

ISPO.com Media Data 2022

Let's write history together

What's ISPO.com?

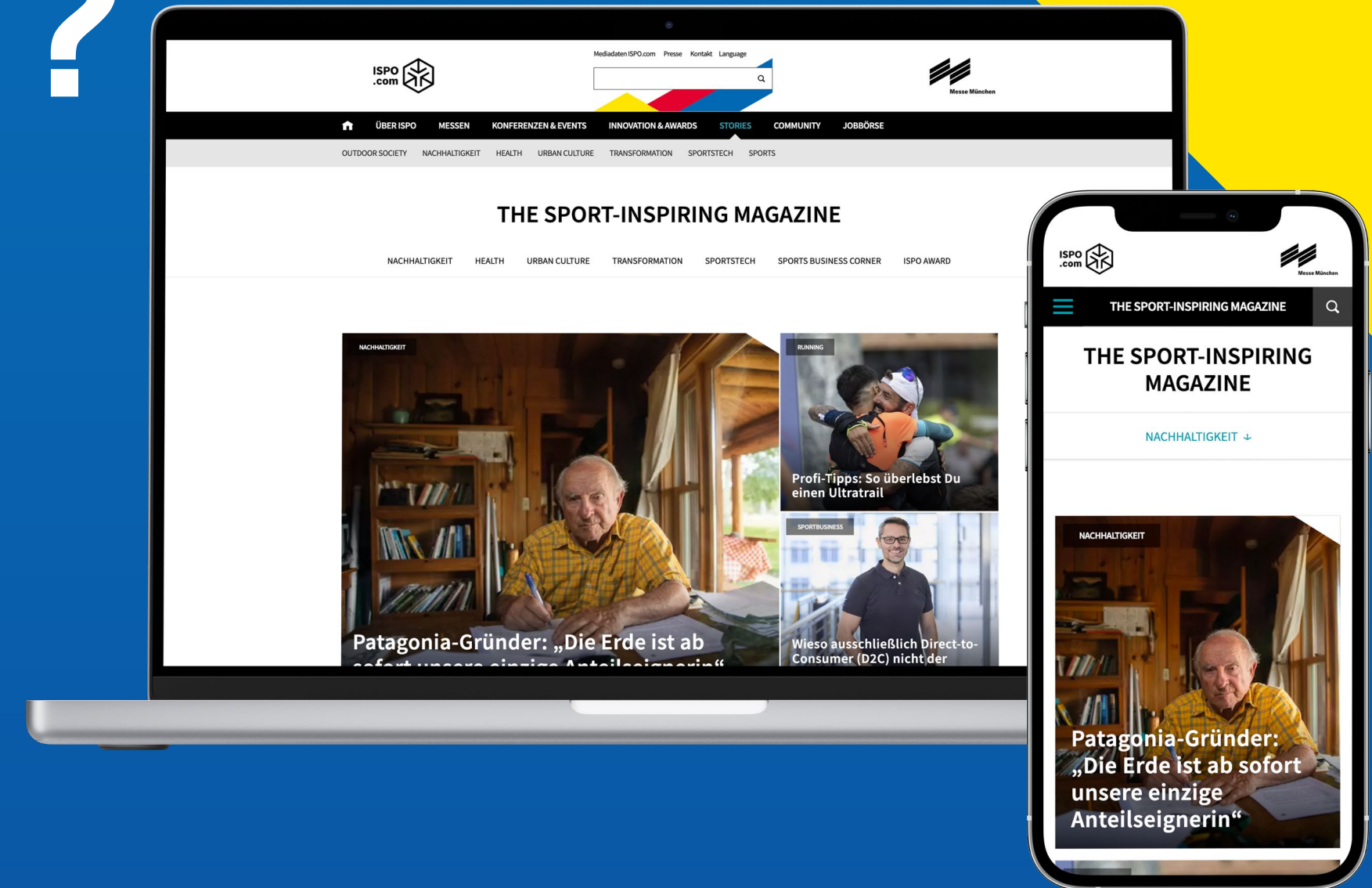
First and only megatrend oriented sports and outdoor magazine

ISPO.com – Magazine and community.

As the central platform of the ISPO Group (including the world's largest sports trade shows, award and startup platforms), ISPO.com is the only international online medium that is so close to sports. Our readers look for and appreciate this access and the authenticity, expertise, future and trend orientation that comes with it. On ISPO.com, you can reach international sports professionals and consumer experts - end consumers, opinion leaders, and multipliers with a very high level of involvement in sports.

Why is ISPO.com positioned as a megatrend-oriented magazine?

With megatrends, we are expanding the definition of sports to include socially relevant trends. From health to urbanization and technology to sustainability, **the perfect environment and context as an advertising platform as well as an opinion-forming target group.**



Learn more:

Reach of our platform

Specials and key topics

Editorial

Sales Packages

Home to a target group that is otherwise difficult to reach.

ISPO.com readers define the future of outdoor and sports, absorb it, shape it and in turn influence society. Partly a professional part of sport themselves or with a longing to be as close as possible to the heart of sport itself, they have many names: trendsetters, micro-influencers, opinion leaders, frontrunners, co-creators, ambassadors and much more.

Enormous reach in the industry and opinion leaders

above

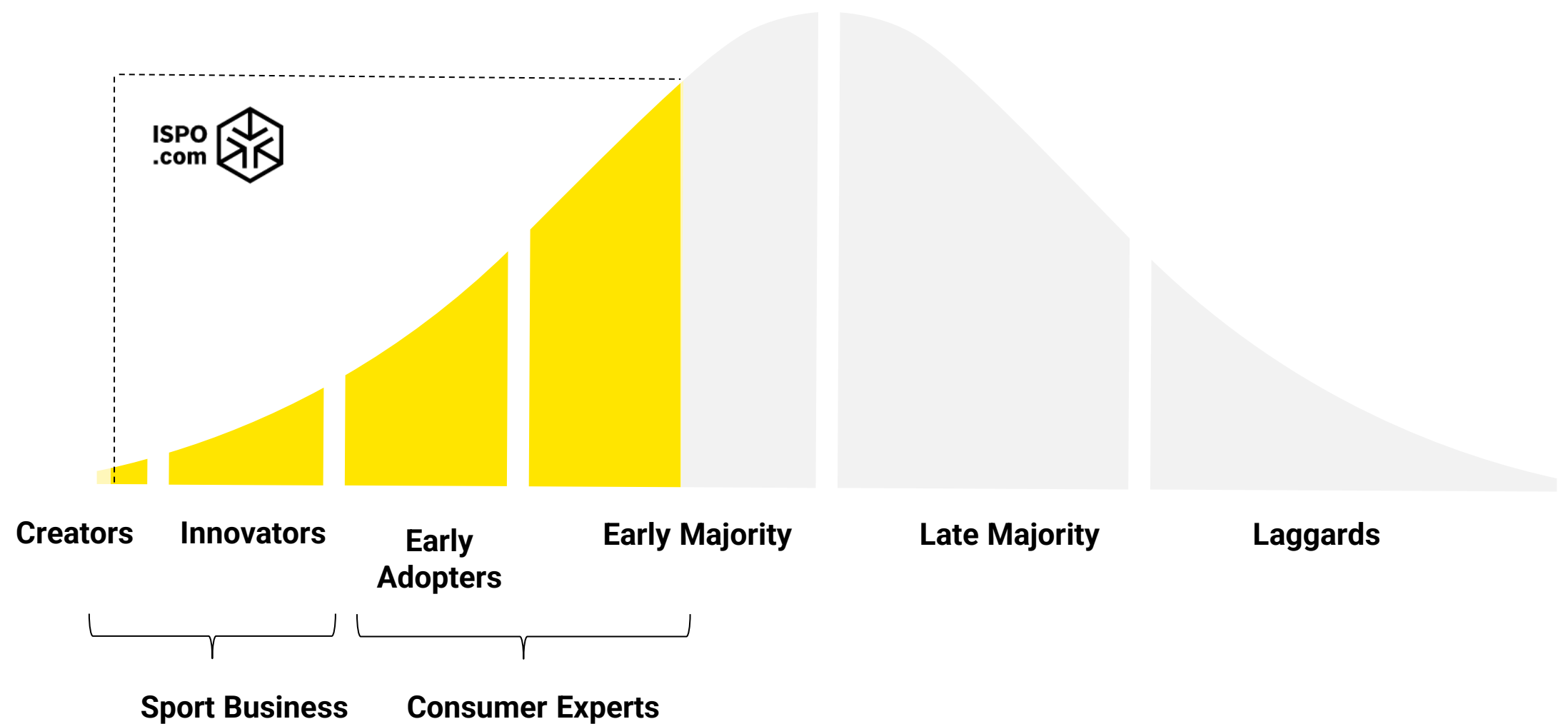
580.000*

PIs
Ø month

2x yearly approx. 1.000.000¹

PIs
In the highlight months
June und November

>40.000
Editorial Letter
Abonnenten



ISPO.com is also the digital home of the ISPO Collaborators Club.

ISPO.com is not just a digital gateway to the world's largest sports fairs, awards and startup platforms. Based on the long-established co-creation platform ISPO Open Innovation, the big membership community of high-involvement consumers is developing into a unique benefits club.



¹ Through OutDoor by ISPO and ISPO Munich for sports business professionals and high involvement end consumers

Source: ISPO.com reader survey Q4 / 2019, constant content evaluation and range measurement according to content. *Traffic fluctuations due to refused cookie consent etc. are considered to a minimum. Actual traffic is probably significantly higher.

Why ISPO.com

The extremely high quality of the readers and the future-oriented positioning.

We offer advertisers a constantly evolving platform for a consumer-minded, open-minded and, above all, opinionated readership on an international level.

ISPO.com is a "natural" touchpoint. It is incredibly difficult and expensive to reach this unique target group without loss of reach.

That's why our regular customers use ISPO.com primarily with this goal in mind:

B2C Communications:

- Product launches & go-to-market campaigns
- Service and tutorial campaigns
- Brand and repositioning campaigns
- Peak market positioning with opinion leaders
- Ambassador and athlete communications

B2B Communications:

- Stake & Shareholder Communication
- Heat-up at the beginning of the order season
- Acquisition of new retail & eCommerce partners
- Acquisition of distribution partners
- Extension of trade fair appearances and sponsorships
- Acquisition of new customers (from suppliers, agencies, service providers)

B2C (40%)

Who do we reach?

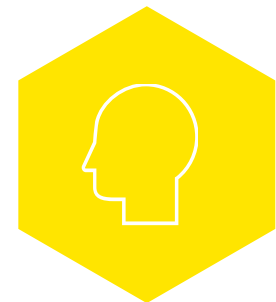
- Early Adopter
- Front Runners
- Opinion Leaders
- Sports Enthusiasts

B2B (60%)

Who do we reach?

