

sb
2020



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 2020, the print version is entering its 54th 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.



The logo consists of the lowercase letters 'sb' in white, centered within an orange square. A horizontal bar with a purple-to-yellow gradient passes behind the square.

sb

“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.



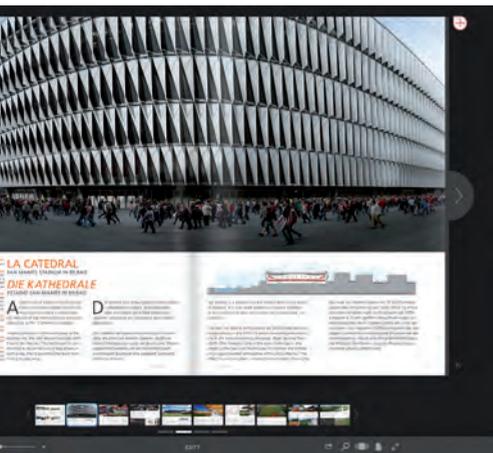
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sb

You can find each issue of “sb” on the IAKS website at www.iaks.sport. 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 24,000 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.



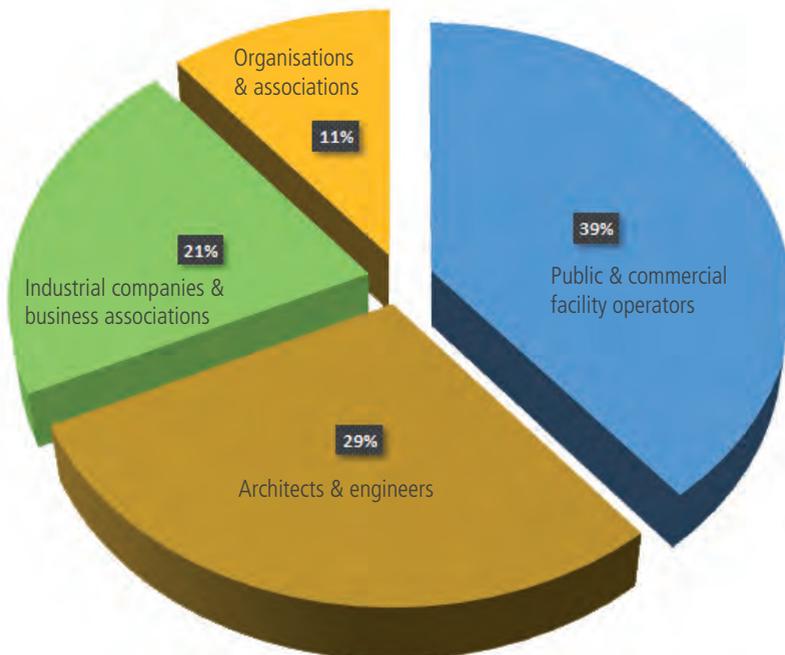
READERSHIP AND TARGET GROUP

“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 ...

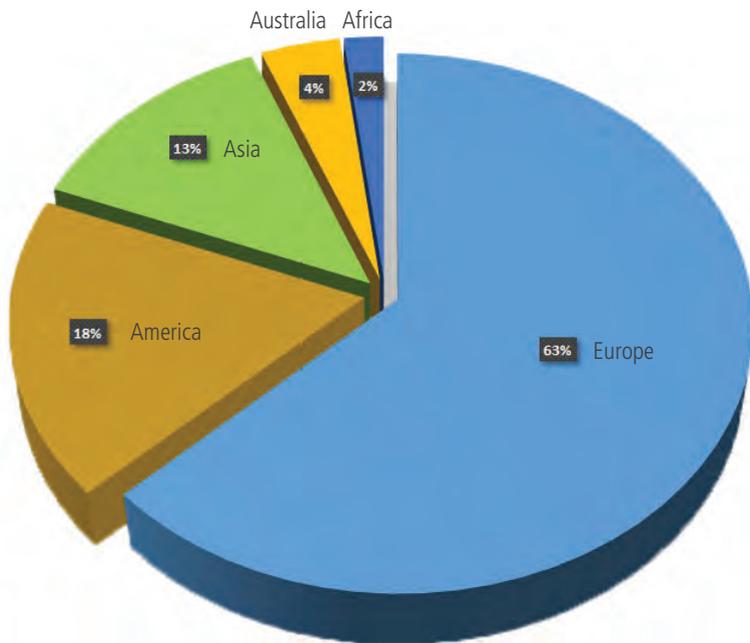
According to the Reader Survey, each printed issue of “sb” is read by an average of 3.5 readers. The total number of readers is around 11,500 – added by 24,000 readers of “sb” online.

