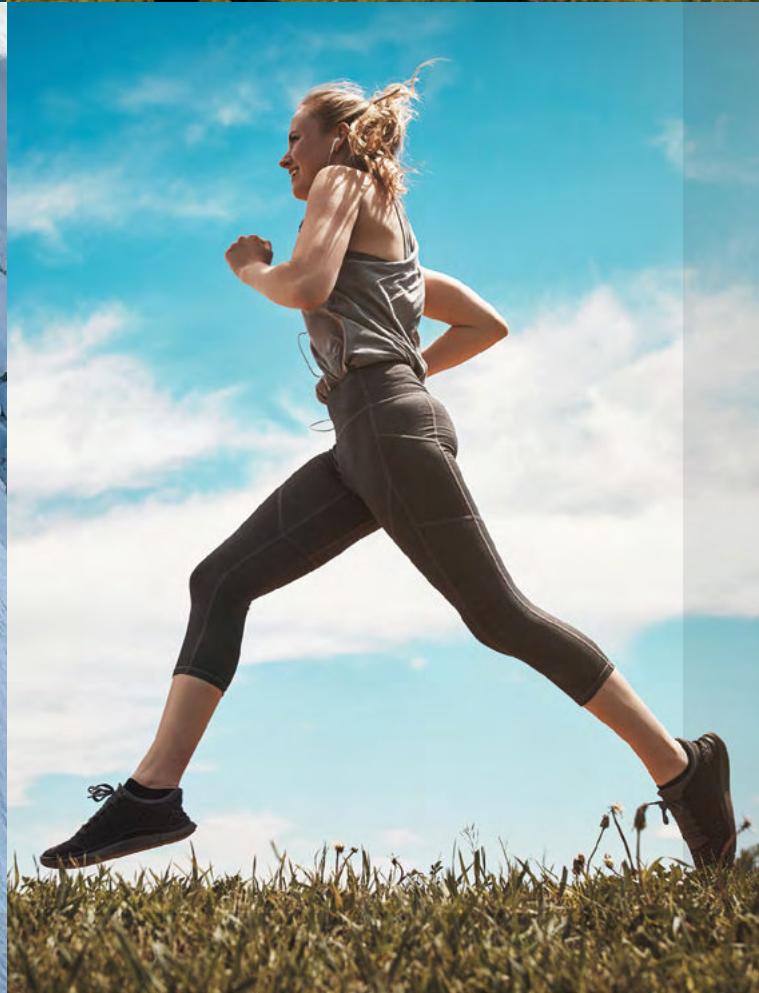


Media Information 2026

Status: December 2025





Media informations

About SAZsport	p. 3
Print: Topics & Dates	p. 4
Print: Ads	p. 5
Print & Digital: Showroom	p. 6
Print: Content	p. 7
Digital: Content	p. 8
Digital: Newsletter	p. 9
Online-Advertising: Website	p. 10
Podcast	p. 11
SPORTkombi	p. 13
Publisher Details	p. 14
Contacts	p. 15



The leading platform of the specialized sports goods industry and retail



Magazine (plus ePaper)

Magazin:
Read about latest trends 9 times a year, with in-depth analysis and interviews



SAZsport.de

Web, NL, Social Media:
Always know what's going on – stay up-to-date with latest news



Newsletter



Social Media



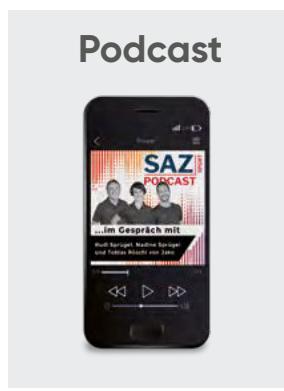
Sonderhefte

SAZsport Special:
Published twice a year as Outdoor and Winter Special as well as twice as Running Special



Sonderhefte

Guide:
(Integrated in SAZsport Special):
Published twice a year in SAZsport Special during the sell-in phases for Outdoor and Winter with new products.



