

sb

59th year

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International magazine for sports, leisure and recreational facilities

MEDIA DATA PRINT & ONLINE



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„SB“ MAGAZINE

„sb“ is the world's foremost magazine for exemplary architecture, innovations, products and services from the fields of leisure centres, sports facilities, swimming pools and wellness, stadiums and arenas.

It is published in English and German language by IAKS, the International Association for Sports and Leisure Facilities.

TRENDS AND BEST PRACTICES

Designers and suppliers of sports and leisure facilities are continually striving to meet the evolving needs and preferences of operators and users.

„sb“ addresses emerging challenges and showcases best practices in areas such as sustainability, inclusive design, innovation, digitalisation, urban masterplanning, healthy living infrastructure, etc.

EDITORIAL PROGRAMME 2025

„sb“ 1/2025 – (28 February 2025)

SPORTS HALLS AND ARENAS

„sb“ 2/2025 – (30 April 2025)

STADIA AND SPORTS GROUNDS

„sb“ 3/2025 – (30 June 2025)

AQUATIC AND WELLNESS FACILITIES

„sb“ 4/2025 – (29 August 2025)

ACTIVATING URBAN SPACES

„sb“ 5/2025 – (28 October 2025)

IOC IPC IAKS ARCHITECTURE PRIZE

„sb“ 6/2025 – (12 December 2025)

ACTIVE COMMUNITIES

WHO WE ARE

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 co-operates 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, suppliers and manufacturers.

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

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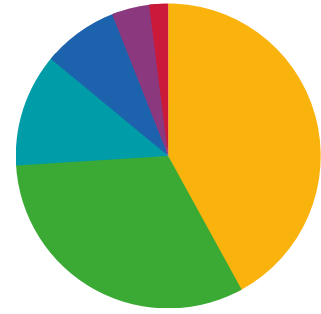
KEY FACTS

- 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%

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english issue: 14%
german issue: ~1%

