

Media Information

Status: December 2024

New
Showroom trade fair tour
on page 7



Media informations

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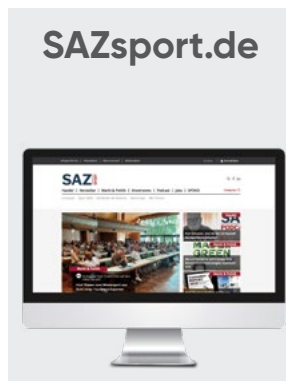


The leading platform of the specialized sports goods industry and retail

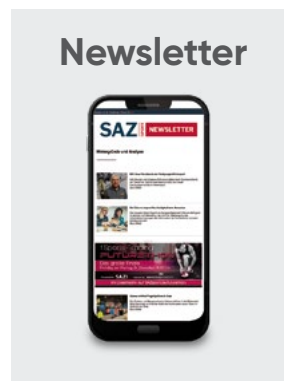


Magazin:

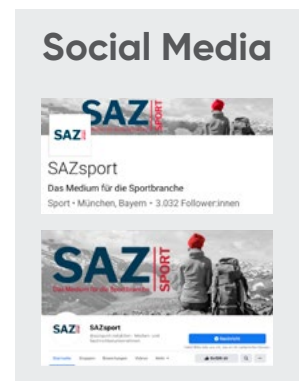
Read about latest trends 9 times a year, with in-depth analysis and Interviews



SAZsport.de



Newsletter



Social Media

Web, NL, Social Media:

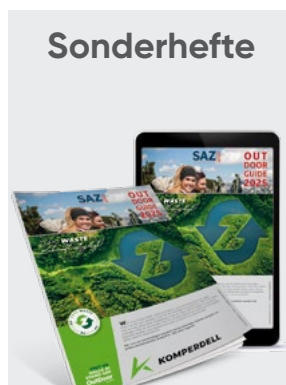
Always know what's going on – stay up-to-date with latest news



Sonderhefte

Textil Special by SAZsport:

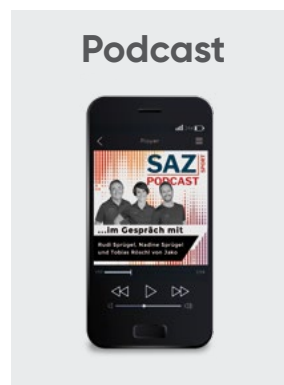
Published twice a year with the latest trends as a special issue for the Outdoor by ISPO and ISPO trade fairs.



Sonderhefte

Guide:

Published twice a year for ISPO and Outdoor by ISPO with product innovations for the coming season



Podcast

Podcast:

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



Event

Event:

Discuss, exchange, network – the meeting place for the industry

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 %)

Print: Topics & Dates 2025

Issue	Publication date	Description	Assortment	Data submission deadline
01/25	27.01.25	Focus: Ski/Wintersport Hardware	SAZsport SnowTESTIVAL	06.01.25
02/25	31.03.25	Focus: Running	Fitness Health	03.03.25
03/25	10.06.25	The big outdoor and textile special	Hardware, Textile Summer 2026 The Ultimate Ordering Guide Summer/Outdoor 2026	10.05.25
04/25	07.07.25	Focus: Sustainability	incl 20 Pages seal dictionary	09.06.25
05/25	21.10.25	Focus: Running	Ski Service/ included 40 Pages skiMAGAZIN Skitest result for Retailers Winther 25/26	23.09.25
06/25	02.12.25	Focus: sell in Winther 26/27	Textile + Winther Products 26/27	06.11.25
Winter Guide	02.12.25	The big Winther Guide sell in 2026/2027	The ultimate order Guide sell in Winther 2026/27	06.11.25

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

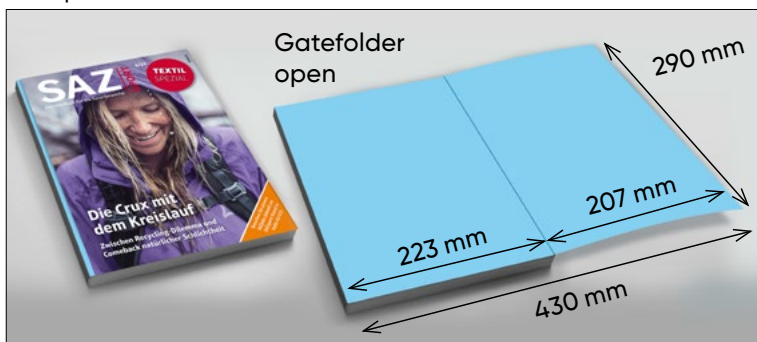
Special Placements

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:



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.