Podcast

Podcast:
Listening to what's going on – exciting talks on current topics



Event

SPOKO
Der SAZsport Kongress

SAZ SPORT im Detail

The Magazine

Regular subscription circulation: 6,000

Reach: 24,000 readers per issue

Increased circulation for association and order fairs

SAZsport.de

Ø 45.000 Page views per month

Ø 15.000 Unique users per month

Newsletter (up to 3x per week)

8,000 subscribers

(Ø opening rate: 40 %)

SAZ SPORT Print: Topics & Dates 2026

Issue	Publica- tion date	Description	Assortment	Data submis- sion dead- line
01/26	26.01.26	Snowtestival/Guide	Winter sports, ski and winter equipment, test reports	07.01.26
02/26	30.03.26	Running Special / Fitness	Running, fitness trends, training equipment, health	02.03.26
03/26	11.05.26	Outdoor Special with textile section and Outdoor Guide	Outdoor activities, textiles, hiking, camping, equipment	13.04.26
04/26	28.09.26	Winter Special / Ski Test / Sustainability / Running	Winter sports launch, ski test for the upcoming season, sustainability in sports, running & fitness	21.08.26
05/26	02.11.26	Winter sports with textile section and Winter Guide	Winter sports, textiles, equipment, trade	01.10.26

You will find SAZsport at the following fairs and order events:
ISPO, OutDoor by ISPO, IWA, FIBO, orderdays of Sport2000, BrandBoxx and other trade fairs.



SAZ SPORT Print: Ads

Advertisements

Format	Bleed* width x height in mm	Price
2/1 page about bund	450 x 290	€ 9,700.-
1/1 page	225 x 290	€ 5,400.-
1/2 horizontal	225 x 142	€ 3,400.-
1/2 vertical	110 x 290	€ 3,400.-
1/3 horizontal	225 x 93	€ 2,200.-

*plus 3 mm trim all sides

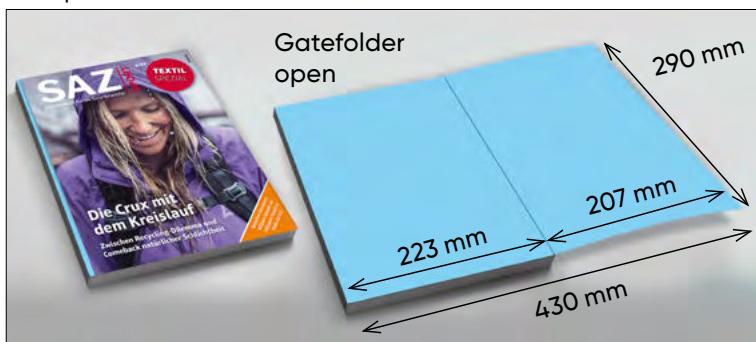
Special Placements

Placement	Bleed* width x height in mm	Price
Double Title page incl. page 2		€ 15,000,-
Gatefolder	430 x 290	€ 13,900.-
Cover photo** incl. 1/1 page in the magazine		€ 7,100.-
Cover photo		€ 4,000.-
Inside Front Cover	225 x 290	€ 6,100.-
Back Cover	225 x 290	€ 6,600.-

*plus 3 mm bleed on all sides

**Cover photo in consultation with editor-in-chief SAZsport

Example:



Supplements	Glued Inserts
Up to 25 g: € 350.- / per 1,000*	Price on request
Up to 50 g: € 400.- / per 1,000*	Special formats on request
Up to 75 g: € 420.- / per 1,000*	

*plus postage

Technical Specifications

Format:

225 mm wide x 290 mm high

Print space:

195 mm wide x 247 mm high

Printing process:

Sheet Offset

Colors: Euro Scale

Print data submission:

per email, data carrier or FTP

Data formats:

We can process the following data:

- PDF/X-3 (1.5) (printable)
- InDesign, Illustrator, Photoshop up to Version CS5.5
- EPS, JPEG und TIFF

Digital Data Submission

• All fonts must be submitted.

• Color space always CMYK, never RGB

• TIF data (CMYK or Gray Scale) always at a ratio of 1:1 at 300 dpi

• EPS data (pixels) → see TIF

• EPS data (vector) → fonts in character paths, converted or integrated in file

• Apple: compressed data: Stuffit or ZIP

• PC: compressed data: ZIP

Resolution:

300 pixels/inch; 118 Pixel/cm

email: sibylle.bayer@ebnermedia.de

Extra charges:

Changes to submitted data subject to costs calculated.