Central & Southern Asia

english issue: 5%
german issue: <1%

North America

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german issue: <1%

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german issue: <1%

Eastern Asia

english issue: 4%
german issue: <1%

South & Central America

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Southern Europe

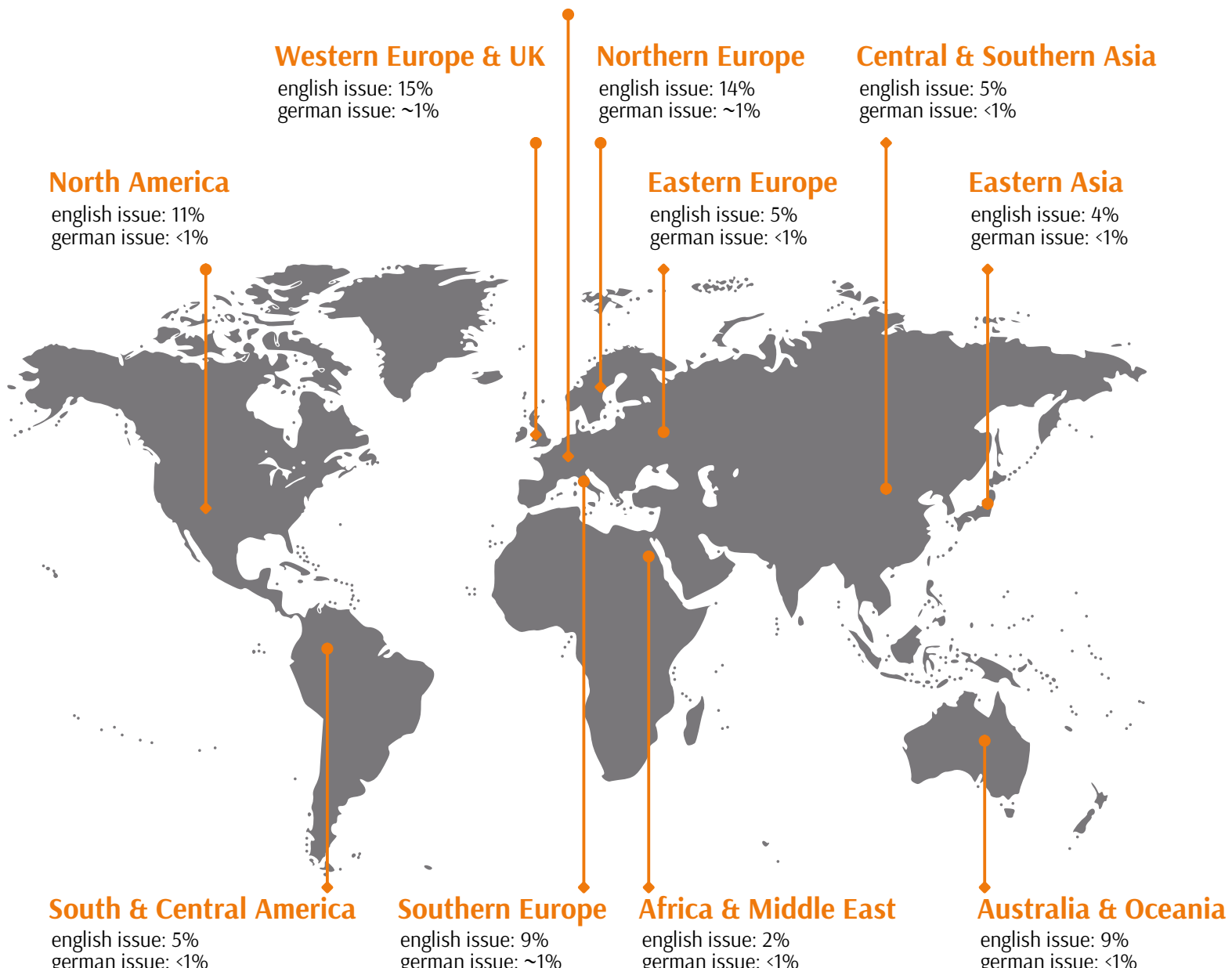
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german issue: <1%

Australia & Oceania

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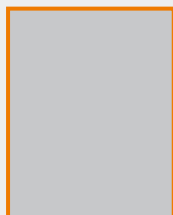
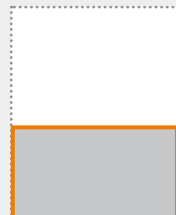
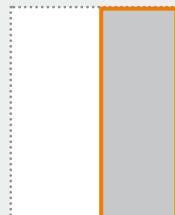




ADVERTS

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 2,490	EUR 1,775	EUR 1,420	EUR 1,200
English and 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
				
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	1 page	2 page	4 page	6 page
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English and German issue	EUR 1,400	EUR 2,100	EUR 3,500	EUR 4,900
+ online advertorial	EUR 300 per language			
Properties	1-3 images per page			
	Text: approx. 2,000-3,000 characters per page			

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DOUBLE PAGE



A GROUND-BREAKING MOMENT IN THE HISTORY OF FIELD HOCKEY

ST. ANDREW'S IS THE PIONEER OF AFRICAN HOCKEY

POLYGRAS PARIS GT ZERO - CLIMATE-NEUTRAL AND RESOURCE EFFICIENT

DRY HOCKEY AS THE BASIS FOR THE SUSTAINABLE FUTURE OF HOCKEY

POLYGRAS PARIS GT ZERO - CLIMATE-NEUTRAL AND RESOURCE EFFICIENT

POLYGRAS PARIS GT ZERO - CLIMATE-NEUTRAL AND RESOURCE EFFICIENT

FULL PAGE



IDEAL FOR SPORTS FACILITIES AND PLAYGROUNDS

ROHS AND NET SOLUTIONS MADE OF STAINLESS STEEL



REVOLUTION FOR SPORTS AND LEISURE FLOORING

WORLD'S FIRST SUSTAINABLE EPDM RUBBER GRANULES



INNOVATING TODAY FOR A SUSTAINABLE TOMORROW

SOLAR PANELS INTEGRATED IN SEATS

OFFPRINTS

HIGH-GRADE TOOL FOR ATTRACTING CUSTOMERS AT TRADE FAIRS IN TALKS WITH CLIENTS. YOUR ARTICLE IN „SB“ PLUS TWO EXTRA PAGES WITH YOUR INDIVIDUALIZED COVER AND BACK PAGE.