Supplements

Up to 25 g: € 350.- / per 1,000*

Up to 50 g: € 400.- / per 1,000*

Up to 75 g: € 420.- / per 1,000*

Glued Inserts

Price on request

Special formats on request

Frequency discount

2 x	3 %
3 x	5 %
5 x	8 %
10 x	10 %
15 x	15 %
Annual booking	20 %

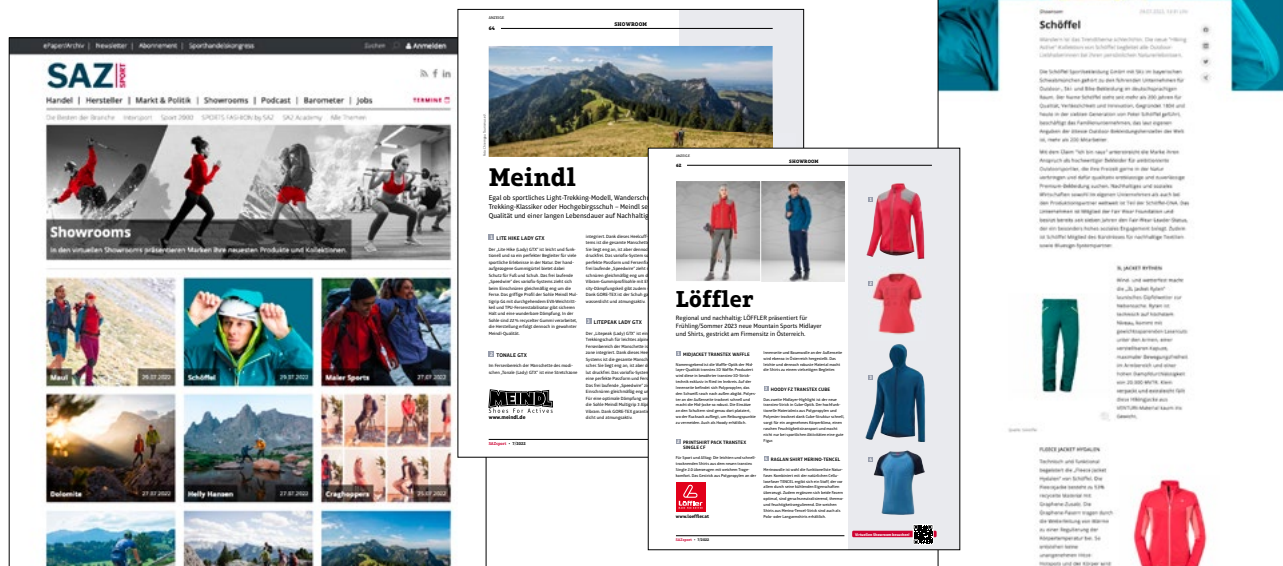
Quantity discount

2 pages	5 %
3 pages	8 %
4 pages	10 %
5 pages	12 %
6 pages	15 %
7 pages	18 %
8 pages	20 %
10 pages	25 %

*plus postage

Print & Digital: 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.

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!

*incl. empty spaces

SAZSPORT

Showroom New Product Video

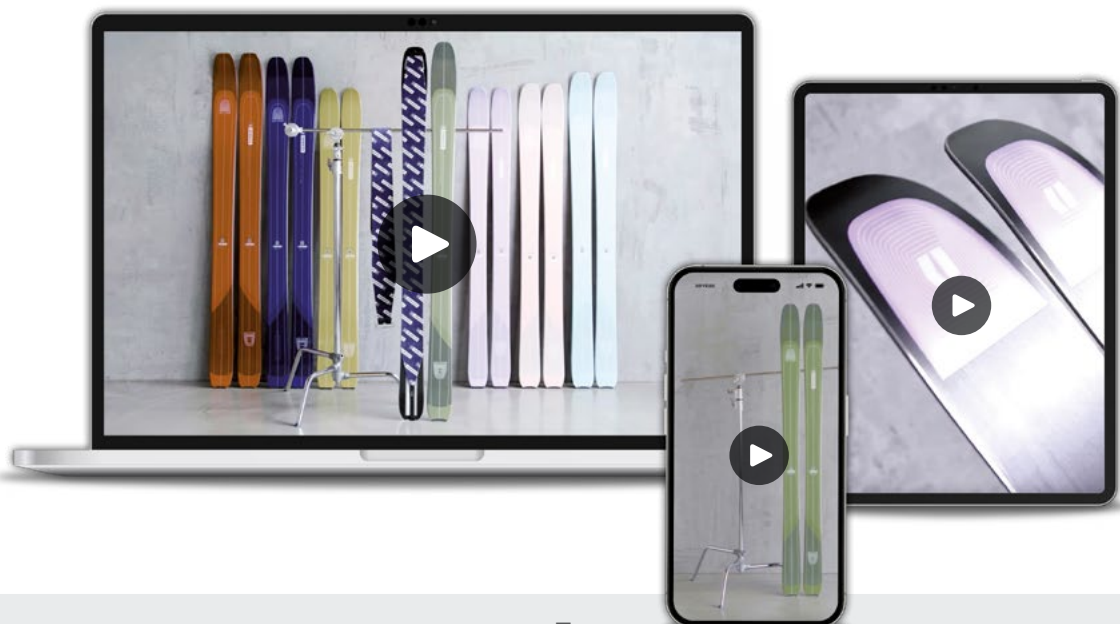
**With our new product videos,
we offer retailers even more flexibility.**