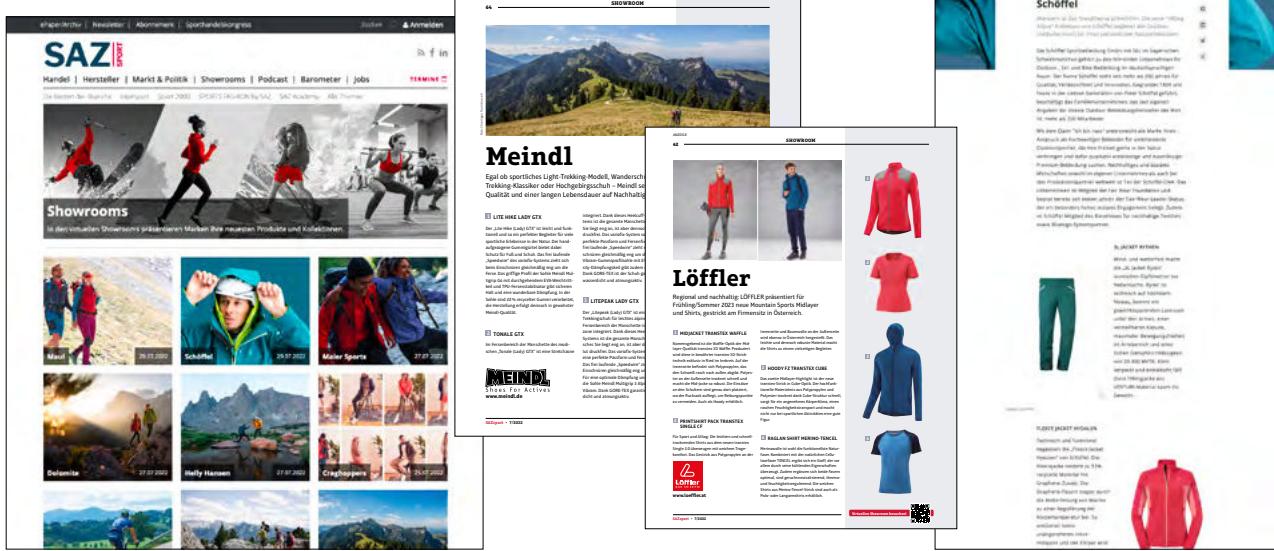
Frequency discount

2 x	3 %	5 %
3 x	5 %	8 %
5 x	8 %	10 %
10 x	10 %	12 %
15 x	15 %	15 %
Annual booking	20 %	20 %
10 pages		25 %



Print & Digital: Advertorial-Showroom

Showrooms are a cross-media showcase for product innovations and presentations of collections. They combine the clout and reach of print, websites, newsletters and social media. Your products are presented in this environment with a uniform editorial look – both digitally and in the printed version.



Content:

- Image as background
- Teaser Text max. 250 characters* (Print and Online identical)
- Intro text max. 1,000 characters* (only online)
- max. 3 Product images with description (max. 300–350 characters* per image)
- Box with contact data and links to further content

Placement in Print:

- Your Showroom appears automatically as page in the next print edition of SAZ Sport (max. 3 products, print + digital identical).

Placement on Website:

- Integration with tiles on Showroom overview page
- Individual showroom articles
- A Showroom Article remains within the SAZsport.de starting page for one week and then moves to the second news block.
- The Showroom Article remains online permanently and thus ensures long-term SEO effects.

*incl. empty spaces

Placement in Newsletters:

- one inclusion in the editorial newsletter
- Placement in news block after first banner.
- To the sell-in phases winter (ISPO) and outdoor there is a reference in the newsletter with a link to the Showroom section.

Price: € 2,990.-

Bookable additional services

- pro 3 other products in the showroom of the same Edition (print & digital) **€ 1,790.-**
- Social Media: LinkedIn post with Link to showroom presentation at SAZsport.de **€ 500.-**
- stand-alone newsletter with all products in the showroom **€ 1,500.-**
(€ 1,490.- savings for single booking)

Showroom digital only

- 3 Product Placement **€ 1,990.-**
every further Product Placement **€ 590.-**
- 1 Product Placement **€ 990.-**
every further Product Placement **€ 590.-**

No Agency Commission!