- Sports Industry
- CEOs
- Decision Makers
- Dealers
- Puchaser

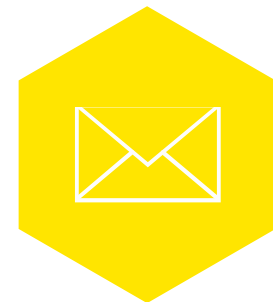
Facts and Figures



Target audience³

60% male
40% female
76% 25–54 years old

60% B2B
40% B2C



Newsletter³

> 40.000
Subscribers



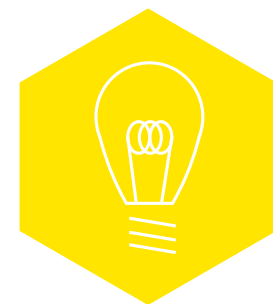
Tracking

65,7% Organic
14,3% Direct
9,4% Referral



Social Media Fans²

TOTAL 122.559
Facebook 91.310
Instagram 11.373
LinkedIn 16.750
Twitter 6.199



Interest in innovations and trends

ISPO.com readers are highly interested in innovations and trends in the field of sports

ISPO.com Release of the Spanish Edition



Since Q3/2022, ISPO.com has also been available in English and French as well as in Spanish. Additional growth in reach of approx. 50 % expected.

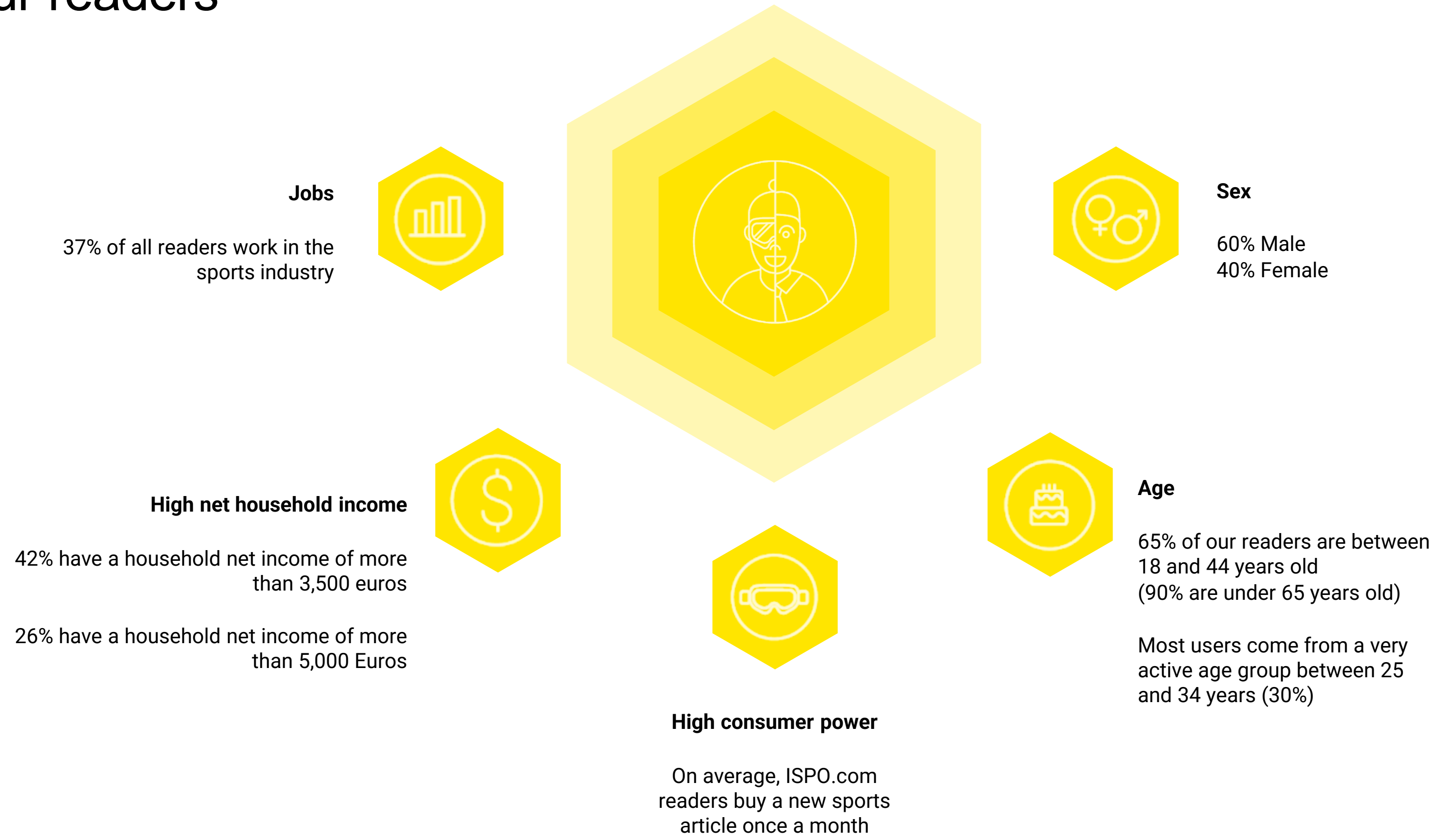
Visitors sorted by country by origin:



- Germany 51%
- USA 9%
- Austria 9%
- Italy 6%
- Switzerland 6%
- France 5%
- Great Britain 5%
- Spain 4%
- Netherlands 3%
- China 2%

¹ Ø-value per month, Source: eTracker Jan – Okt 2020 ² October 2020 ³ February 2020

Meet our readers



ISPO Top Interests 2020 (total)

Highest sector interest alongside sporting goods and sports offers.
Which offers still go down better than average with our readers*:



* Preview ongoing reading survey (Q3/2022)

Editorial focus topics for the year 2023



Karsten Lohmeyer

Editor in Chief



Andi Spies

Editor at Large



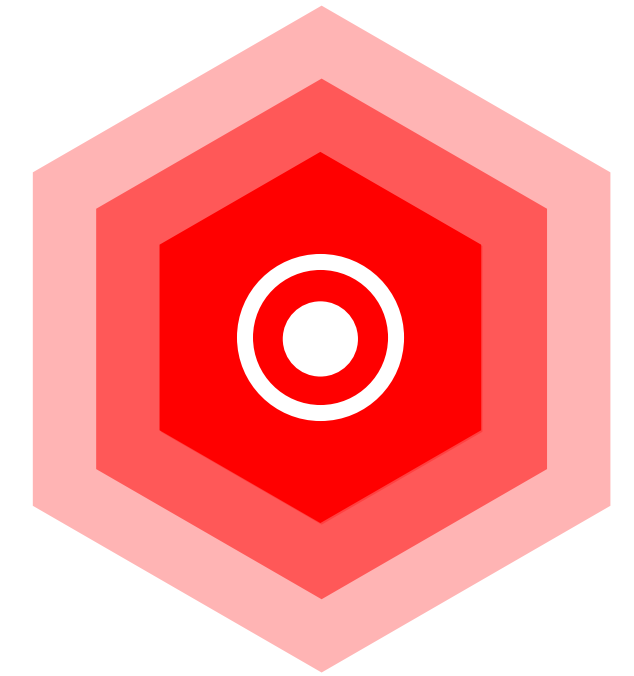
Heike Gallery



Franziska Kammleiter



Antonia Wille



One month - one focus - many perspectives. Always to the point, always oriented towards the megatrends, always surprising, diverse and with attitude.

January 2023 TIME FOR ANTICIPATION.

What the new sports year has in store for us.

New year, new opportunity: now is the perfect time to plan adventures for the coming year, gain new experiences and set goals. We offer inspiration to help readers get the most out of 2023.

Sports Business Corner

New year, new opportunity - also for brands and businesses. ISPO.com gives impulses for the sports business year 2023. What innovations are there in products or services, what trends are shaping the industry? And how do companies master the challenges of pricing policy?

February 2023 (R)EVOLUTION OF FEMININITY.

How women are shaping the future.

The future is female. We give female athletes, business owners and sports enthusiasts the attention they deserve in February - with exciting insights on social issues, food for thought and innovative products for women and inspiring personalities.

Sports Business Corner

Women are the new target group for the sports business industry: this month ISPO.com takes a look at the market for all-female products and services. What challenges of development, marketing and sales force new approaches? We show where and how femininity is slowly but surely asserting itself in the male-dominated industry - and why this is good for sports business.

March 2023 MAKERS' MARCH.

Trends and challenges.

In March, everything revolves around innovation - exciting trends and groundbreaking products, inspiring leaders and their challenges as well as fuck-up stories and brands that consciously do something different in order to move forward.

Sports Business Corner

We move between co-creation and direct-with-consumer. ISPO.com shows what innovation this change brings forth and how sports businesses can use it. We present newcomers that make retailers and consumers happy and show which trends are waiting in the wings. We also have exciting stories from our ISPO Collaborators Club.

April 2023 ALTERNATIVE OUTDOOR.

Where adrenaline meets mindfulness.

The reinvention of action sports. Why do surfing and yoga go so well together? Where do mountain biking and soft tourism form synergies? How is it that the "young savages" of non-conformist brands are now pioneers of sustainability? ISPO.com goes in search of clues and meets action sports heroes, innovative newcomers and so-called "consciousness millennials" and their definition of action sports.

May 2023 LIFE BEGINS OUTSIDE.

OutDoor by ISPO Special.

The countdown is on for the outdoor industry's most important gathering - OutDoor by ISPO 2023 from 04 to 06 June 2023. That's why we're taking a look at the hottest trends and innovations, talking to movers and shakers from the industry and athletes who are pushing boundaries. We also offer inspiration for your next adventure in the great outdoors.

June 2023 THE POWER OF DIVERSITY.

How diversity accelerates sport.

Pride Accelerates Sports. Exclusion? Without us! We show how sport is breaking down entrenched structures, giving a voice to marginalized minorities and how subcultures are driving innovation and trends and we all benefit. From LGBTQI+ athletes to Special Olympics participants, they have their say, share their experiences and inspire us.

Sports Business Corner

Alternative Outdoor is a new movement from Action Sports. For sports business companies, this means rethinking, being courageous and breaking new ground. We show what excites young consumers about this movement and how companies are implementing these insights for themselves. We also present brands that have changed and what potential the new movement holds.

Sports Business Corner

OutDoor by ISPO is just around the corner and we will show you the outdoor trends for 2023 and 2024. What highlights await trade visitors at the trade fair and what lessons can they learn for their companies in the sports industry. In addition, the ordering season starts again and we show which brands you should have on your radar, which mistakes retail buyers should avoid and why betting on bestsellers is safe but not very brave.