	4 pages	8 pages
English or German issue (1,000 copies)	EUR 2,950	EUR 4,750
English + German issue (1,000 copies)	EUR 2,950	EUR 5,900

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PROFESSIONALS & PROFILES

FOR IAKS MEMBER COMPANIES ONLY:
YOUR PRODUCT AND COMPANY INFORMATION IN UP TO THREE „SB“ ISSUES PER YEAR.

YOUR ADDITIONAL BENEFITS

- ✓ Your company profile will be listed in the "P&P Index" in the magazine
- ✓ Your profile will be published in our newsletter and will also appear in the news on our website
- ✓ Your entry in the database of the IAKS website will be upgraded to Premium. The Premium entry includes:
 - Listing of up to 10 of your main activities
 - Placement of your company logo and the contact address
 - Premium entries are pushed to the top of the search results (sorted alphabetically)

Industry / companies

Architects / Planner

English and German issue

EUR 870

EUR 435

PROFESSIONALS & PROFILES



EIGHT-COURT SPORTS HALL IN MONHEIM

In spring 2023, total contractor NUSSLI started work on building Europe's first eight-court sports hall in Monheim am Rhein. After less than a year of construction, those involved in the pioneering project celebrated the topping-out ceremony on 26 February 2024.

The ultra-modern eight-court sports hall is part of a comprehensive plan to redesign the Berliner Ring school centre. The construction method, which combines NUSSLI's expertise in temporary construction with prefabricated modular elements, allows the large-scale project to grow rapidly in height.

Erected
The rising walls and columns were completed in reinforced concrete before the end of 2023. Construction of the outbuilding was completed before Christmas, and work began on the basic structure for the sports hall roof in January 2024. And at the end of February, the last of the roof structure's trusses, which are up to 30 m long, were installed. This completed the construction of the almost 19-m-high structure. Now the interior work and the facade work will follow.

Short construction time
The rapid implementation of the construction project was an important aspect from the outset. After all, while the pupils are learning on the campus, construction is taking place next door. The construction phase had to be kept as short as possible to minimise disruption to ongoing school operations and traffic.

Well on schedule
In a challenging short time of 18 months in total, the record-breaking hall is to be built from the ground-breaking ceremony to commissioning. With the topping-out ceremony, NUSSLI has achieved another target date within its ambitious schedule.

NUSSLI Group
www.nussli.com



A MODERNISED SPORTS PARADISE

The new drainage technology at the Moormannskamp stadium is based on sustainable solutions that not only meet the requirements of modern sports facilities, but also take ecological aspects into account. Rainwater is effectively absorbed, cleaned and drained away.

Efficient hollow profile channels designed in accordance with the World Athletics (WA) regulations and DIN 18055 Part 3 were used to drain the running tracks and neighbouring areas. This ensures rapid drainage of rainwater and reduces the risk of flooding during heavy rainfall.

The areas around the jump pits are lined with elastic mats. Thanks to their elastic properties, they help to minimise the risk of injury. ACO SPORT® sand traps were also installed to catch any sand spillages, which are unavoidable during jumping competitions, and keep them away from the neighbouring surface.

A particularly outstanding feature of the renovation is the use of products for cleaning microplastics. The use of the ACO SPORT® filtration shaft ensures that microplastics released by abrasion from plastic surfaces, for example, are effectively retained.

The renovation of the Moormannskamp stadium in Rittersheim is therefore not only a structural modernisation, but also a pioneering step towards environmental protection and sustainability. It sets an example for other sports facilities.