SAZ SPORT Print: Advertorial

These high-quality, editorially designed pages present your latest products in an innovative, uniform editorial design.

Advertiser

Within the framework of your company portrait, you can also extend on your company's history and your product portfolio.

There is also the opportunity to present technologies and explain them in more detail

- Editorially designed optics
- Content from clients: general introduction
150 characters*, up to 2 images,
main text 2,400 characters*, logo, QR Code
- Optional text creation by editorial staff
(additional costs dependent on scope)
- Free proof prior to publication

1/1 page: € 5,400.-

2/1 page: € 7,700.-

BRANDED CONTENT

ANZEIGE

45

Nachhaltige Textilindustrie mit geschlossenem Kreislauf

Entwicklung langlebiger, nachhaltiger Textilien:
Herausforderungen und Kompromisse

The LYCRA Company unternimmt regelmäßig globale Panel-Diskussionen zu kritischen, aktuellen Nachhaltigkeitsfragen mit Experten der Textilindustrie und anderen Akteuren. Die nachfolgend zusammengefassten Ergebnisse der Diskussionen zeigen die Langfristigkeit von Kleidung und den nachhaltigen Vorteilen, die Stoffe bieten, wenn sie so konzipiert werden, dass sie länger getragen werden können.

Ein Beispiel für Kleidungsentwicklungen von Kleidungsfirmen, die erheblich reduzieren kann, ist die Veränderung der Lebensdauer der Bekleidung. Das EU-Waste and Resources Action Plan (WRAP) berichtet, dass eine Verlängerung der durchschnittlichen Lebensdauer eines Kleidungsstücks um nur drei Monate zu einer Verringerung von Kleiderabfall, Wasser- und Abfallbilanz um 10% führen könnte. Doch die Verbraucher müssen hierzu zu bewegen sein, eine große Herausforderung dar.

Mindset Shift: von Fast Fashion zu Slow Fashion

Die Panel-Teilnehmer erkannten, dass Langzeitsicht und Geduld zweier Zeiten für die Umwelt und möglicherweise auch für den Umgang mit Kleidung gewünscht sind. Die Teilnehmer wiesen darauf hin, dass es eine erhebliche Verantwortung vermindernd in der Industrie und bei den Verbrauchern einfordert sei, damit der Langfristige Priorität eingeräumt wird. „Wenn Fast Fashion und umweltfreundliche marken intensive Kleidung zusammenkommen“, erklärte Sandrine Weinmann, Chief Financial Officer bei Käbi. „Wenn Design länger hält und nicht von Modetypen beeinflusst wird, sind die Verbraucherin vielleicht wiederkommen, auch etwas mehr zu bezahlen.“

Langlebigkeit von Stretch-Stoffen

Das Panel erkannte, dass die, die LYCRA®-Fasern, Spandex oder Elastan für Stretch-Produktionszwecke einsetzen, sich dazu befragten, dass diese über lange Zeit ihre Form behalten. Anushka Darshana, Bereichsleiterin bei Open Innovation, sagte, dass Stretch-Kleidung langlebig sein kann,

„wenn die Zug- und Reißfestigkeit, der Abriss und der Schrumpf am richtigen Bereich liegen“.

In den letzten Jahren haben viele Fortschritte in der Faserherstellung erzielt, die die Langfristigkeit von Kleidungsstücken zu verbessern. Später, freilich, berichtete, führte an, dass die Faser LYCRA XTRA LIFE für Schwedische sehr beliebt ist, da sie gegen Choler und andere schädigende Einflüsse resistent ist und sich so sehr positiv auf die Verlängerung der Lebensdauer von Kleidung auswirkt.