Sports Business Corner

Transparency is king: Today's customers want transparency, in the product as well as in the company management. Closeness and authenticity are just as important as sustainability, traceability and diversity. This month, we take a look at exciting companies in the sports industry that live the topic of diversity and transparency, which brands are becoming love brands with attitude and why diversity is not more appearance than reality for many brands.

July 2023 THE ART OF GROWING.**How sport redefines growth.**

July is about growth in all its facets, positive and negative. We provide the inspiration for growth on a sporting, business and personal level. We show how minimalism drives a fashionable sporting lifestyle and gives an identity to an entire generation. We tackle the question of when to consciously decide against growth - for example in favour of sustainability. And we clarify where in sport growth ends and progress begins.

August 2023 WHERE HEARTS BEAT FASTER.**Sporting events and their venues.**

We take a look at the different sports, their competitions and where they take place. We look at how sporting emotions connect us around the world and discover new exciting places. In August, it's all about emotionally charged happenings, new sporting events - and we show new ways of discovering them in the process: from sabbatical to road trip and workation to urban summer.

September 2023 MOBILITY. THE NEW WAY OF MOVING.**IAA Mobility Special.**

For us, the motto in September is: Move it! We don't stand still, no matter what. Everything about innovative forms of locomotion such as e-bikes and sporty sharing concepts, movement in virtual space through (physical) eSports and innovative products that dissolve limitations.

Sports Business Corner

Profit is everything? Not anymore! Innovative sports business companies are focusing on new strategies instead of pure profit maximization. The focus is on healthy growth, green concepts in production and retail, and customer loyalty through branding. How to reduce returns and create circularity in retail, as well as a look at sustainable materials and the EU's Green Deal.

Sports Business Corner

For the sports business, where products are produced is becoming increasingly relevant. Short distances, sustainable supply chains and local sourcing are in focus. Possibilities for saving resources and new strategies with product surpluses are also moving the industry. With a view to the many sporting events, we also look at the business model of outfitters: "How risky and lucrative is merchandise at sporting events?" In addition, we also show new forms of sports tourism in connection with global sports happenings and classify them for the sports industry. And we take a look at the rights business in sport, look behind the scenes of TV and streaming providers and their deals with leagues and clubs.

Sports Business Corner

Without a bike, without me: Despite supply bottlenecks, the bicycle industry is still booming, not least since mobility is being rethought. We show how sports and retail benefit from new mobility concepts. We also look at the experts in logistics and show how complex supply chains can be made more sustainable. And last but not least, we take a look at the great mobility revolution and its impact on city centres and retail worldwide.

October 2023 IT STARTS IN THE HEAD.**How our brain challenges and encourages us.**

In October, we train our heads. Because this is where progress and innovation begin. We will inform you about mental training and resilience, as well as the latest self-optimization trends such as biohacking. Also on the agenda: athletes and business owners who share their mental health experiences with us.

November 2023 THE FUTURE OF SPORT.**ISPO Munich Special.**

The time has come: the sports industry will meet at ISPO Munich from 28 to 30 November! November is thus all about the trade fair and how the most important sports meeting of the year creates the future. We bring it all together: the hottest sports trends, the latest products, big brands and rebellious newcomers, visionaries, pioneers, big challenges and their solutions. We listen to heated discussions, meet great athletes and celebrate even greater successes. ISPO.com shows nothing less than the future of sports - and its makers.

December 2023 ACCELERATING SPORTS.**Where sport has moved us.**

Accelerating Sports. In keeping with the philosophy of the ISPO Group, we look at where sport has been innovative and where it has changed. What was? What remains? What is coming? In December, we look back at the past year. Where did sport make the world better and where not? What good news was there? Which products, pioneers, athletes and innovations have inspired us and which trends have prevailed? And we take a look at the coming year: which trends are casting their shadows ahead, which challenges are coming, which events must already be in the calendar?

Sports Business Corner

Health is a megatrend! The market proves that the topics of physical and mental health are major drivers of innovation in the industry. We will show how companies succeed in establishing themselves in this area, why sport is the necessary complement to the health system and how this can also be thought of in business terms. Whether insurance, retreats, services or products: Health is the rising star in the sports business. At the forefront: the transformation to digital. We also take a look at eSports and show why the top-heavy sport is conquering the world and how entrepreneurs can profit from it.

Sports Business Corner

ISPO Munich 2023 is just around the corner and the sports world is eagerly awaiting the trends and innovations. We show which highlights retailers and trade visitors can expect at the trade fair, who is at the start with outstanding developments and which new ideas and perspectives are moving the industry worldwide. Of course, this is also the start of the ordering season. We show how entrepreneurs inspire their business partners, which brands are now at the forefront, who the newcomers are and which mistakes you should avoid in retail buying.

Sports Business Corner

2024 is just around the corner and we take a look at the growth forecasts for the sports industry. Which brands have shown in 2023 that they have good sales arguments up their sleeves and have been able to convince customers in an innovative way? What lessons can we learn from this and how will the sports business develop? Whether laws, Green Deal or REACH declaration: ISPO.com gives the most important input at the end of the year.

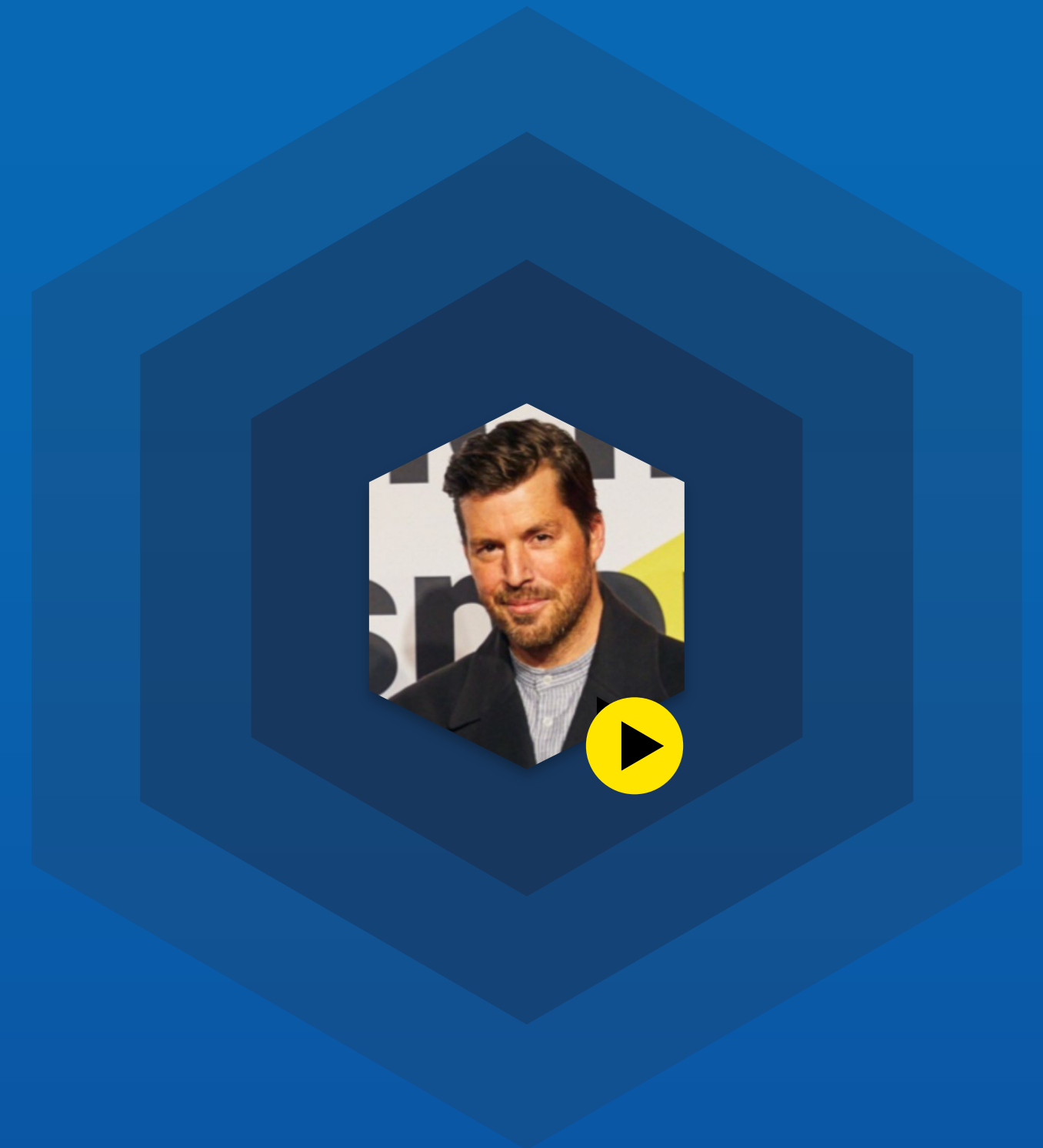
Our offers

From a one-time publication to an annual communication partnership. We are your partners for your topics 365 days a year.

Our intelligently interlinked content strategy for B2B and B2C allows companies to address both sports business professionals and consumer experts directly on ISPO.com. The ISPO.com Sales Packages offer tailor-made solutions for your content marketing.

- Far SEO-reach through experienced SEO copywriters and SEO mechanisms
- ISPO.com as the leading medium in sport is listed on Google News
- Flexible combination of offers for your content marketing
- Target group-oriented content distribution and editorial advice

[Explore packages](#)



The sales packages at a glance



Native Advertising

Our top storytelling tool for your topics

[Learn more](#)



Brand Channel

Communication all year round! Bundled on the ISPO.com partner site

[Learn more](#)



Hero Athleten Peite

Present your products on the website of your ambassadors and athletes

[Learn more](#)



Future Reach

Our Google Page 1 promise for your SEO-optimized native article.

[Learn more](#)



Listicle

Lead generation and eShop connection

[Learn more](#)



Newsletter-Integration

Integration into our wide-reaching newsletters by means of banners, editorial teasers or the "Product of the month".

[Learn more](#)



Presented by Modul

Curation of existing ISPO.com articles

[Learn more](#)



B2C Raffle

B2C lead generation with CPL billing

[Learn more](#)

Sales Package: Native Advertising

With native content, we prepare your messages in a journalistic way and position them appropriately in our network. Our team of journalists, photographers and marketing strategists create tailor-made and topic-based storytelling for you.

In cooperation with our content distribution, which covers 80% of the world's premium publishers, we create an individual and harmonious adaptation of the native ads in the editorial content. With your own landing page, we enable you to get relevant reach across the whole network SEO-optimized and visible.

