

sb

www.iaks.sport

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

58th year



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

2024

MEDIA DATA + EDITORIAL PROGRAMME



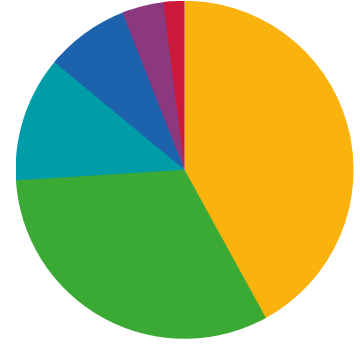
KEY FACTS

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

READERSHIP & TARGET GROUPS

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

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



DISTRIBUTION

DACH
english issue: 21%
german issue: 96%

Western Europe & UK
english issue: 15%
german issue: ~1%

Northern Europe
english issue: 14%
german issue: ~1%

Central & Southern Asia
english issue: 5%
german issue: <1%

North America
english issue: 11%
german issue: <1%

Eastern Europe
english issue: 5%
german issue: <1%

Eastern Asia
english issue: 4%
german issue: <1%

South & Central America
english issue: 5%
german issue: <1%

Southern Europe
english issue: 9%
german issue: ~1%

Africa & Middle East
english issue: 2%
german issue: <1%

Australia & Oceania
english issue: 9%
german issue: <1%

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

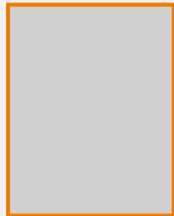
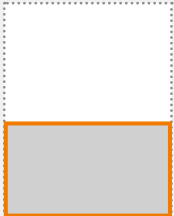
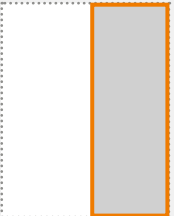
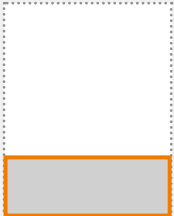

„sb“ 6/2023 – (13 December 2024)
ACTIVE COMMUNITIES

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 NATURE

Summary - 100% RECYCLING, SUSTAINABLE MATERIALS

The leading concept of high-quality modified landscape, greatly presents the project "Outdoor pool at Badepark Berenbostel". After seven years of construction, an outdoor pool opened again in September 2022. A total of 1.7 million euros have been invested in the outdoor facility. The wood integrated with the structure was used for the creative design of surfaces and resting areas of the outdoor pool.

The outdoor pool is a modern concept that meets the requirements of a swimming pool. The pool is a 100 square meter outdoor pool with a depth of 1.2 meters. The pool is surrounded by a wooden structure that provides shade and protection from the sun. The structure is made of 100% recycled wood and is designed to be sustainable and eco-friendly.

The pool is a modern concept that meets the requirements of a swimming pool. The pool is a 100 square meter outdoor pool with a depth of 1.2 meters. The pool is surrounded by a wooden structure that provides shade and protection from the sun. The structure is made of 100% recycled wood and is designed to be sustainable and eco-friendly.

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 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 Sports' nature range is composed of 100 % natural cork performance 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

- 100 % natural, recyclable and sustainable
- High durability
- Reduced installation
- Lower maintenance costs

For the environment:

- 100 % natural, recyclable and sustainable
- For owners:
 - High durability
 - Reduced installation
 - Lower maintenance costs

NEWSLETTER MARKETING

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



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

ONLINE-ADVERTORIAL WITH LANDING PAGE



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.



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

BANNER ADVERT



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

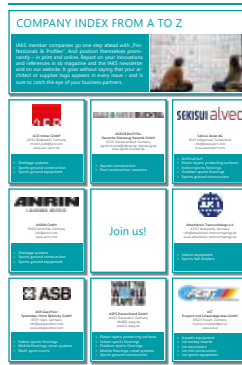
English and German issue

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.



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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Subscription
Germany: EUR 65
Other countries: EUR 85
inclusive of VAT and postage