Ahnliche Innovationen sorgen auch bei Achtewear und Dennim für langanhaltende Formbeständigkeit. Die LYCRA TOUGH MAN-Technologie ist eine der ersten, die die Faser LYCRA XTRA T40 bis zu

„Keep in the loop with LYCRA“ und informieren Sie sich über die neuens Fortschritte des Unternehmens im Bereich der Nachhaltigkeit und wie es sich an der Öffentlichkeit und Kreislaufwirtschaft beteiligt. www.thelycracompany.com/loop

Der Inhalt wurde von Jean Hegedus, Sustainability Director, The LYCRA Company, beigesteuert.

www.thelycracompany.com/loop

Foto: iStock/PAULINE GOURGÉ

7/2022 • SAZsport

*incl. empty spaces

We recommend combining the "Branded Content" with a "Sponsored Post" (see page 8) along with a stand-alone mailing (see page 9) in order to communicate the content digitally as well. Additional costs: € 1.000 – in each case

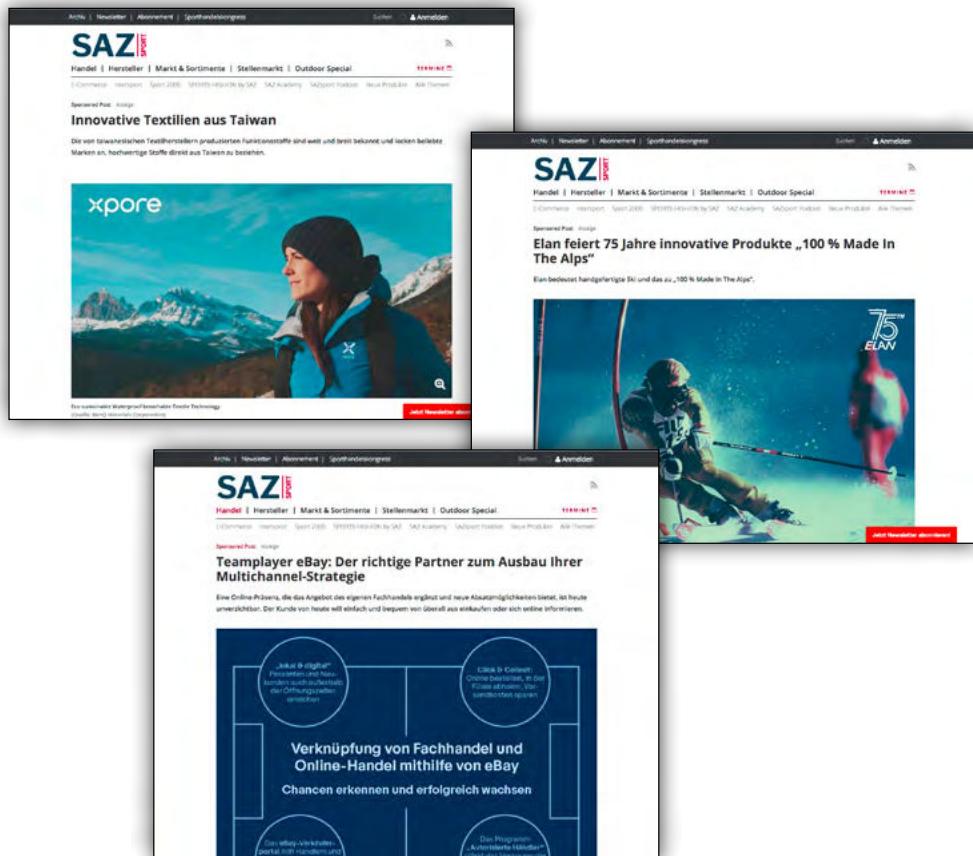
SAZ SPORT Digital: Sponsored Post

Sponsored Post: With this editorially designed article on SAZsport.de, you can perfectly complement your PR and social media communication.

Analogous to the print variants in SAZsport mentioned above, the Sponsored Post offers the opportunity to present topics, solutions, and background information that require explanation. The integration connects your brand with the credibility and strength of the established and recognized media brand SAZsport.

- Based on your content (max. 4,000 – 5,000 characters of text, 4 images, 2 links, 1 video)
- Optional aggregation of existing articles (additional costs according to effort)
- 14 days homepage presence on Sazsport.de: one week within the top 3 news items, the second week in the second news block
- The article remains online permanently and thus ensures long-term SEO effects.
- Optional text creation by the editorial team (additional costs according to effort)
- 14 days newsletter integration.
- Posting on LinkedIn with link to SAZsport.de.