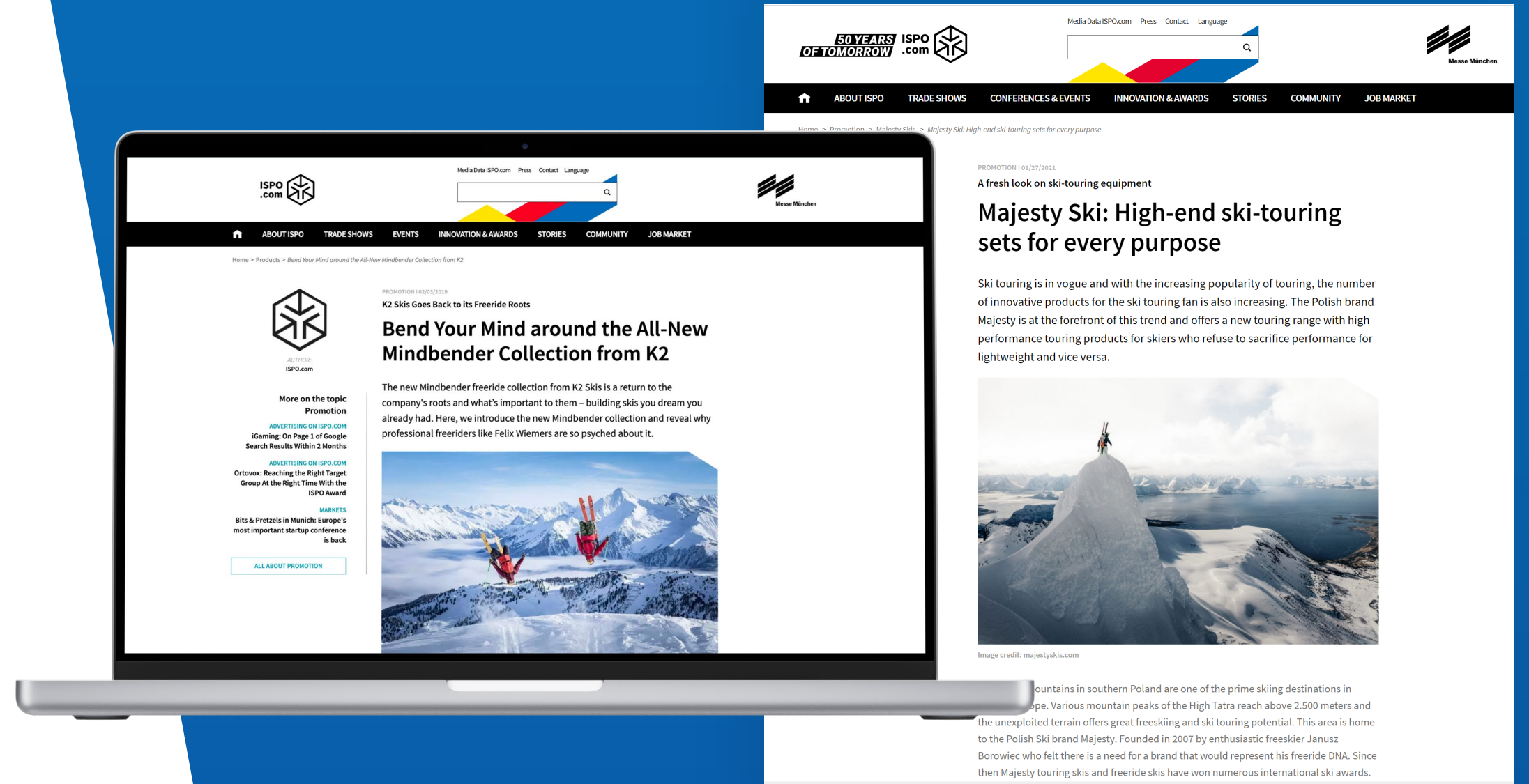
- B2B address within the largest sports network in the world reinforced by teasers on the homepage, newsletters and targeted LinkedIn campaigns
- B2C addressing reinforced by a very well controlled, target group-oriented content distribution
- Final reporting

[View content](#)



[Get in touch](#)