ACO Group
www.aco.com

PROFESSIONALS & PROFILES



SAFETY AND AESTHETICS FOR SPORT & PLAY

The X-TEND cable mesh from Carl Stahl ARC offers a wide range of sporting possibilities, as well as safety applications in architecture and construction. The newly defined European Technical Assessment (ETA) ETA-22/0257 for the X-TEND cable mesh as a fall protection and safety net creates a solid basis for its application, with regular external monitoring of production processes for quality assurance. The ETA for X-TEND not only enables practical applications based on the European Construction Products Regulation but also ensures static calculability and installation according to guidelines.

As a tested quality product, X-TEND is suitable for various sensitive areas of application, including sports facilities, schools, daycare centres, residential and office buildings, as well as facade greening or horizontal fall protection nets, even in critical infrastructure. It serves not only as a safety net but also as a design element, made of durable and robust high-grade stainless steel. Its flexibility allows for use in both two and three dimensions.

X-TEND rope net is available in various mesh sizes and rope diameters and thanks to its low weight but high load-bearing capability, enables delicate installations with large spans. It ensures optimum visibility for spectators and athletes and keeps balls silently in the net without permanent deformation or damage. X-TEND provides safety for games and sports, even where space is limited in cities, such as with retrofitted courts for sitting resting flat roofs.

The X-TEND cable mesh is manufactured in our own factories in Europe, as well as in the USA to comply with project-specific "Buy American" guidelines.

Carl Stahl ARC GmbH
www.carlstahl-architektur.com



BARRIER-FREE CALISTHENICS PARKS

Since 2013, Calisthenics parks from PLAYPARC, which are developed by athletes, have been the first choice for all people who want to improve their fitness, promote their health and enjoy outdoor exercise. Thanks to their multifunctional design, they offer a wide range of training options that help to improve the quality of life and well-being of people all over the world. Thanks to their well-thought-out design and the use of high-quality materials, PLAYPARC's calisthenics parks are durable, stable, safe and easily accessible. Whether standalone or in combination with other outdoor fitness equipment, they offer numerous options for a varied and effective workout.

The barrier-free "altogether" calisthenics parks offer inclusive fitness and training areas that include people with different physical abilities and disabilities. Lower bars and parallel bars for people in wheelchairs, grab handles, adapted training benches, step-on/step-off aids and many other details facilitate and enable participation and individual training for all people with disabilities.

Barrier-free public sports and training facilities help to ensure that everyone has the same opportunities to lead an active and healthy life. They provide an inspiring environment to train together, learn from each other, motivate and support each other. This not only contributes to physical health, but also promotes social interaction.

PLAYPARC GmbH
www.playparc.de

PROFESSIONALS & PROFILES

COMPANY INDEX FROM A TO Z

IAKS member companies go one step ahead with "Professionals & Profiles", and position themselves prominently – in print and online. Report on your innovations and references in sb magazine and the IAKS newsletter and on our website. It goes without saying that your architect or supplier logo appears in every issue – and is sure to catch the eye of your business partners.

ACO Innote GmbH
02122 Bielefeld, Germany
info@aco.com
www.aco.com

- Drainage systems
- Sports ground construction
- Sports ground equipment

AGROB BUCHTAL
Deutsche Steinweg Keramik GmbH
02217 Unna, Germany
agro@buchtal.de
www.agrob-buchtal.de

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- Pool construction: ceramics

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www.sekiusport.com

- Artificial turf
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- Outdoor sports flooring
- Sports ground construction

ANRIN GmbH
59609 Anrins, Germany
info@anrin.com
www.anrin.com

- Drainage systems
- Sports ground construction
- Sports ground equipment

Arbeitskreis Trennschwinge e.V.
41227 Wuppertal, Germany
info@aktbw-trennschwinge.de
www.aktbw-trennschwinge.de

- Aquatic equipment
- Sports hall dividers

ASB Glasfloor
Systembau Hirtle Bausystem GmbH
03117 Teltow, Germany
info@asbglassfloor.com
www.asbglassfloor.com