Price: € 2,990.-



*incl. empty spaces

We recommend promoting the "Sponsored Post" with additional display advertising in the newsletter. (see page. 9)

SAZ SPORT Digital: Newsletter

Target customers directly with banners and stand-alone mailings.

The **SAZsport Business Newsletter** and the **Stand-alone Mailing** provide more than 8,000 recipients from trade and industry with important news updates and latest branch news. The average opening rate is 40%.

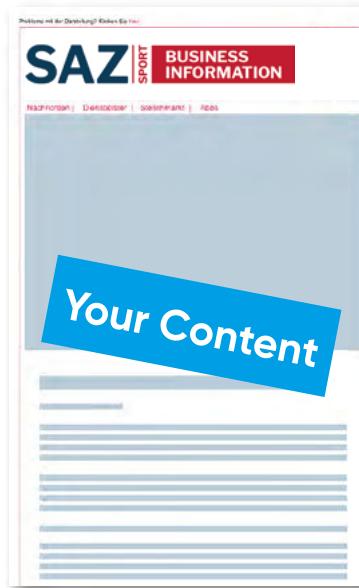
We offer you various opportunities to place your advertising in our newsletter:
animated, static banners or text adverts.

Stand-alone-Mailing

- Individual mailings to SAZsport newsletter distribution list
- Content freely designable
- Dates by arrangement

Format HTML max. 580 pixels wide

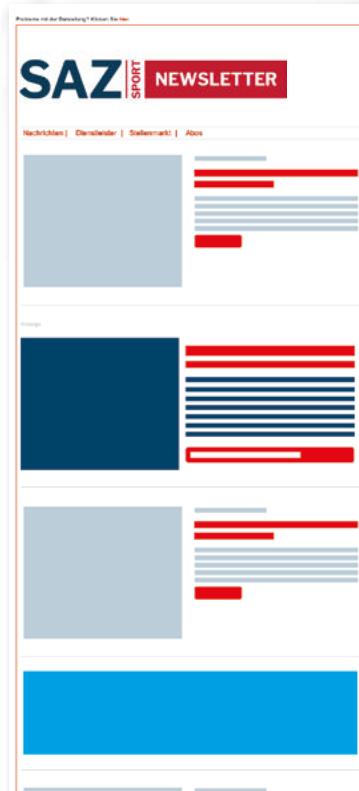
Price: € 2,990.-



Example
Stand-alone
Mailing

banner ads in the SAZsport Newsletter:

The banner appears a maximum of 3 times in the editorial newsletter: a maximum of 2 times in the editorial newsletter (Mon - Fri) and once in the automated Saturday newsletter with the most read news of the week.



Example
Banner in
editorial
newsletter

Prices/Technical Details

Banner in SAZsport Newsletter	Weekly-Prices*
Position 1	€ 950.-
Position 2	€ 900.-
Position 3	€ 850.-
Position 4	€ 800.-

Banner format	Submission format	Submission
Newsletter Banner	650 x 250 pixels	max. 50 kB JPG or PNG or not animated gif

* All prices are fixed prices per calendar week in euro plus VAT/sales tax.
All prices are 15-% agency commissionable.

SAZ^{SPORT} Online advertising: Website

Target potential customers anytime and anywhere by addressing them in the correct way.

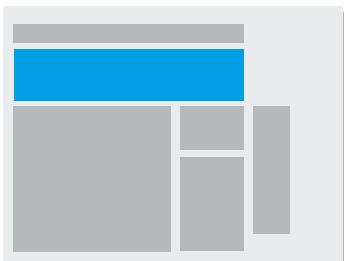
**The SAZsport team will provide you with various advertising possibilities
for accessing mobile devices.**

Rates / Technical details

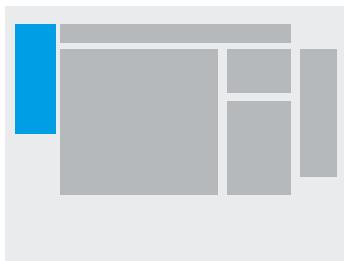
Banner	Banner size	File size	Price each month
Billboard Multiscreen	1120 x 250 Pixel (Desktop) 640 x 300 Pixel (Mobile)	max. 800 kb	€ 1.050,-
Skyscraper left	300 x 800 Pixel	max. 800 kb	€ 790,-
Skyscraper right	300 x 800 Pixel	max. 800 kb	€ 790,-
InRead Content Ad Desktop Artikel + Mobile	640 x 500 Pixel	max. 800 kbv	€ 730,-
Floor Ad Multiscreen	1120 x 250 Pixel (Desktop) 640 x 300 Pixel (Mobile)	max. 800 kb	€ 830,-

Feel free to consult us concerning new advertising formats.
We'll be glad to help and advise you.