Basic content distribution included: min. 300.000 ad impressions guaranteed



Regular

4.200 Euro net
German speaking

5.000 Euro net
German/English speaking

Add-On

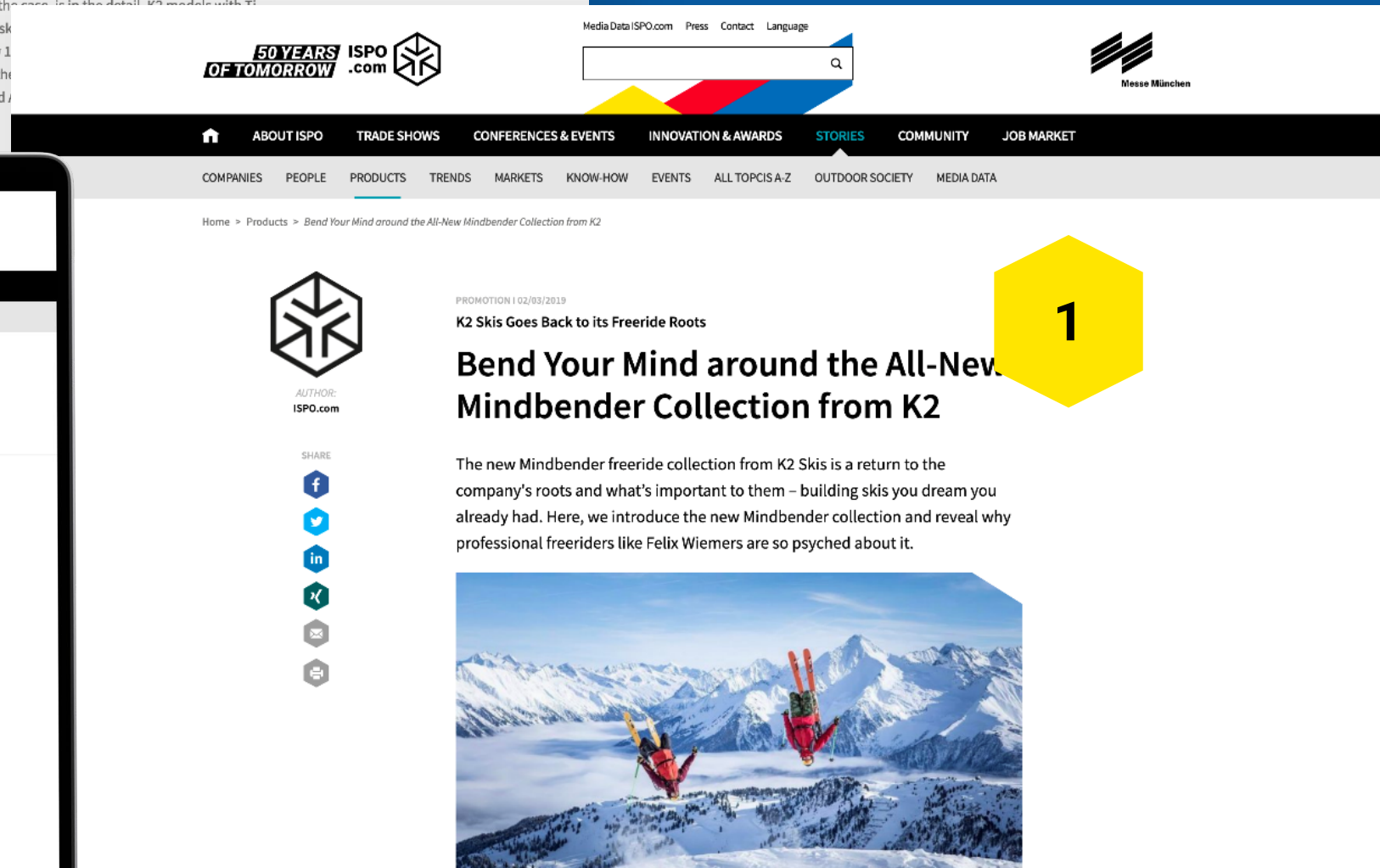
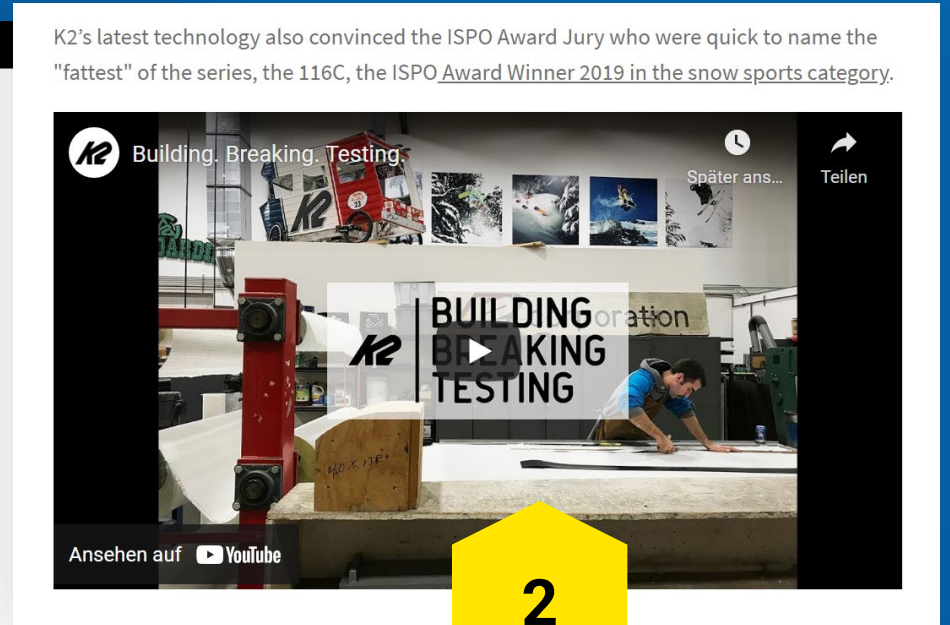
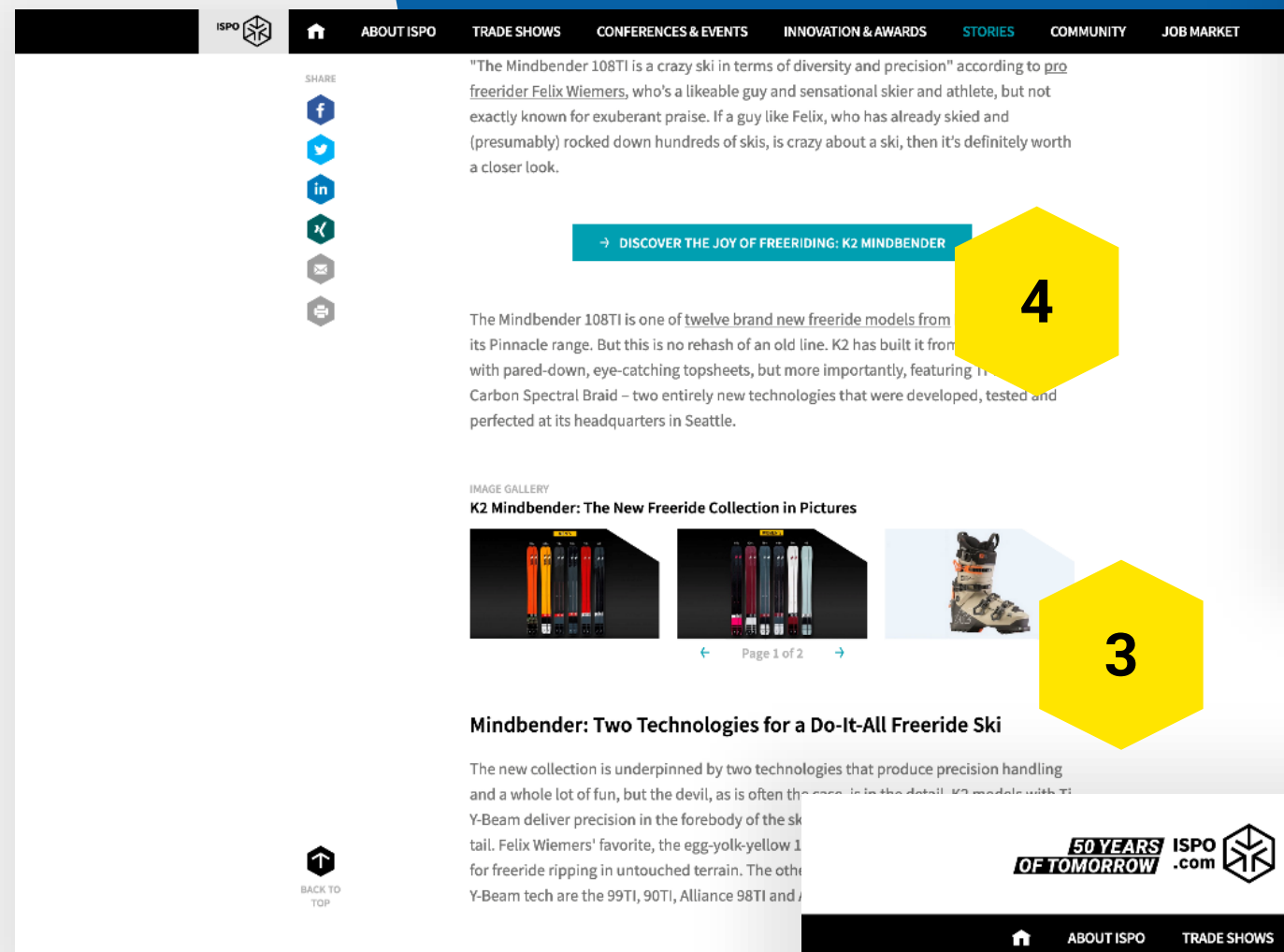
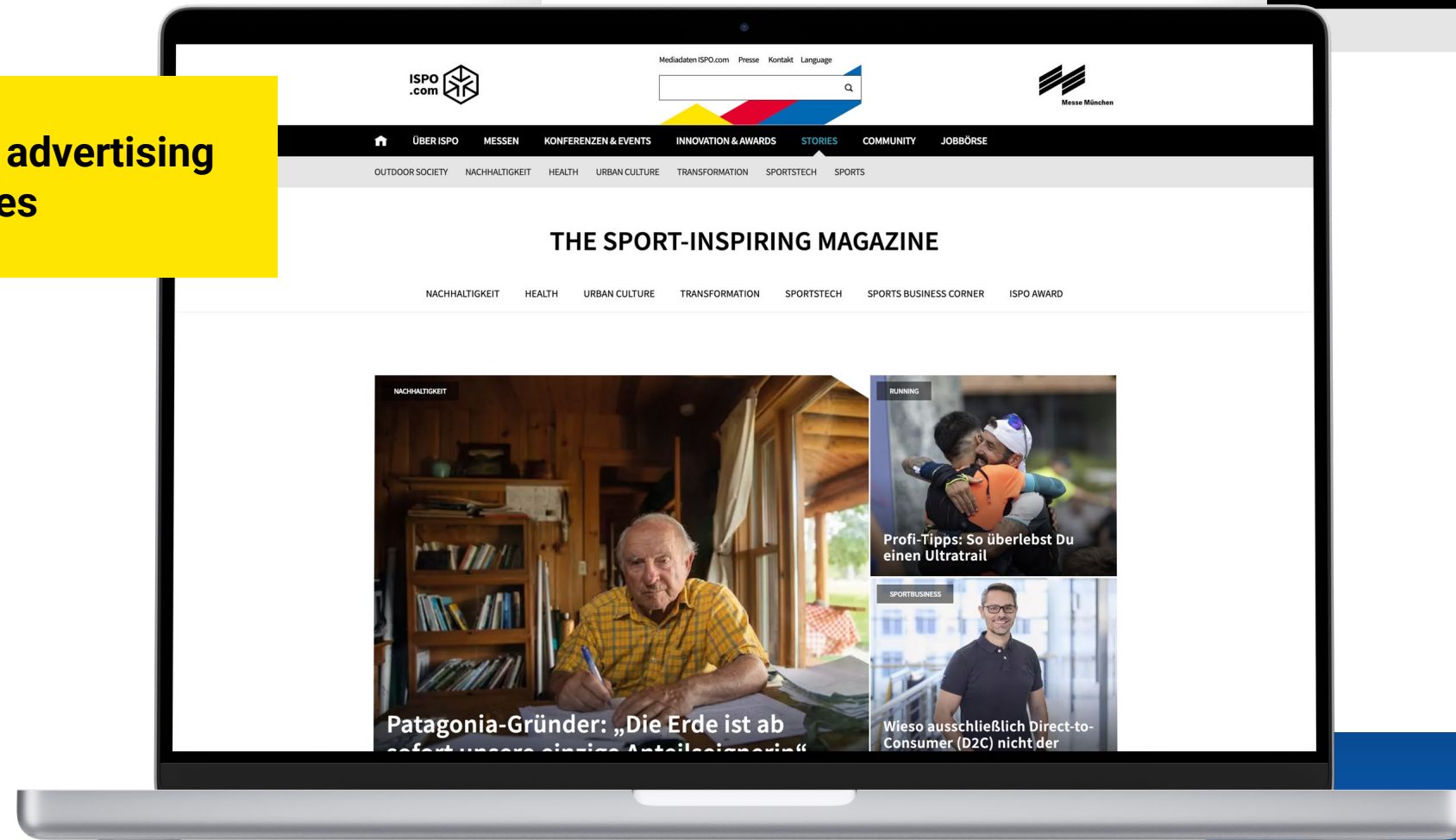
1.500 Euro net
additional B2B or B2C Push Option

Sales Package: Native Advertising

Content

1. Editorial
2. Video implementation
3. Image gallery
4. CTA

6 fantastic opportunities for native advertising on ISPO.com and examples



ISPO Brand Channel

Communicate your top topics all year round on ISPO.com. The brand channel page bundles your native articles as well as the editorial integrations on ISPO.com and can be perfectly integrated into your communication under the umbrella and the credibility of the ISPO brand.

Content

1. At least 3 native articles (can be expanded as required)
2. About-Us Intro to the brand
3. Video integration
4. Athlete integration
5. CTAs for your landing pages and shops
6. Editorial support
7. Add On options such as reach-push the brand channel page
8. Permanently available

Basic content distribution included: min. 300.000 ad impressions guaranteed

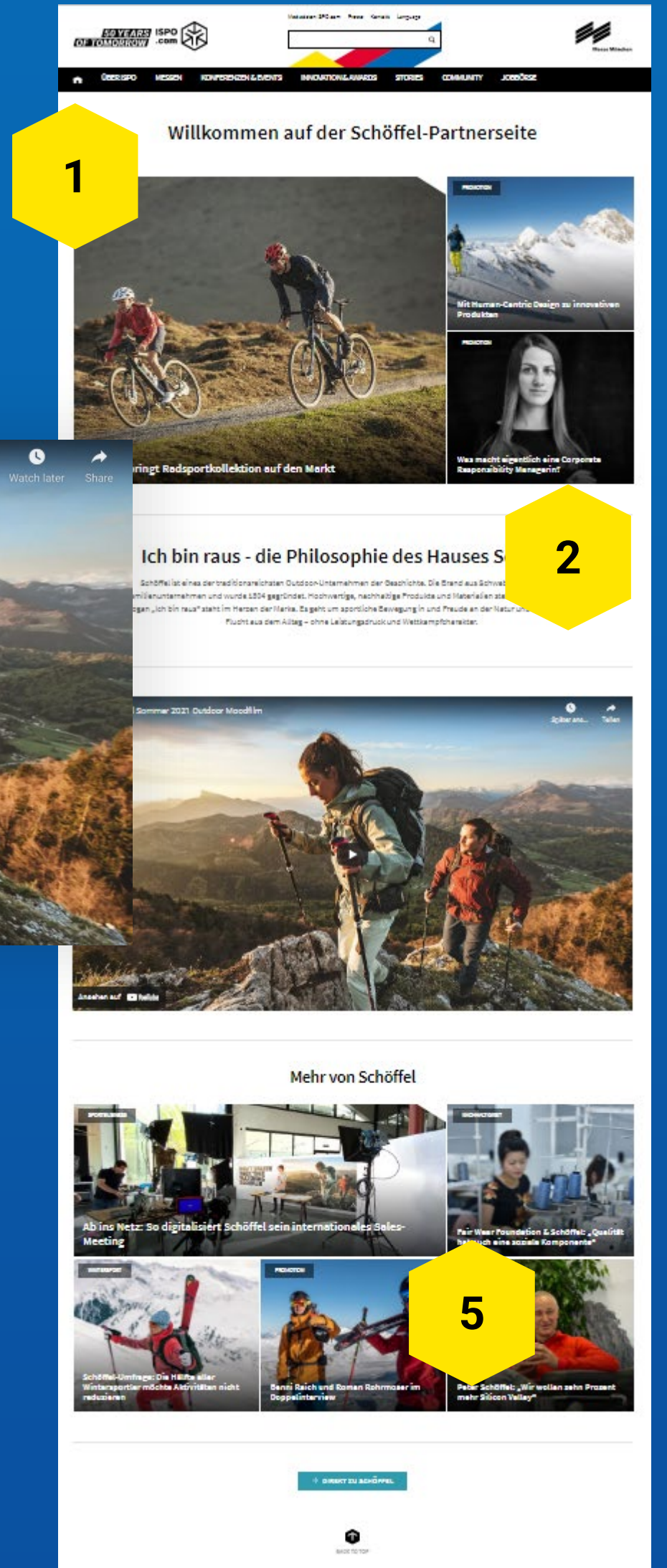
Regular

From 12.500 Euro net
German speaking

Get in touch



More info and examples for the ISPO Brandchannel can be found here



Heroes of Sports Athletenseite

Integrate your products, CTAs and store connections in the direct environment of your athletes.

