

sb

www.iaks.sport

International magazine
for architecture, construction
and operation
of sports, aquatic and
leisure facilities

55th year

ISSN (Print): 0036-102X
ISSN (Internet): ISSN 2198-4271

2021

MEDIA DATA + EDITORIAL PROGRAMME



1967

The FIRST ISSUE
of „sb“ was published

2

LANGUAGES



3,5

READERS
per magazine

6

ISSUES
per year

39 %

OPERATORS

24.000

READERS (online)

3.300

PRINT RUN

29 %

PLANNERS



ADVERTS

YOUR CHANCE TO SCORE WITH YOUR LOGO AND BRANDING

	1/1 page	1/2 page	1/3 page	1/4 page
English or German issue	EUR 2,290	EUR 1,650	EUR 1,320	EUR 1,200
English and German issue	EUR 2,990	EUR 2,150	EUR 1,720	EUR 1,560

IAKS corporate members receive a 15 per cent discount on each ad placement.

ADVERTORIALS

THE BEST PLACE FOR YOUR CASE STUDIES OR PRODUCT PRESENTATIONS

	1 page	2 pages	4 pages	6 pages
English or German issue	EUR 700	EUR 1,400	EUR 2,500	EUR 3,500
English and German issue	EUR 910	EUR 1,820	EUR 3,250	EUR 4,550

You provide the images and texts, and we design the matching "sb" layout in consultation with you. IAKS corporate members receive a 15 per cent discount on advertorials.



OFFPRINTS

A HIGH-GRADE TOOL FOR ATTRACTING CUSTOMERS AT TRADE FAIRS AND IN TALKS WITH CLIENTS

	4 pages	8 pages
English or German issue (1,000 copies)	EUR 2,500	EUR 4,500
English and German issue (1,000 copies)	EUR 3,250	EUR 5,850

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. IAKS corporate members receive a 15 per cent discount on offprints.

INSERTS

THE DIRECT ROUTE TO THE READER FOR YOUR BROCHURES AND LEAFLETS (WHETHER ALREADY PRINTED OR NOT)

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. IAKS corporate members receive a 15 per cent discount on inserts.

MEMBERSHIP

OF IAKS, THE INTERNATIONAL SPORTS FACILITY DEVELOPMENT NETWORK

IAKS' international network is a source of expertise, ideas and solutions to facilitate an active world. With IAKS experts sharing their experience and insights on operational and management decisions that can influence the design of facilities, the international network

gives its members privileged access.

Why not you, too? Ask today for your membership rate (corporate membership starting at EUR 490 per year).

All prices valid from 01.01.2021 plus current rate of VAT.

PROFESSIONALS & PROFILES EXCLUSIVELY FOR IAKS MEMBERS

Industry / companies Architects / Planner

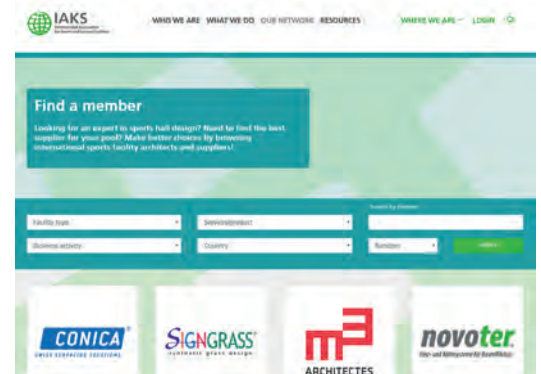
English and German issue

EUR 810

EUR 405

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 Eng-

lish 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.



NEWSLETTER MARKETING 26 ISSUES PER YEAR – 24,000 READERS

Banner advert „Standard placement“ (per issue in both languages)

EUR 300

Banner advert „Top position placement“ (per issue in both languages)

EUR 600

Online advertorial (per issue / per language)

EUR 300

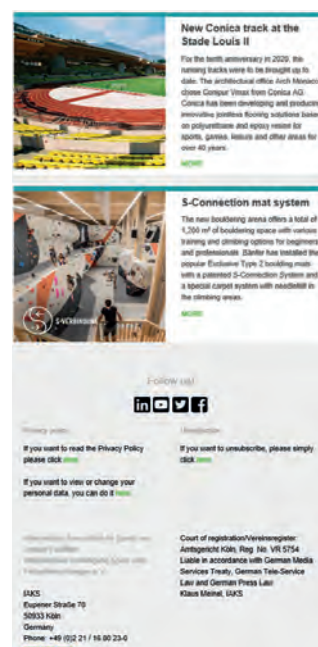
Online advertorial (per issue in both languages)

EUR 600

Combination: advertorial (print and online)

upon request

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



All prices valid from 01.01.2021 plus current rate of VAT.

EDITORIAL PROGRAMME



The six issues in 2021 will each be appearing in an English and in a German print run and have a specific focus (date of publication):

„sb“ 1/2021 – (26 February 2021)
SPORTS HALLS AND ARENAS

„sb“ 2/2021 – (30 April 2021)
STADIA AND SPORTS GROUNDS

„sb“ 3/2021 – (30 June 2021)
AQUATIC AND WELLNESS FACILITIES

„sb“ 4/2021 – (31 August 2021)
ACTIVATING URBAN SPACES

„sb“ 5/2021 – (26 October 2021)
IOC IPC IAKS ARCHITECTURE PRIZES

„sb“ 6/2021 – (17 December 2021)
AQUATIC AND LEISURE FACILITIES

CONTACT



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

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
sb@iaks.sport www.iaks.sport



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

Subscription
Germany: EUR 56
Other countries: EUR 73
inclusive of VAT and postage



IAKS

International Association
for Sports and Leisure Facilities

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 planning, design and operational expertise. IAKS is an IOC Recognized Organization and cooperates with the IPC and many more international non-profit bodies.

www.iaks.sport