- Indoor sports flooring
- Multi-sport floors
- Multi-sport courts

APDS Deutschland GmbH
40227 Düsseldorf, Germany
info@apds.de
www.apds.de

- Elastic layers protecting surfaces
- Indoor sports flooring
- Outdoor sports flooring
- Mobile flooring, cover systems
- Sports ground construction

AST
Eisenguss und Solaranlagenbau GmbH
01629 Frauen, Germany
hannes.schroeder@ast.de
www.ast.de

- Aquatic equipment
- Ice hockey boards
- Ice reinforcement
- Ice rink construction
- Ice sports equipment

Avant Sports Industrial Co., Ltd.
15105 Shanghai, China
sales@avant.com.cn
www.avantsports.com

- Artificial turf
- Multi-sport courts
- Stands, seating

INSERTS

INSERTS ARE THE LEAFLETS THAT DROP OUT OF A MAGAZINE - RIGHT INTO YOUR CUSTOMER'S HANDS!

If you have already produced your own brochures, 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! Price on request.

50th year
1974-2024
0246 2024
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3/2024
www.iaks.org

International magazine for sports, leisure and recreational facilities

AQUATIC AND WELLNESS FACILITIES

YOUR DREAMSHIP

PLAYPARC UP TO DATE

NFSS

PLAYGROUND

ONLINE MARKETING

ONLINE PROMOTION THROUGH THE IAKS NEWSLETTER PUBLISHED EVERY TWO WEEKS IN ENGLISH AND GERMAN LANGUAGE



Newsletter 20/2024

Newsletter statistics

Open rate

IAKS

Architecture industry

24 %

22 %

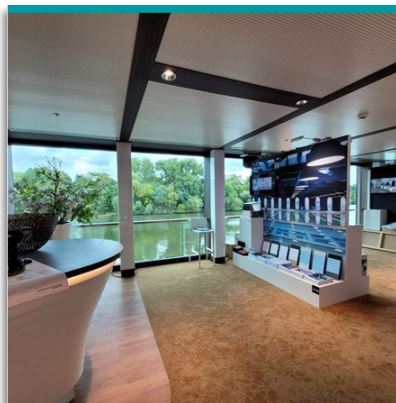
Click rate

2,8 %

2,5 %

ONLINE-ADVERTORIAL: NEWS & LANDING PAGE

WITH EVERY PURCHASE OF AN ONLINE ADVERTORIAL WE CREATE FOR YOU A NEWS IN THE IAKS NEWSLETTER AND A LANDING PAGE ON THE IAKS WEBSITE. PLACE YOUR OWN BUSINESS ADVERTISING, YOUR LOGO AND FURTHER LINKS.



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 EN or DE

EUR 450

Price EN + DE

EUR 650

Properties

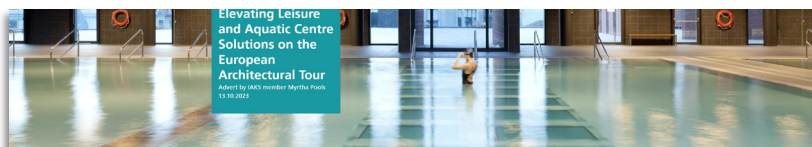
Image size: 650x650 px

Formats: jpg, png

Title: max. 60 characters

Text: max. 220 characters

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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 played a prominent role in three aquatic 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 costs 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 pleasure of presenting solutions developed for leisure and wellness projects. In the same week, the Myrtha Germany team participated in Archipoint Rivercruise, a significant gathering where 70 exhibitors



Properties

Header image: 2600x750 px

Further images: 650x650 px

Text: approx. 1,500-2,000 characters

BANNER ADVERT

YOUR PROMOTIONAL BANNER AS PART OF THE IAKS NEWSLETTER

Use the knowledge of our worldwide network.
Become an IAKS member!



Top Position

EUR 600

Standard

EUR 300

Properties

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