The biggest reader groups are:





Distribution:



Year: 54th

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

Remainders, archive and voucher copies: 260 copies

Reach (readers per issue): 11,500 readers (print)

24,000 readers (online)

ADVERTISEMENTS: FORMATS &

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 the German version additionally, the prices increase by only 30 per cent.

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

Full page

DIN A4 (210 x 297 mm)
Type area 181 x 272 mm
Bleed 216 x 303 mm



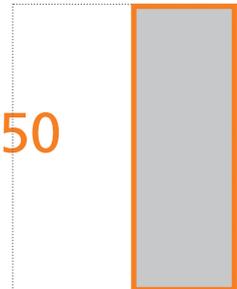
1/2 page landscape

TA 181 x 130 mm
B 216 x 152 mm



1/2 page portrait

TA 88,5 x 272 mm
B 108 x 303 mm



All prices valid from 01.01.2020 plu

PRICES



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.

1/3 page landscape

TA 181 x 52 mm

B 216 x 102 mm



€1,320

1/3 page portrait

TA 57 x 272 mm

B 73 x 303 mm



1/4 page landscape

TA 181 x 62 mm

B 216 x 77 mm



€1,200

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.

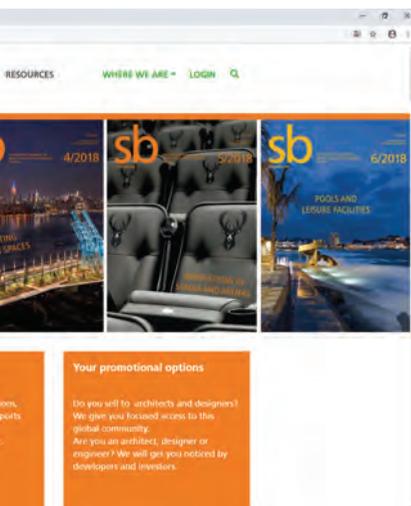
You provide the images and copy, and we design the matching “sb” layout for you in consultation with you. This way you reach your audience through journalism as well.



The logo consists of the lowercase letters 'sb' in a white, sans-serif font, centered within a solid orange square. A horizontal bar with a purple-to-yellow gradient passes behind the square.

By placing an article either in English or German, your contribution to our expenses is 700 Euro per page plus the current rate of VAT. If you choose both languages, you pay 910 Euro per page plus the current rate of VAT. IAKS corporate 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 sensationnally attractive prices.

A screenshot of the sb website's homepage. At the top, there are navigation links for 'RESOURCES', 'WHERE WE ARE', and 'LOGIN'. Below this is a grid of three featured articles with images and dates: '4/2018', '5/2018', and '6/2018'. The '5/2018' article is titled 'FOODS AND LEISURE FACILITIES' and features an image of a car interior. A sidebar on the left contains the text 'Your promotional options' and 'Do you sell to architects and designers? We give you focused access to this global community. Are you an architect, designer or engineer? We will get you noticed by developers and investors.'A multi-column article layout for 'CHIO AACHEN'. The main headline reads '„IM AACHEN SCHLIESST DAS HEIZ DES BERREISPORTS“'. The article includes a large photograph of the modern, white, cantilevered roof structure of the arena. To the right, there are smaller images showing the interior seating and the exterior facade. The text is arranged in two columns, with a sub-headline 'Behind the scenes' and a small image of a stadium at night.A multi-column article layout titled 'Behind the scenes'. It features a large aerial photograph of a large, circular stadium with a distinctive white, ribbed facade, situated near a body of water. The article includes several smaller images and text columns, including a night view of the stadium's exterior.

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 1,950 Euro plus the current rate of VAT. The cost of 2,000 copies is only minimally higher at 2,150 Euro.



