

# sb

www.iaks.sport

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

57th year

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# 2023

## MEDIA DATA + EDITORIAL PROGRAMME



# 1967

The FIRST ISSUE  
of „sb“ was published

# 3,5

READERS  
per magazine

# 2

LANGUAGES



# 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
<b>English or German issue</b>	EUR 2,490	EUR 1,775	EUR 1,420	EUR 1,200
<b>English and German issue</b>	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.

# ADVERTORIALS

THE BEST PLACE FOR YOUR CASE STUDIES OR PRODUCT PRESENTATIONS

	1 page	2 pages	4 pages	6 pages
<b>English or German issue</b>	EUR 800	EUR 1,600	EUR 2,700	EUR 3,800
<b>English and German issue</b>	EUR 1,050	EUR 2,100	EUR 3,500	EUR 4,900

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
<b>English or German issue (1,000 copies)</b>	EUR 2,500	EUR 4,500
<b>English and German issue (1,000 copies)</b>	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 01.01.2023 plus current rate of VAT.

# PROFESSIONALS & PROFILES EXCLUSIVELY FOR IAKS MEMBERS

Industry / companies Architects / Planner

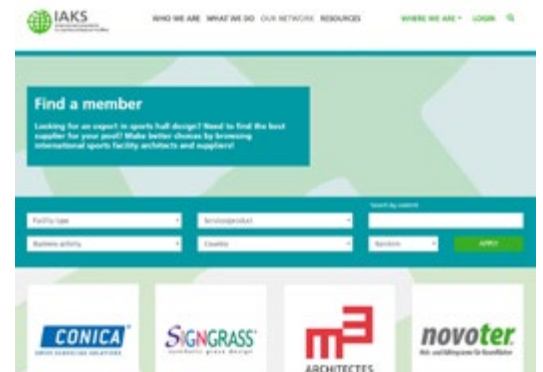
English and German issue

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.



# 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

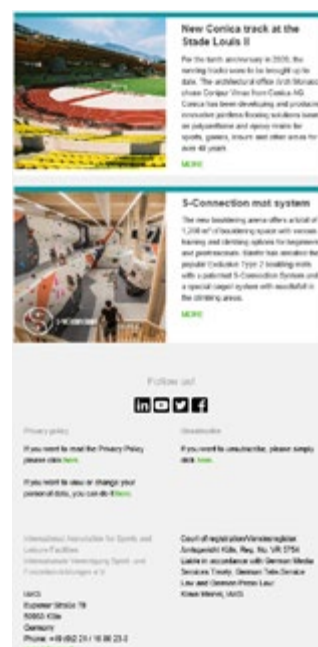
Online advertorial (per issue in both languages)

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 01.01.2023 plus current rate of VAT.

# EDITORIAL PROGRAMME



The six issues in 2023 will each be appearing in an English and in a German print run and have a specific focus (date of publication):

„sb“ 1/2023 – (28 February 2023)  
**SPORTS HALLS AND ARENAS**

„sb“ 2/2023 – (28 April 2023)  
**STADIA AND SPORTS GROUNDS**

„sb“ 3/2023 – (30 June 2023)  
**AQUATIC AND WELLNESS FACILITIES**

„sb“ 4/2023 – (31 August 2023)  
**ACTIVATING URBAN SPACES**

„sb“ 5/2023 – (24 October 2023)  
**IOC IPC IAKS ARCHITECTURE PRIZES**

„sb“ 6/2023 – (15 December 2023)  
**ACTIVE COMMUNITIES**

## CONTACT



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**Subscription**  
Germany: EUR 65  
Other countries: EUR 85  
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](http://www.iaks.sport)