch

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Terms and conditions

1. For the purposes of these Terms and Conditions, an "advertising order" means a contract for the publication of one or more advertisements placed by an advertiser or other client in a printed publication for distribution, or for the publication of an advertisement in electronic media, in particular on the internet.
2. Our order confirmation and the price list applicable at the time of the order shall govern each order.
3. An "agreement" means a contract for the publication of multiple advertisements, taking into account the discounts to be granted to the advertiser in accordance with the price list, with each individual advertisement being published at the client's request. Discounts shall not be granted where a company places multiple advertisements on behalf of different advertisers.
4. Translations of advertising copy are available for a fee to be agreed separately in each case.
5. The client is responsible for the timely delivery of the advertising copy and of complete, technically suitable artwork or inserts. If the required materials are not received by the advertising deadline, a late submission fee of 10% of the total order value will be charged.
6. Proofs will only be provided upon explicit request.
7. The publisher reserves the right to reject advertising orders – including individual advertisements placed under an agreement – and orders for inserts on the basis of their content, origin or technical format, in accordance with the publisher's uniform and objectively justified principles, if their content violates applicable laws or official regulations, has been objected to by the German Advertising Council following a complaint, or if publication cannot reasonably be expected of the publisher. Publication shall be deemed unreasonable in the case of racist, inflammatory or sexist content, as well as content that incites or glorifies drug use or violence. Advertising orders whose content is directed against the publisher or its employees shall likewise be deemed unreasonable.
8. The client warrants that it holds all rights necessary to place the advertisement. The client bears sole responsibility for the content and legal admissibility of the text and image materials provided for publication, as well as any other advertising materials supplied. In connection with the advertising order, the client shall indemnify the publisher against all third-party claims that may arise as a result of any violation of statutory provisions.
9. Print materials will only be returned to the client upon explicit request. The obligation to retain such materials ends three months after completion of the order.
10. The place of performance shall be the registered office of IAKS. The courts at the registered office of IAKS shall have jurisdiction.