

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 craftspersons 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 fastgrowing 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):

1/2010	CDODTC HALLC AND ADENIAC	(04 02 (20 02)
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 PRIZE	s (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. 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

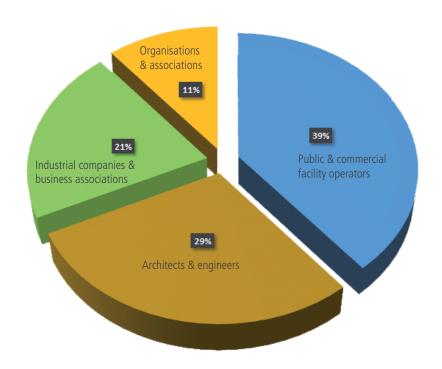


"sb" is published in English and German and appears six times per year in 156 countries of the world.

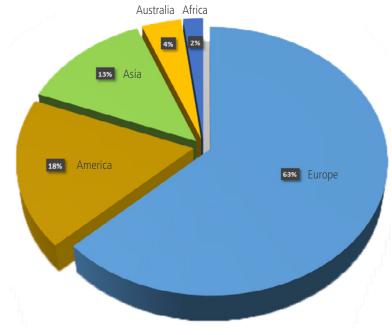
The print run extends to 3,300 copies and is backed up by our online resources: databases, newsletter, directory of trades, interviews ...

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 1,100 copies

Sold copies: 1,10 Complimentary copies: 1,94

1,940 copies

Remainders, 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.

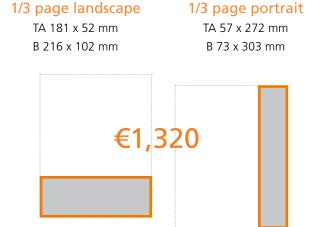
Print & online combined

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.

Full page DIN A4 (210 x 297 mm) Type area 181 x 272 mm Bleed 216 x 303 mm €2,290 1/2 page landscape TA 181 x 130 mm B 216 x 152 mm B 108 x 303 mm €1,650





1/4 page landscape

TA 181 x 62 mm

ADVERTORIALS



"sb" offers you further ways of attracting attention. We have reserved an area devoted to technical innovation and the equipping of sports and leisure facilities, e.g. sports surfaces, swimming pools, admission controls, sound reinforcement systems, lighting, sports surfaces and much more besides.

You provide the images and copy, and we design the matching "sb" layout for you in consultation with you. This way you reach your audience through journalism as well.

By placing an article either in English or German, your contribution to our expenses is €600 per page plus the current rate of VAT. If you choose both languages, you pay €900 per page plus the current rate of VAT. IAKS members receive a 15 per cent discount on each advertorial.

Here again, the combination of print and online versions offers huge potential, a vastly expanded readership and sensationally attractive prices.









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".





















PROFESSIONALS & PROFILES



Independently of its focus and in addition to ad placements, each issue of "sb" offers further opportunities for publicising your business.

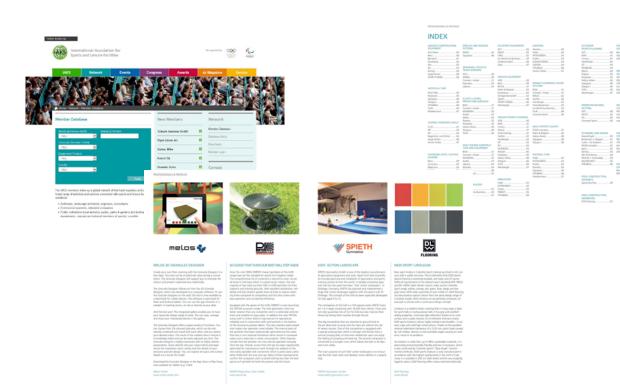
In the Professionals & Profiles section, you as a member of the IAKS can publish your news on a half-page in three issues per year. In addition, you also appear with your logo and contact details in the address list and directory of trades in each issue – in the English and German versions.

At the same time, you also benefit from the smart linkage of "sb" with our website, for you also additionally receive an exclusive Premium entry in our online database. The annual fee is €750 for companies and €375 for firms of architects and engineers (plus the current rate of VAT).

PROFESSIONALS & PROFILES

FROM A TO Z

This way, anyone can find you.





Profiles section, members o logo and contact details in

if the Professionals & Promes Section, melroders for the likes call publish news or a half-page if three solutes present adaption, there are already and professional professi



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CONTACT





Secretary General with overall responsibility Klaus Meinel meinel@iaks.org

Editorial Board and Marketing Thomas Kick kick@iaks.org Phone +49 (0) 221 16 80 23-12





Editorial Board Silke Bardenheuer bardenheuer@iaks.org Phone +49 (0) 221 16 80 23-11

"sb" online Johannes Diekhans diekhans@iaks.org Phone +49 (0) 221 16 80 23-13





Subscriptions Valentina Bernhardt bernhardt@iaks.org Phone +49 (0) 221 16 80 23-14

Subscription

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> Single issue € 12 inclusive of VAT, plus postage

Editorial board and publisher

IAKS
International Association for Sports and Leisure Facilities
Eupener Strasse 70
50933 Cologne, Germany
Phone +49 (0) 221 16 80 23-0
Fax +49 (0) 221 16 80 23-23
sb@iaks.org
www.iaks.org



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www.iaks.org