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

58th year



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2024

MEDIA DATA + EDITORIAL PROGRAMME



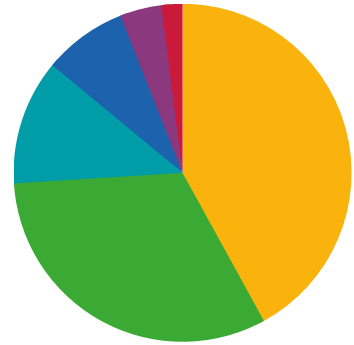
KEY FACTS

- 3 300 print run
- 2 languages  
- 15 000 readers online
- 6 issues pro year

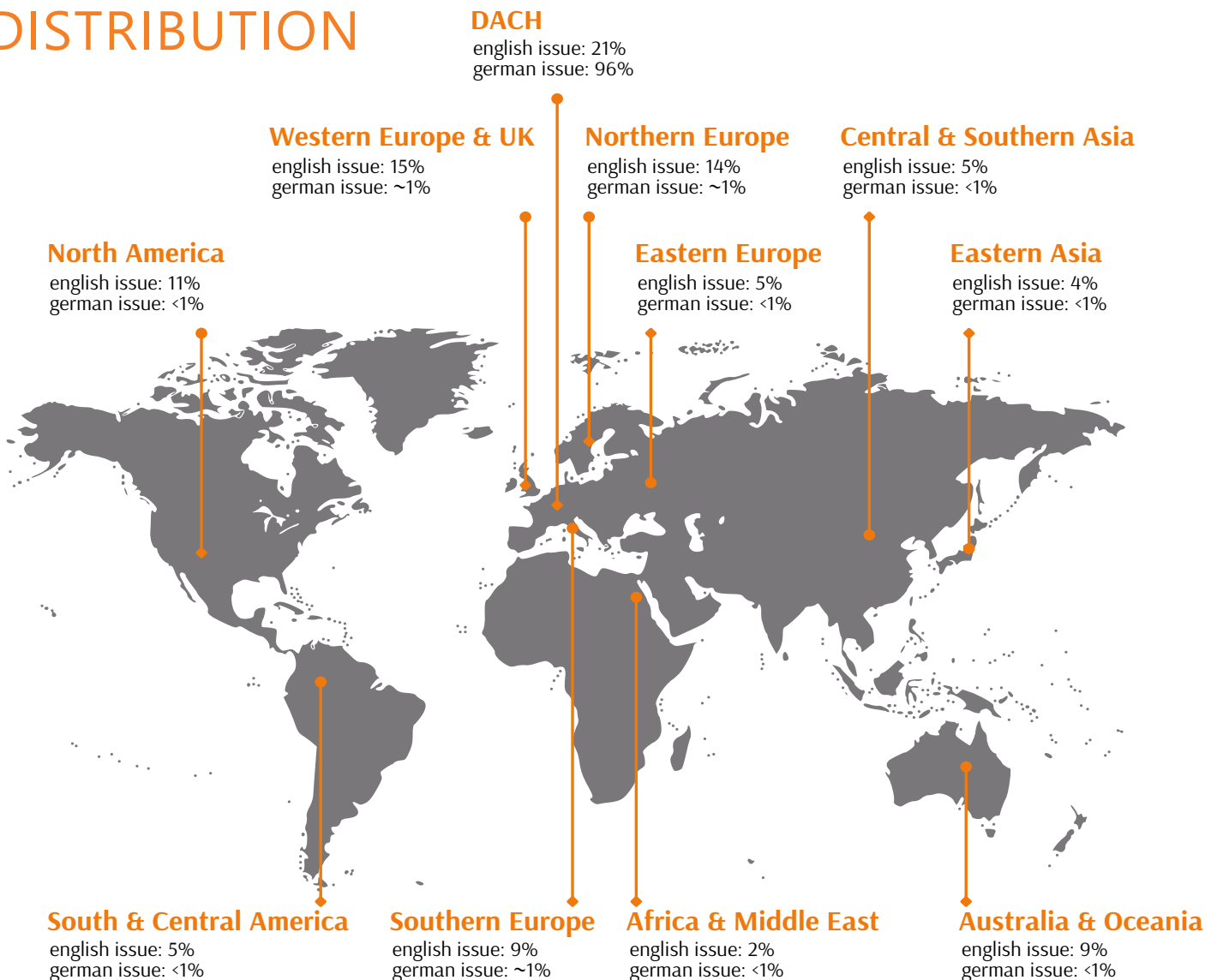
READERSHIP & TARGET GROUPS

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

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



DISTRIBUTION



EDITORIAL PROGRAMME 2024

„sb“ 1/2023 – (29 February 2024)