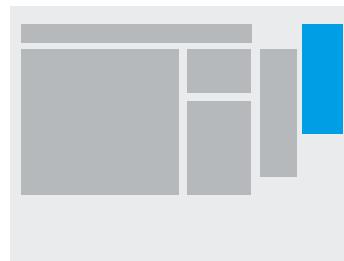
Formats Overview



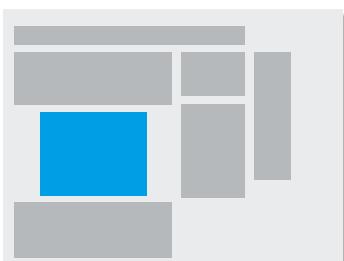
Billboard Multiscreen
1120x250 Pixel
640x300 Pixel



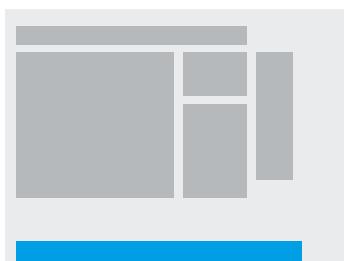
Skyscraper left
300x800 Pixel



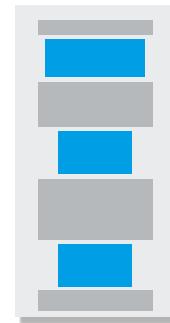
Skyscraper right
300x800 Pixel



InRead Content Ad
640x500 Pixel



Floor Ad
1120x250 Pixel
640x300 Pixel



Mobile



Every three weeks, host Florian Bergener takes 30 to 45 minutes for an in-depth conversation with you. The topics may or may not be current. As a manufacturer, retailer, association, event organizer, or service provider, you should have the opportunity here to communicate your advertising message – in detailed or shorter form.

Choose from our various options:

Sponsored Partnership, Company Intern, Paid Podcast, Story Ad

The SAZsport podcast is available on all popular platforms (Spotify, iTunes) and is distributed/promoted via the various SAZsport channels (SAZsport.de, LinkedIn, Newsletter 2x per week, Magazine).

Its reach potential (Downloads/Views) ranges from the mid three-digit to four-digit range.



Beispiele für Top-Podcasts

Wolfgang Grupp (Trigema)
3.212 Downloads/Views

Matthias Rucker
(SportScheck)
1.254 Downloads/Views

Katja Mendel (AlpenStrand)
1.043 Downloads/Views

Klaus Jost
(Ex-Vorstand Intersport)
1.018 Downloads/Views

André Weinert (Decathlon)
947 Downloads/Views

Pure Audio Format

Premium

Sponsored Partnership

Appear as a „powered by“ partner of the SAZsport podcast!

SAZ SPORT
PODCAST powered by
Platzierung
Ihres Firmenlogos

Our services:

- Display of your brand logo or company name on the cover
- **NEW:** Communication of your advertising message in the middle of an episode (MidRoll, approx. 60 to 120 seconds long)
- **NEW:** Integration of your banner in the twice-weekly newsletter in a week of your choice (= two banners)

4 consecutive episodes = **€ 2.990,-**

Each additional episode: surcharge **€ 600,-**

Company Intern

Podcast production incl. host

- 1 page Branded Content
- 2 pages editorial in the magazine **€ 6.990,-**

Paid Podcast

Place your desired conversation partner in an episode with host Florian Bergener!

Our services:

- Distribution of the episode on all popular platforms (Spotify, iTunes, etc.) and via SAZsport.de
- Promotion of the episode via LinkedIn and Newsletter 2x per week

Booking option:

1 Episode = **€ 1.990,-**

Pure Audio Format

Basic

Story Ad

Communicate your advertising message briefly – 60 to 120 seconds – in a specially produced spot or in an interview with the host!