Content

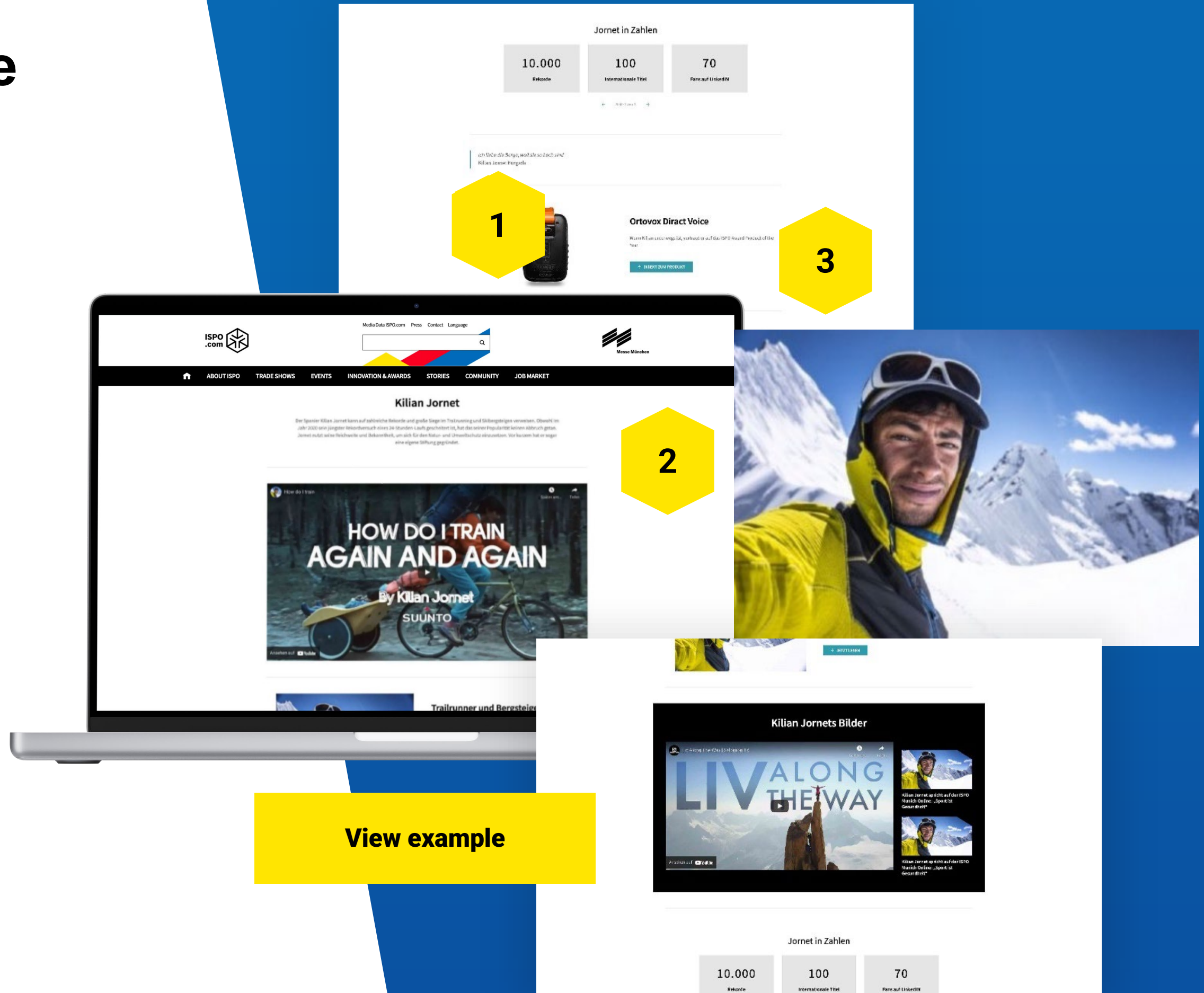
1. These products are used by the athlete on the mountain
2. Logo integration
3. CTAs with store connection if necessary
4. Runtime 1 year

Three product placements (with one-time change), one CTA, one logo and one video integration

Regular

5000 Euro net
(incl. range push of the athletes page)

Basic content distribution included: min. 300.000 ad impressions guaranteed



View example

Sales Package: Keyword Partnership + Future Reach

The best of all worlds. With the Keyword Partnership + Future Reach you get all the advantages of native advertising and a separate SEO optimization with reach build-up. We guarantee systematic, long-term SEO traffic on Google Page 1 in **german after 6 months at the latest**, as well as long-term SEO traffic in english.

Content

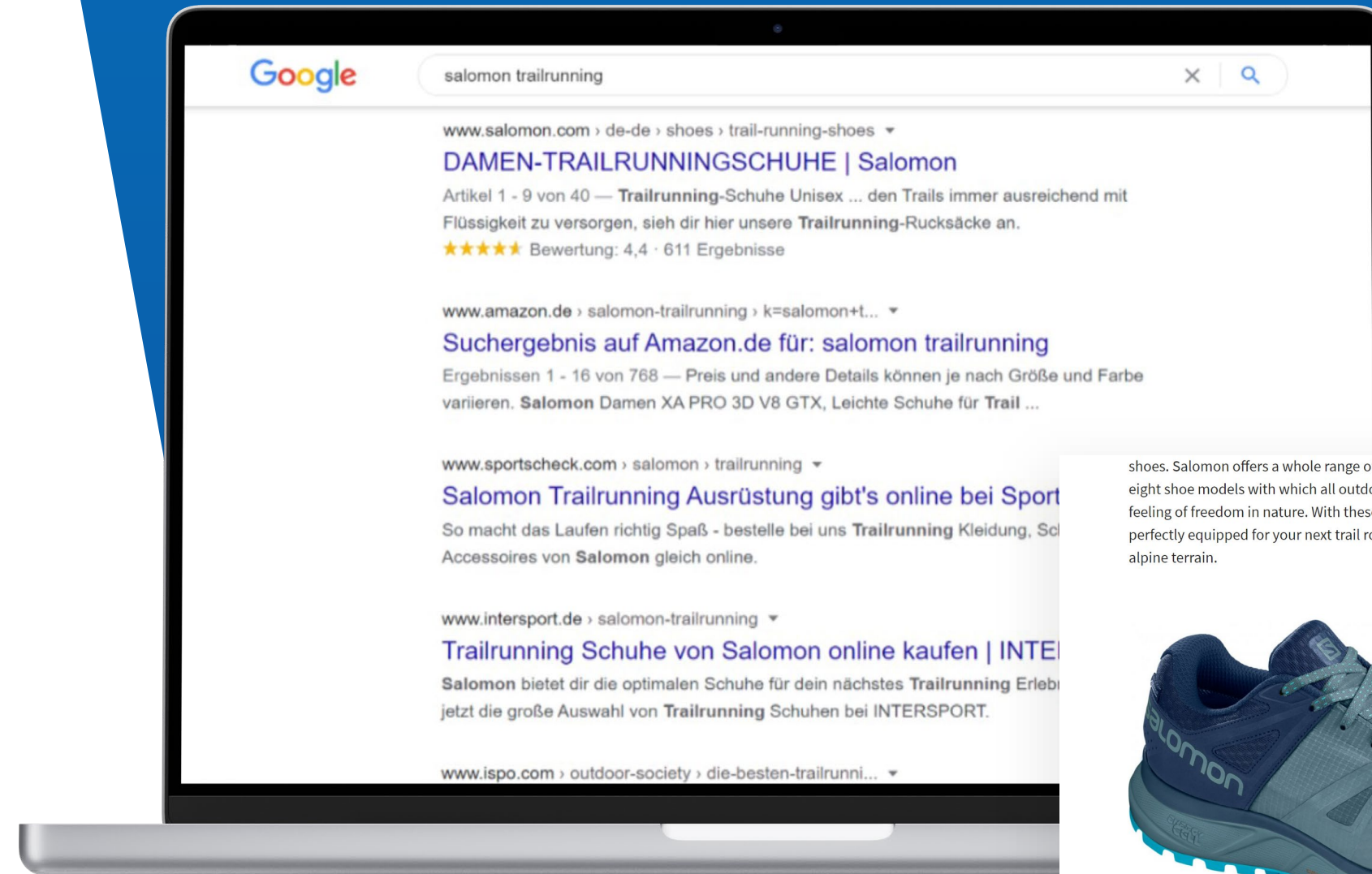
- Redaktionelle Beratung
- zielgerichteter SEO Traffic
- Redaktionelle Story
- Keyword nach Absprache
- Native Advertising Artikel inklusive Content Distribution*

Google page 1 promise within 6 months (DE)

Regular _____


from 8.999 Euro net

Basic content distribution included: min. 300.000 ad impressions guaranteed



View example


shoes. Salomon offers a whole range of trail running shoes. We have selected eight shoe models with which all outdoor fanatics can experience a new feeling of freedom in nature. With these models from Salomon you are perfectly equipped for your next trail round, whether in an urban park or in alpine terrain.



1

Trailster GTX - the trail running shoe for everyone

With the Trailster GTX you are well prepared for every running experience. You can rely on the shoe when it comes to comfort, protection and grip.



2

Listicle Article

The perfect tool for end consumer communication or for the product-related collection overview for market entry.

6-8 products with a common denominator are combined into one article and listed one below the other.

Every product has a CTA.