SPORTS HALLS AND ARENAS

„sb“ 2/2023 – (30 April 2024)

STADIA AND SPORTS GROUNDS

„sb“ 3/2023 – (28 June 2024)

AQUATIC AND WELLNESS FACILITIES

„sb“ 4/2023 – (30 August 2024)

ACTIVATING URBAN SPACES

„sb“ 5/2023 – (31 October 2024)

SUSTAINABILITY

„sb“ 6/2023 – (13 December 2024)

ACTIVE COMMUNITIES

ADVERTS

YOUR CHANCE TO SCORE WITH YOUR LOGO AND BRANDING

	1/1 page	1/2 page	1/3 page	1/4 page
English <u>or</u> German issue	EUR 2,490	EUR 1,775	EUR 1,420	EUR 1,200
English <u>and</u> German issue	EUR 3,220	EUR 2,310	EUR 1,850	EUR 1,560

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

Full page	1/2 page landscape	1/2 page portrait	1/3 page landscape	1/4 page landscape
DIN A4 (210 x 297 mm) Type area 181 x 272 mm Bleed 216 x 303 mm	TA 181 x 130 mm B 216 x 152 mm	TA 88,5 x 272 mm B 108 x 303 mm	TA 181 x 52 mm B 216 x 102 mm	TA 181 x 62 mm B 216 x 77 mm

ADVERTORIALS

THE BEST PLACE FOR YOUR CASE STUDIES OR PRODUCT PRESENTATIONS

	1 page	2 page	4 page	6 page
English <u>or</u> German issue	EUR 800	EUR 1,600	EUR 2,700	EUR 3,800
English <u>and</u> German issue	EUR 1,050	EUR 2,100	EUR 3,500	EUR 4,900
Properties	1-3 images per page Text: approx. 2000-3000 characters per page			

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

DOUBLE PAGE

ADVERT

SWIMMING AND SWARMING AT THE
BADEPARK BERENBOSTEL

NEW OUTDOOR POOL WITH ATTRACTIVE WOODEN ELEMENTS FROM KEBONY

Kebony, the leading supplier of high-quality modified hardwood, proudly presents the project "Outdoor pool at Badepark Berenbostel". After seven years of construction, an outdoor pool opened again in Garbsen in 2022. A total of 1.7 million euros have been invested in the outdoor facilities. The wood impregnated with bio-alcohol was used for the creative design of surfaces and resting areas of the outdoor pool.

Kebony offers a variety of advantages that make it the ideal choice for use in outdoor pool construction. The wood is dimensionally stable, absorbs less moisture than untreated wood and therefore retains its shape and dimensions over a longer period of time. It is more resistant to weathering and pest infestation, making it ideal for outdoor use. In addition, Kebony is virtually splinter-free, easy to work with and offers a natural, warm colour as well as a beautiful wood grain that appeals to many customers.

The outdoor pool in Garbsen impresses not only with its sustainable wooden architecture, but also with its attractive outdoor facilities. Around 200 square metres of Kebony Clear were used to create wooden terraces and sunbathing areas that offer a natural look, high durability and low maintenance. A large part of the old trees were preserved - in addition, 29 new trees were planted around the pool to enrich the 11,000 square metres of green space in between; there are daybeds and large sunbathing areas made of Kebony wood.

GERMANY - INFO BUILDING AUTHORITY APPROVAL

With its general building approval for Kebony Clear, Kebony offers planners and builders of outdoor pools an important addition to their construction. The modified wood can be used for load-bearing structures in outdoor applications up to several class 3.2, which means reduced use of fasteners and enables creative, innovative and cost-effective planning and implementation.