Our services:

- Recording of your advertising message according to script (bullet points from your side can be sufficient)
- Embedding of the spot in an episode (marked with „Advertisement“)

Booking options:

1 Episode **Pre-Roll*** = € 700,-

1 Episode **Mid-Roll**** = € 500,-

Volume discounts:

3 Episodes	10 %
6 Episodes	15 %
from 10 Episodes	25 %

Agency commission: 15%

* Positioning in the first quarter of an episode

** Positioning of the spot approx. in the middle of an episode



SAZ SPORT

SPORTkombi

BY **EBNER** MEDIA GROUP

SPORTkombi by Ebner Media Group offers the unique opportunity to combine special-interest magazines and the leading B2B platform for the sports industry – tailor-made for your communication goals. Use the precisely coordinated trendsetter magazines to optimize your marketing activities. All magazines shown can be combined – so you can take advantage of up to 20 % additional discount.

B2B



B2C



2 Titles = 7 %

3 Titles = 10 %

4 Titles = 12 %

5 Titles = 15 %

6 Titles = 20 %



Publisher Details

Publishing House:	Ebner Media Group GmbH & Co. KG Munich Office Bayerstraße 16a 80335 München Phone: +49 731 880058-100 E-Mail: info@saz.de Web: www.saz.de	Media Sales:	Ulrich Onnasch (Management) Phone: +49 731 880058-624 E-Mail: ulrich.onnasch@ebnermedia.de
	Limited Partnership, Ulm Seat and register court: Ulm, HRA 1900. VAT-Id No.: DE 147041097		Sylvia Triebel Phone: +49 731 880058-626 E-Mail: sylvia.tribel@ebnermedia.de
	Personally liable partner: Ebner Ulm MGV GmbH, seat and register court: Ulm, HRB 576	Client Success Team:	Sibylle Bayer Phone: +49 731 880058 - 611 E-Mail: sibylle.bayer@ebnermedia.de
Postal address:	PO box 20 15 52 80015 Munich	Sales/production	Thomas Heydn Phone: +49 731 880058-111 E-Mail: th@ebnermedia.de
Managing Director:	Marco Parrillo	Circulation:	Regular subscriptions: 6,000 Increased circulation for fairs and order fairs
Head of Bike & Sports:	Alexander Schwer Phone: +49 731 880058-608 E-Mail: alexander.schwer@ebnermedia.de	Customer service:	Hotline: +49 731 880058-205 E-Mail: kundenservice@ebnermedia.de
Editor-in-chief:	Dr. Stefan Brunner E-Mail: redsport@saz.de	Publication frequency:	5 issues per year 2 issues with integrated Outdoor and Winter Guide as well as textile section
		Payment terms:	Payable within 14 days of invoice date net.
		Bank:	Volksbank Ulm-Biberach eG DE19 6309 0100 0036 2600 02 BIC ULMVDE66XXX
		Editorial contact:	redsport@saz.de

Contacts



Editor-in-Chief SAZsport
Dr. Stefan Brunner
E-Mail:
redsport@saz.de



Editor SAZsport
Wilfried Spürck
+49 (0)731 88 00 58 - 615
E-Mail:
wilfried.spuerck@ebnermedia.de



Chief of duty
Judith Stephan
+49 (0)731 88 00 58 - 961
E-Mail:
judith.stephan@ebnermedia.de



Head of Sales Sport B2B/B2C
Ulrich Onnasch
+49 (0)731 88 00 58 - 624
E-Mail:
ulrich.onnasch@ebnermedia.de



Client Success Team
Sibylle Bayer
+49 (0)731 88 00 58 - 611
E-Mail:
sibylle.bayer@ebnermedia.de



Sales Manager B2B
Sylvia Triebel
SPORTS FASHION by SAZ
+49 (0)731 88 00 58 - 626
E-Mail:
sylvia.triebel@ebnermedia.de

Publishing House:
Ebner Media Group GmbH & Co. KG
Munich Office
PO Box 20 15 52 · 80015 Munich
Bayerstraße 16a · 80335 Munich