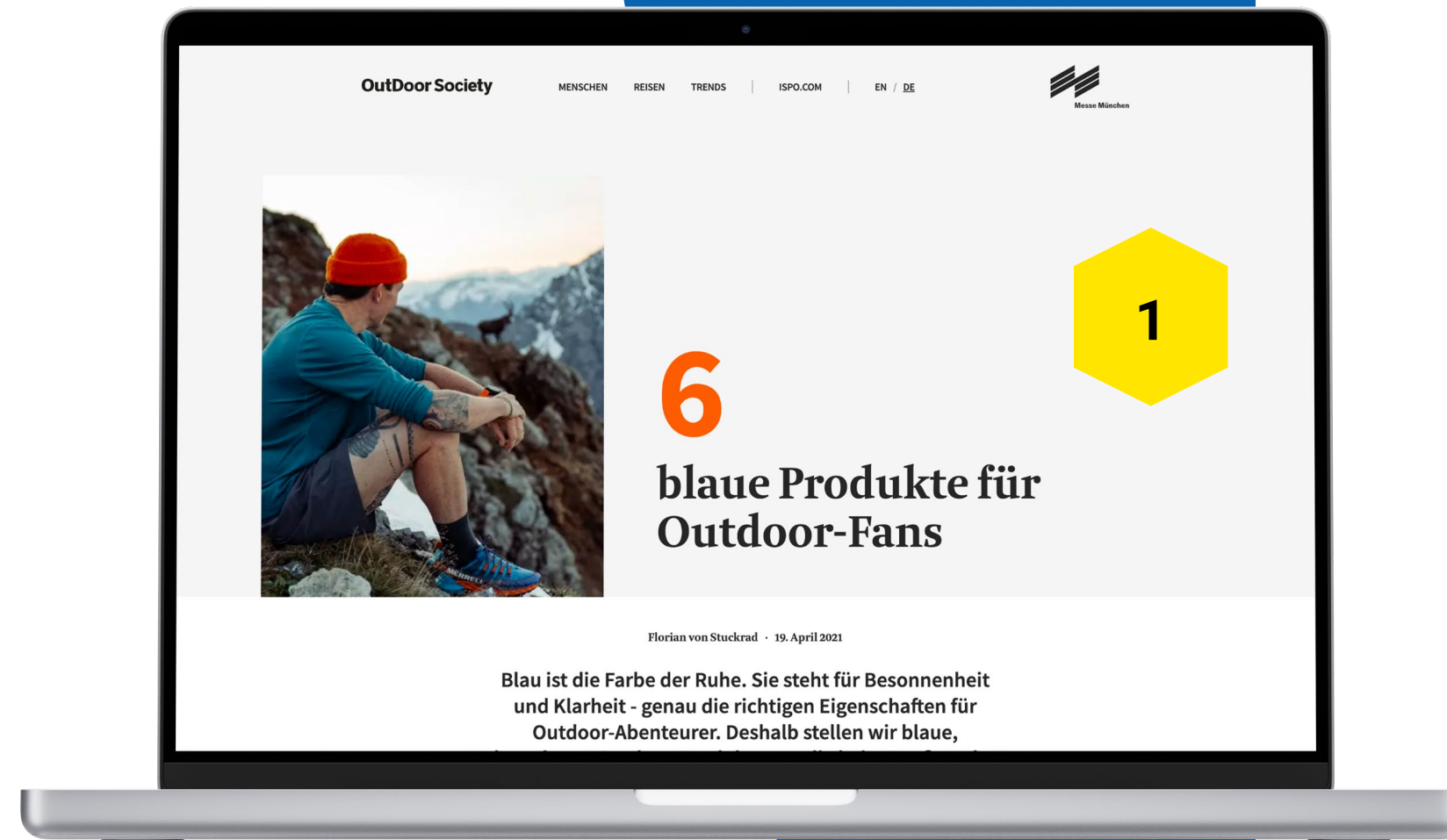
Content

1. Introduction text
2. Products
3. Links to the store

Regular


from 2500 Euro net

(Content distribution via Outbrain optional for extra charge)



View example

1
2




Hoka Challenger ATR 6

Als wahrer Alleskönner meistert der Challenger sowohl Trails als auch Straßen. Er ist zudem vegan produziert und präsentiert sich aus recyceltem REPREVE Garn, das aus aufbereitetem Plastik hergestellt wird. UVP: 130 Euro

[Hoka Challenger 6 ATR](#)

2
3




Peak Performance Nightbreak Jacke

Der perfekte Schutz vor Wind und Wasser in einer sportlich geschnittenen, atmungsaktiven 2-Lagen-Jacke vereint. Kapuze, Saum und Ärmelbündchen sind verstellbar, dazu besteht die Peak Performance Nightbreak Jacke zu 51 Prozent aus recyceltem Polyester. UVP: 250 Euro

[Peak Performance Nightbreak Jacket](#)

3
3



Oakley Encoder

Der neueste Wurf von Oakley ist dieser blaue Eyecatcher. Ob beim Biken, Laufen oder auf dem Golfplatz: Die Oakley Encoder verschafft mit der Prism Brillenglastechnologie für bessere Farb- und Kontrastsicht optimalen Durchblick, egal bei welchen Bedingungen. Die Aufprallschutz-Gläser sorgen zudem für höchste Sicherheit auch bei großer Krafteinwirkung. UVP: 228 Euro

[Oakley Encoder](#)

Sales Package: Newsletter Integration

Approx. 40,000
newsletter Subscribers
of the Editorial Letter

Leaderboard banner

(Editorial Letter „Perspectives of Sports and Outdoor“)

Format: 630 x 90 px

450 Euro net
(for SBU)

900 Euro net
(for EL)

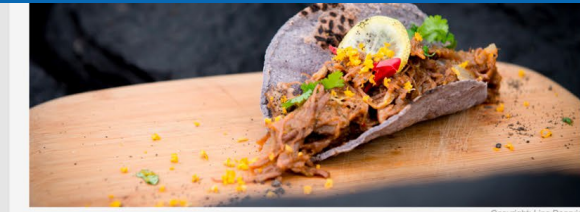
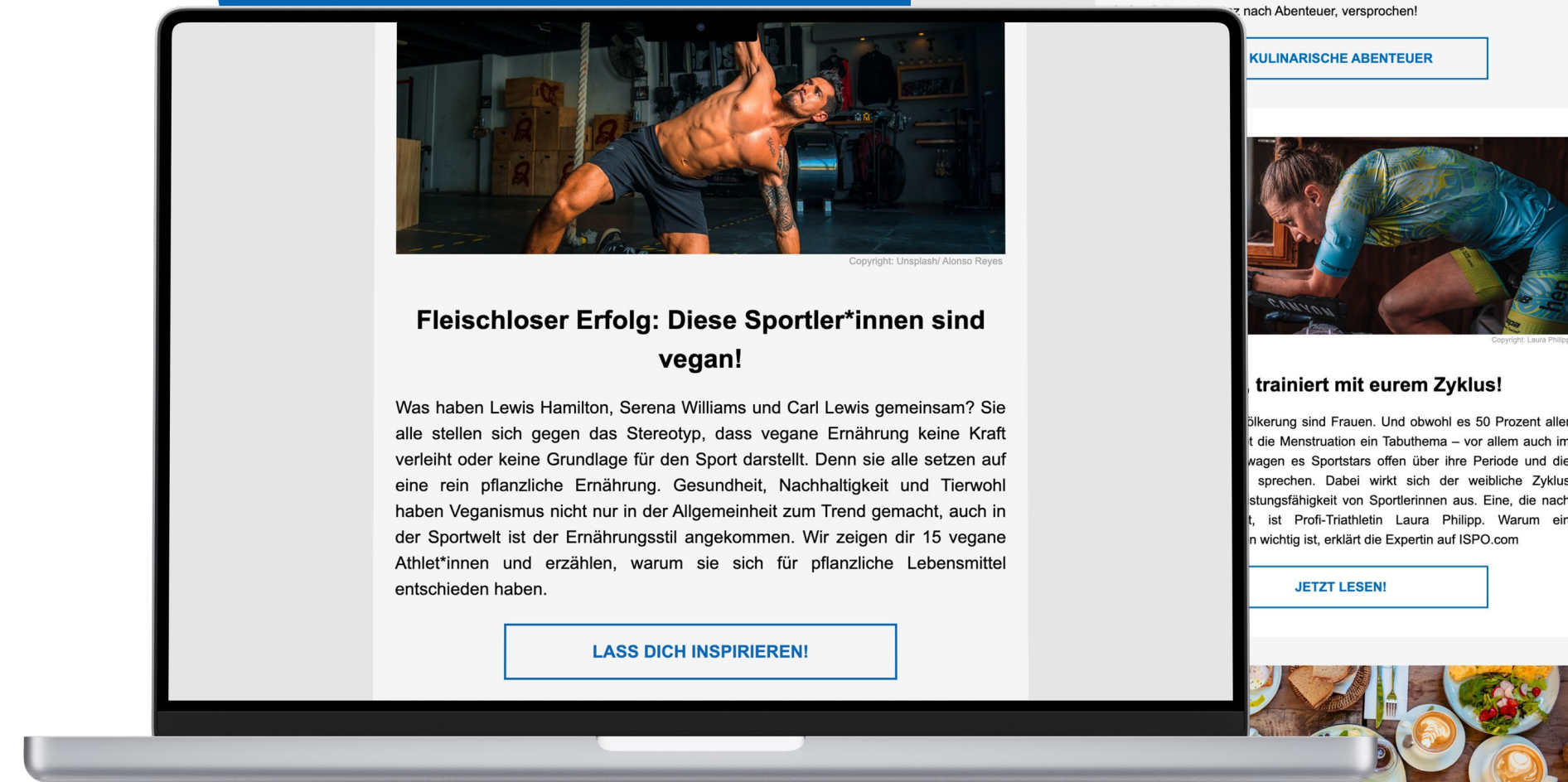
Billboard banner

(Editorial Letter „Perspectives of Sports and Outdoor“)

Format: 630 x 180 px

550 Euro net
(for SBU)

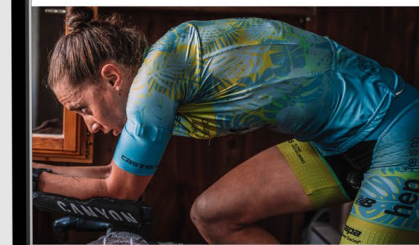
1.000 Euro net
(for EL)



So schmeckt dein nächstes Outdoor-Abenteuer

Schluss mit Dosenravioli! Outdoorküche kann auch einfach und trotzdem gesund und unfassbar lecker sein. Wie das funktioniert, zeigt uns Outdoorkoch Kieran Creevy exklusiv mit seinen aufregenden Rezepten auf ISPO.com. Als erstes Rezept zaubert uns Creevy Tacos gefüllt mit Ziege in einer fruchtigen...

[KULINARISCHE ABENTEUER](#)



trainiert mit eurem Zyklus!

...kierung sind Frauen. Und obwohl es 50 Prozent aller... die Menstruation ein Tabuthema – vor allem auch im... wagen es Sportstars offen über ihre Periode und die... sprechen. Dabei wirkt sich der weibliche Zyklus... stungsfähigkeit von Sportlerinnen aus. Eine, die nach... t, ist Profi-Triathletin Laura Philipp. Warum ein... n wichtig ist, erklärt die Expertin auf ISPO.com

[JETZT LESEN!](#)



Vergiss diese Ernährungsmythen!

Veganismus ohne Nährstoffmangel geht nicht? Im Sommer sollte man lieber nur leicht und kalt essen? Und abends am besten gar nicht mehr? Zu viel Wasser trinken geht nicht? Kohlenhydrate sind Gift? Alles Quatsch! Wir räumen mit sieben Ernährungs-Mythen auf. Und auch Kaffee-Fans können aufatmen.