In future, the planting areas within the outdoor grounds will be kept moist with modern irrigation systems, so that no additional staff will be needed for this. The pool is a 745 square metre stainless steel tub and was filled with 1.3 million litres of water. The stainless steel walls reflect the sun and help with heating. If necessary, the water is additionally heated with energy from solar collectors.

"We are thrilled that Kebony Clear was used so successfully in the outdoor pool at the Badepark," says Lars Arndt, Country Manager of Kebony. "Our wood not only offers outstanding properties such as durability and resistance, but is also an environmentally friendly alternative to tropical wood. We are proud to be part of this exceptional project and hope it serves as an inspiring example for the use of wood in outdoor pool construction." Operations Manager Robert Hey is also pleased: "We are the most modern and beautiful pool in the area - technically a quantum leap."

FULL PAGE

ADVERT

CORK INFILLS CONTRIBUTE TO A LOWER CARBON FOOTPRINT

STUDY UNDERLINES AMORIM SPORTS' CONTRIBUTION TO CLIMATE

Author and Photos: Amorim Sports Ltda., www.amorim.com

Amorim Sports' Nature infills have a negative carbon balance of -72.5 kg at CO₂e/kg. Amorim Sports provides solutions for artificial turf systems for sports applications. Produced with cork, these components, used in artificial sports pitches, contribute to a positive impact on the climate.

Amorim Sport's nature range is composed of 100 % natural cork performant infills. All these products are certified and specially designed for the application. They help improve players' comfort and foster a lower surface temperature while providing an advantage in terms of sustainability.

These figures and analysis reinforce the company's commitment to develop a business activity that promotes and offers products with proven capacity to retain higher CO₂ sequestration levels than the CO₂ emissions associated with their production.

The study was based on a tool specifically developed by PwC - PricewaterhouseCoopers, which makes it possible to estimate the carbon footprint associated to granules produced from cork and cork waste, from the management phase of the cork oak forest, transport of these raw materials, processing and packaging, to the factory gate, using the Cradle-to-Gate approach (which does not include transport, application or end-of-life destination).

Cork: natural material

The use of cork infills in sports systems - in particular football, rugby and other sports fields - returns part of nature to an artificial turf system, bringing it closer to the characteristics of natural turf. Since it is a natural material, cork offers several advantages over traditional infill solutions, including a more natural look and feel, the absence of toxicity and a neutral odour.

Cork infills are valued by athletes given their performance, great moisture absorption capacity and absence of agglomeration of granules that deliver technical quality to pitches and create excellent playing conditions.

The unique characteristics of this 100 % natural, renewable, and recyclable raw material therefore guarantee a balance between performance and environmental sustainability.

Features and advantages of cork infill

For users:

- Neutral odour
- Decreases surface temperature up to 30 %
- Free from chemical contamination, 100 % free according to REACH
- Prevents injuries and ensures comfort

For the environment:

- 100 % natural, recyclable and sustainable

For owners:

- High durability
- Reduced installation
- Lower maintenance costs

All prices valid from 01.01.2024 plus current rate of VAT.

NEWSLETTERMARKETING

15.000 SUBSCRIBERS - EVERY TWO WEEKS,
TWO LANGUAGES (ENGLISH AND GERMAN)




IAKS
International Association
for Sports and Leisure Facilities

Newsletter 9/2023

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

ONLINE-ADVERTORIAL WITH LANDING PAGE




Myrtha Pools: Elevating Leisure and Aquatic Centre Solutions on the European Architectural Tour

Myrtha Pools recently embarked on a European tour dedicated to architects, showcasing the advantages of Myrtha's solutions for leisure and aquatic centres. The tour saw three events, featuring Archipoint Rivercruise, a significant gathering where 70 exhibitors welcomed architects on a boat tour.

[more](#)

Price	EUR 600
Combination (print and online)	on request
Properties	Image size: 650x650 px
	Formats: jpg, png
	Title: max. 60 characters
	Text: max. 220 characters

With every purchase of an online advertorial we create for you a landing page in the editorial layout on our IAKS website. Place your own business advertising, your logo and further links.