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An eight-page offprint of a six-page article costs 2,950 Euro for 1,000 copies and 3,300 Euro for 2,000 copies, in each case plus the current rate of VAT.

IAKS corporate 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 corporate 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.

The screenshot displays the IAKS website interface. At the top, there are navigation links: WHO WE ARE, WHAT WE DO, OUR NETWORK, RESOURCES, WHO WE ARE - LINKS, and LOGIN. Below this is a search bar with the heading "Find a member" and the text "Looking for an expert in sports hall design? Need to find the best supplier for your pool? Make better choices by browsing international sports facility architects and suppliers!". The search filters include Facility type, Swimming pool, Business activity, and Country. Below the search bar, there is a grid of advertisements for various companies:

- CONICA** (POOL DESIGN SOLUTIONS)
- SIGNGRASS** (SYSTEMS SPORTS DESIGN)
- ME3 ARCHITECTES**
- melos**
- DK**
- SPITTH**
- DL FLOORING**

On the right side of the page, there is an "INDEX" section with a table of contents listing various categories and their corresponding page numbers.

NEWSLETTER MARKETING



The IAKS Newsletter offers further ways to improve your PR. Every two weeks we send out an email newsletter of topical information from the industry, on newly built sports and leisure facilities and with news from our member companies. Take advantage of this opportunity to publicise your innovations and news either in a banner advertisement in the newsletter or in an online advertorial.

IAKS Newsletter banner advertising

- Format: 600 x 200 px
- File formats: jpg, gif, png
- Standard placement: 300 Euro plus VAT per newsletter in English and German language
- Top position placement: 600 Euro plus VAT per newsletter in English and German language

IAKS Newsletter with online advertorials

You provide the image and the copy, and we produce the matching news for you. The online advertorial appears as an article on our website and is advertised in the newsletter. For IAKS corporate members, the news additionally appears in their own profiles.

The fee is 300 Euro plus VAT per online advertorial per language.

IAKS corporate members receive a 15 per cent discount on banner advertising and advertorials.

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IAKS
International Association
for Sports and Leisure Facilities

September 10, 2019

Wonder Wood schoolyard and forest activity zone in Rabid

In recent years there has been an increased focus on what happens in the schoolyard between lessons, and what play, exercise and motor skills can do for learning. In an area of 12 000 m² in the Swiss municipality, VEGG, teachers has created an amazing activity zone connecting the schoolyard with the nearby forest.

Facilitating an active world

26th IAKS Congress: Early bird registration until 30 September

Save up to 50 per cent and secure your ticket to four days of keynote, success story, joint studies, workshops, presentations and talks. Day tickets starting at EUR 45.

IAKS Japan invites to expert circle on 17 September in Tokyo, Japan

Former project manager for the Ministry of Sport in France Françoise Vignolo will report on the current situation in France and the challenges which sports and leisure facilities are facing.



IAKS LAC organises VI International Congress in Villavicencio, Colombia 10-11 October

The 16th edition of the "Congresso Internazionale IAKS LAC" is dedicated to "Operation, Design, Planning and Innovation".

New member: Robbins Sports Surfaces, Cincinnati (USA)

Robbins designs and engineers the surfaces that set the stage for a community of indoor or greater performers. A surface that promotes performance, speeds recovery and reduces injury.

New member: GRUPPE PLANWERK, Berlin (Germany)

With its extensive expertise in the field of sports infrastructure planning, GRUPPE PLANWERK has been ensuring well-integrated sports development plans and sports facility concepts.

New member: Laura Brown, Newcastle upon Tyne (UK)

A research fellow in the department of Architecture at Northumbria University in Newcastle upon Tyne, Laura's professional and educational background span the disciplines of sport development, facilities, and architecture.



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How to reach everyone

Access your target group among the 24,000+ recipients of our newsletter.

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The logo consists of the lowercase letters 's' and 'b' in a white, sans-serif font, centered within an orange square. A horizontal line with purple, red, and yellow segments passes behind the square.

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Subscription

Germany: 56 Euro
Other countries: 73 Euro
inclusive of VAT and postage

Single issue

12 Euro
inclusive of VAT,
plus postage

Editorial board and publisher

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