[JETZT LESEN!](#)

Sales Package: Newsletter Integration

Approx. 40,000
newsletter Subscribers
of the Editorial Letter

Readactional promotion teaser

Headline (60 characters) + text (300 characters incl. spaces) + target URL

Available in Sports Business Update (weekly, B2B) + Editorial Letter
"Perspectives of Sports and Outdoor (monthly, focus B2B2C)

550 Euro net
(for SBU)

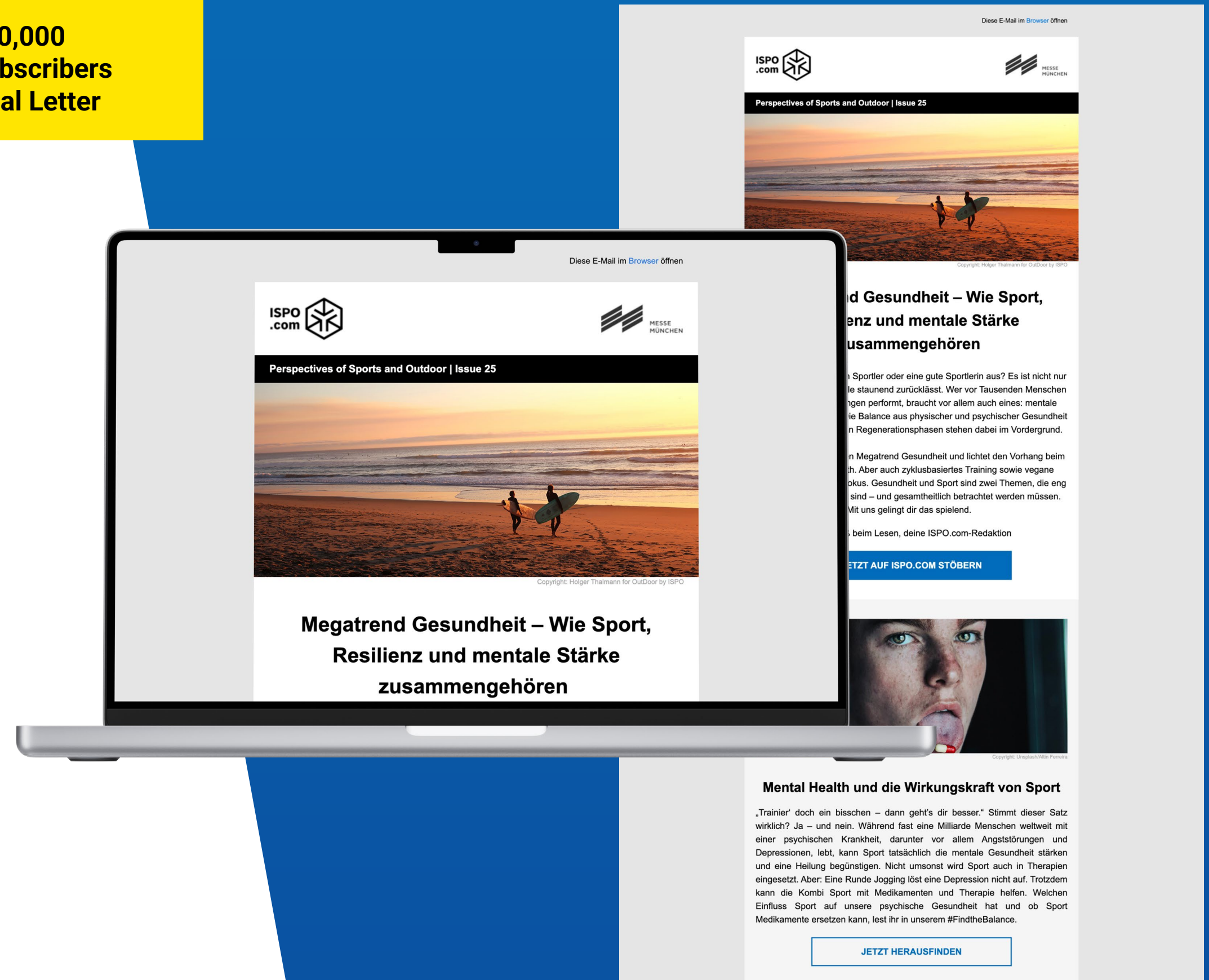
1.000 Euro net
(for EL)

Add-on option Editorial Letter: **PRODUCT OF THE MONTH**

A product is selected that matches the monthly topics of the editorial team. It is integrated natively into the newsletter and links either to an ISPO.com native advertising article (option A) or to the customer's target page (option B).

900 Euro net
(plus Native Advertising Article)

1.400 Euro net



Sales Package: Presented by Modul

Present topics and editorial articles from our topic planning or use the power of already existing articles with high SEO ranking and/or content fit. (Term limited to 12 months.)

Inhalt

- No effort for content creation
- 110 % authentic, as editorial article
- Incl. do-follow link for link juice

Single package

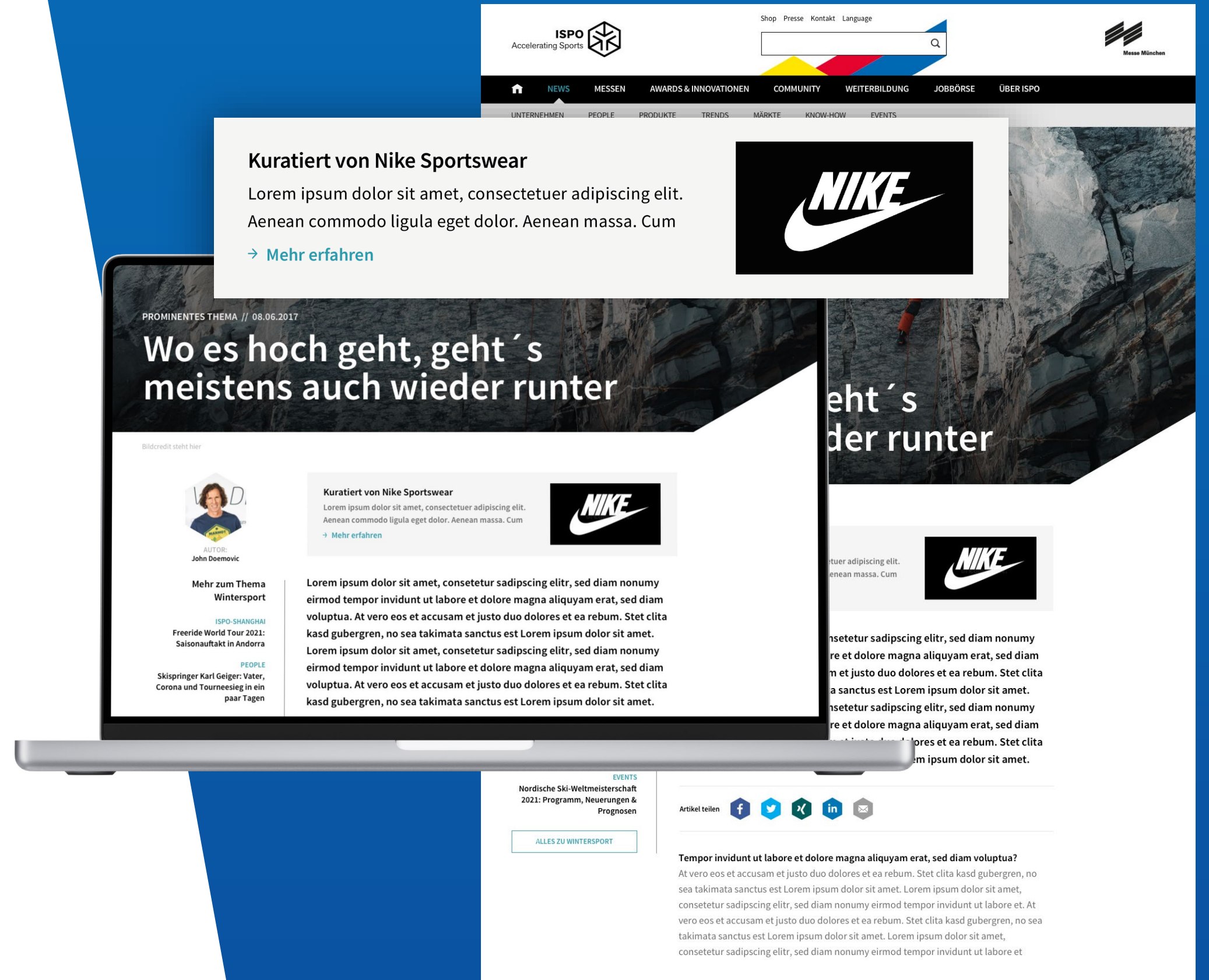
1.500 Euro
in DE / EN / FR

Double package

3.500 Euro
each in DE / EN / FR

Tripple package

5.000 Euro
each in DE / EN / FR



Sales Package: B2C Raffle (B2B on request)

Exclusively only 1x per month (term longer than one month, individually agreed) Payment per lead (exclusively directly usable for own marketing, DSGVO-compliant) incl. data processing agreement and corresponding handling according to MMG standard High-quality prize must be provided (500 EUR UVP minimum value) Payment per lead 15 EUR.

Content

- Billing by leads (except one-time content development provisioning fee)
- incl. basic content distribution
- Highlight and special position in the monthly editorial newsletter on the respective monthly topic

Regular

3.000 Euro commitment fee

plus 15 Euro per Lead



Let's write stories!

Our team will help you to include messages and topics in unique stories.



Andreas Spies
Author



Dr. Regina Henkel
Author



Florian v. Stuckrad
Project Lead



Conna
SEO-Expert



Prof. Martina Wengenmeir
Author und Coordinator

Don't call it Advertorial!

We take it sporty and keep as much of the effort as possible on us!

Performance

**Personal advice. Customized content.
Targeted payout.**

"The cooperation with the Ispo.com native team was straightforward, professional and well-founded, from clarifying the hard facts to the editorial implementation - this makes working together fun."

- Ortovox

"Bringing our brand initiatives to life on ISPO.com enables us to share our story and to connect with everyone who loves Outdoor sports, while enjoying the creative and fun process to work with the ISPO-Team."

- Merrell

"The cooperation between Schöffel and ISPO.com in the field of brand communication - both B2B and B2C - is based on a shared passion for activities and experiences in the great outdoors. We can rely on the ISPO.com team to skillfully use the ideal digital communication channels for our messages. The logical consequence: We achieve our KPI-based goals and the business relationship with the ISPO.com team becomes a long-term, reliable partnership. "

- Schöffel



ISPO.com is honored to have received the renowned Fox Award. Read more [here](#).





Project Lead

Contact

For more information and individual advice please contact

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