Elevating Leisure and Aquatic Centre Solutions on the European Architectural Tour
Advert by IAKS member Myrtha Pools
12.10.2023

Myrtha Pools recently embarked on a European tour dedicated to architects, showcasing the advantages of Myrtha's solutions for leisure and aquatic centres. Myrtha Pools present a permanent rise in three autumn events - in Germany, Spain and United Kingdom - with international architects, addressing topics such as Myrtha's contribution to green building certification and the reduction of time in installation and start-up in maintenance.

The first of these events took place at the prestigious headquarters of the College of Architects in Madrid (COAM), where Myrtha had the

Properties	Header image: 2600x750 px
	Further images: 650x650 px
	Text: approx. 1500-2000 characters

BANNER ADVERT



COLOGNE, 24-27.10.2023

IAKS members receive a 15 % discount on banner advertising and advertorials.

Top Position	EUR 600
Standard	EUR 300
Properties	Image size: 800x200 px
	Formats: jpg, png, gif

INSERTS YOUR BROCHURES AND LEAFLETS - PRICE ON REQUEST

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 % discount on inserts.

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

	4 pages	8 pages
English <u>or</u> German issue (1,000 copies)	EUR 2,500	EUR 4,500
English <u>and</u> 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 % discount on offprints.

All prices valid from 01.01.2024 plus current rate of VAT.

PROFESSIONALS & PROFILES

EXKLUSIVELY FOR IAKS MEMBERS

Industry / companies

Architects / Planner

English and German issue

EUR 870

EUR 435

In the Professionals & Profiles section, you as a corporate member of the IAKS can publish your news on a half-page in up to 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.

PROFESSIONALS & PROFILES



CONICA

NEUE CONICA-LAUFBAHN IM STADT LOUIS

Die Conica-Laufbahn ist ein neues Projekt, das die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Laufbahn, die die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Laufbahn, die die Stadt Louis für die Zukunft ausstatten soll.



Kutter

KUNSTGRAS MIT KÖRPERVERLETTUNG

Die Kutter-Kunstgras ist ein neues Projekt, das die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Kunstgras, die die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Kunstgras, die die Stadt Louis für die Zukunft ausstatten soll.



Bünfer

5-FACHSCHUTZSYSTEM AUF MAAS

Die Bünfer-5-Fachschutzsystem ist ein neues Projekt, das die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um ein 5-Fachschutzsystem, das die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um ein 5-Fachschutzsystem, das die Stadt Louis für die Zukunft ausstatten soll.



polytan

NEUHAUTIGER VORZUGSRAHN

Die polytan-Neuhautigere Vorzugsrahn ist ein neues Projekt, das die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Neuhautigere Vorzugsrahn, die die Stadt Louis für die Zukunft ausstatten soll. Es handelt sich um eine Neuhautigere Vorzugsrahn, die die Stadt Louis für die Zukunft ausstatten soll.

COMPANY INDEX FROM A TO Z

ACC Architectural & Construction Company	BUCHTAL Architectural & Construction Company	SEKISUIALVO Architectural & Construction Company
ANRIN Architectural & Construction Company	AKT Architectural & Construction Company	ASB Architectural & Construction Company
WHAT THE WORLD PLAYS IN Architectural & Construction Company	ASIT Architectural & Construction Company	

Find a member

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!

Facility type: Service/product: Search by content:

Business activity: Country: Random: APPLY

CONICA SWISS SPORTS & LEISURE
SIGNGRASS SYNTHETIC GRASS DESIGN
ma ARCHITECTES
novoter top- und kleinsportplätze ausstatten

All prices valid from 01.01.2024 plus current rate of VAT.

WHO WE ARE



The 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 cooperates 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!

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

You're enthusiastic about high-quality, functional and sustainable sports facilities? You appreciate cross-sector exchange among experts? You're looking for or can provide forward-looking information on the architecture, construction and operation of sports and leisure facilities? If so, you'll feel at home in the international IAKS network: for inspiration, solutions and a global forum.

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