**Present your product highlight
with a personal message in a video.**

The virtual new product presentation from SAZsport offers the perfect complement to present your new products during the sell-in phase. A lot of passion, effort, and money goes into product/collection development to draw the attention of retailers to the new products/collections. Take advantage of the new SAZsport Showroom New Product Video to showcase your products to the entire sporting goods trade. With the videos, customers can take another look at the products at their leisure.

Leverage synergies and personally and sustainably showcase your product highlights for the sell-in in a video.

- **Medium:** SAZsport digital
- **Format:** Showroom New Product Video with an introduction by the SAZsport editorial chief.
- **Publication:** The video will be added to your own showroom on sazsport.de.
In addition, videos from several brands will be combined into a 10-15 minute video, published on SAZsport's LinkedIn, and promoted in the newsletter.
- **Production:** Starting from calendar week 48, in coordination with the editorial team.
- **Format/Length:** Booking is based on minutes.
- **Price:** € 1,390.- per minute
3-minute package € 2,990.-
- **Technical details:** Recording will take place directly in your showroom at the MOC or at ISPO, as arranged with SAZsport.



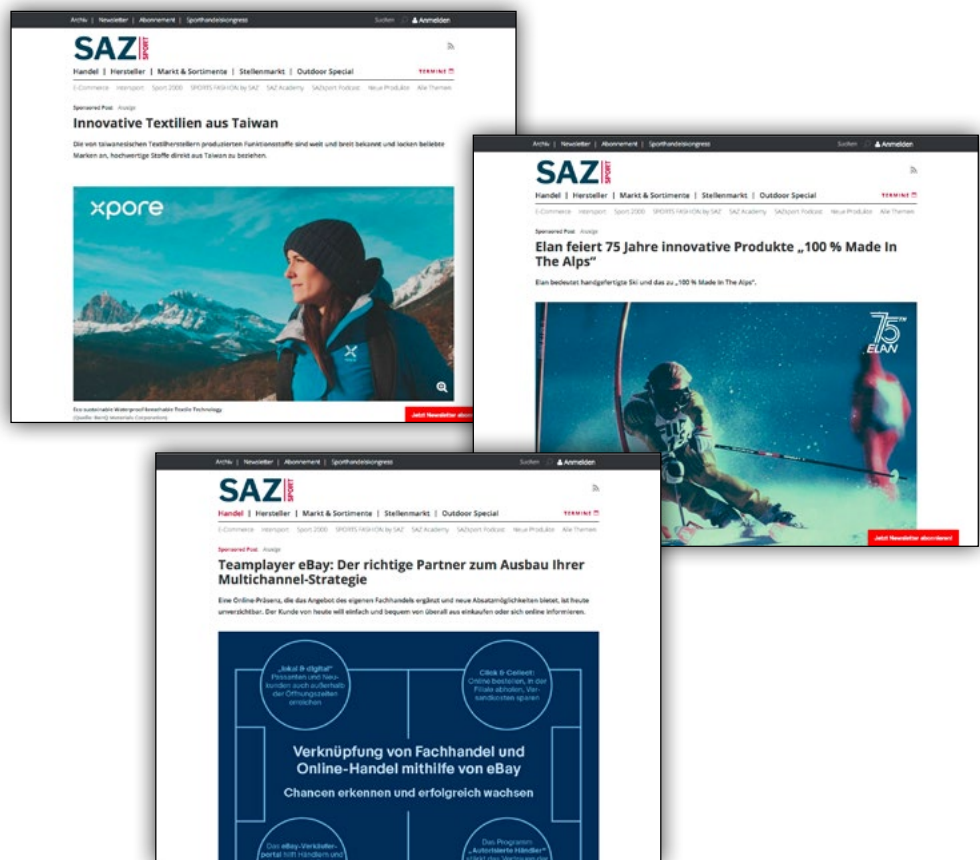
SAZ^{SPORT} Digital: Content

Sponsored Post: With this editorially designed article on SAZsport.de you will complement your PR- and social media communication ideally.

Analogous to the above print variants in SAZsport or SPORTS FASHION, a Sponsored Post offers the opportunity to present topics, solutions and backgrounds in need of explanation. Its integration links your brand to the credibility and strength of the established and recognized media brand SAZsport.

- Your content is the basis (max. 4,000–5,000 characters* text, 4 images, 2 links, 1 video)
- Optional aggregation of existing articles (additional costs dependent on scope)
- 14 day presence on Sazsport.de landing page: one week among Top 3 news items, the second week in second news block
- Articles remain online permanently, thus ensuring long-term SEO effects.
- Optional text creation by editorial staff (additional costs dependent on scope)
- 14-day newsletter integration.
- Postings on Facebook and LinkedIn with links to SAZsport.de.

Price: € 2,990.-



*incl. empty spaces

We recommend promoting the “Sponsored Post” with additional display advertising in the newsletter. (see P.10)

SAZ^{SPORT} Digital: Newsletter

Target customers directly with banners and stand-alone mailings.

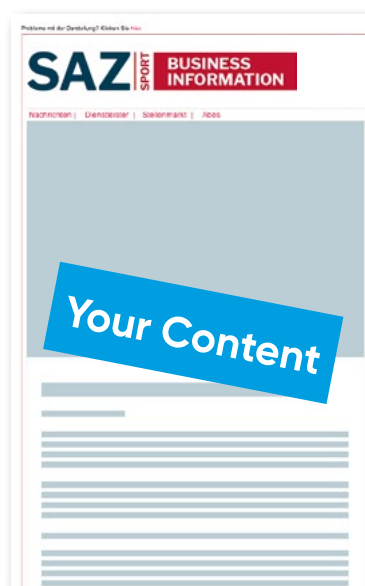
The **SAZsport Business Newsletter** and the **Stand-alone Mailing** provide more than 8,000 recipients from trade and industry with important news updates and latest branch news. The average opening rate is 40%.

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:

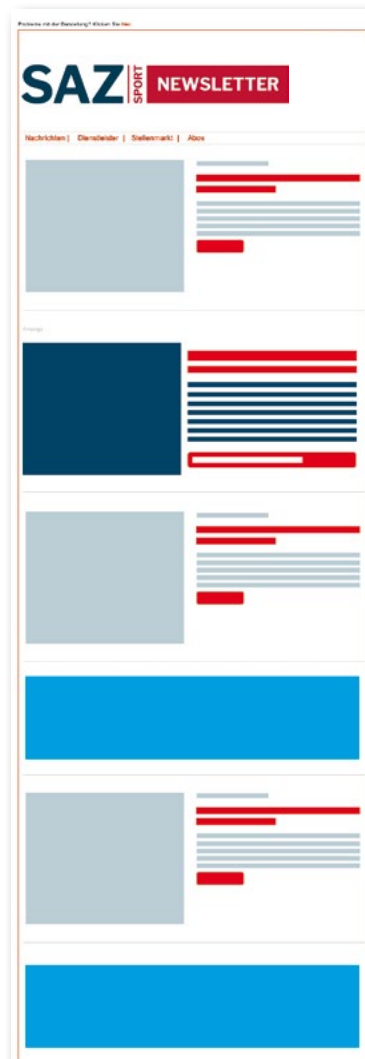
The banner appears a maximum of 3 times in the editorial newsletter: a maximum of 2 times in the editorial newsletter (Mon - Fri) and once in the automated Saturday newsletter with the most read news of the week.

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.



Example
Banner in
editorial
newsletter

SAZ^{SPORT} Online advertising: Website

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

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

Rates / Technical details

Banner	Banner size	File size	Price each month
Leaderboard	728x90 or 940x90 pixel	max. 50 kB	€ 895,-
Skyscraper	120x600 or 160x600 pixel	max. 50 kB	€ 790,-
Medium Rectangle	300x250 pixel	max. 50 kB	€ 750,-
Content Ad	580x200 up to 250 pixel	max. 50 kB	€ 830,-
Hockeystick	728x90 or 950x90 + 120x600 or 160x600 pixel	max. 50 kB	€ 1,095,-
Pushdown Ad	728x300 pixel	max. 50 kB	€ 950,-
Banderole Ad	770x250 pixel	max. 50 kB	€ 1,050,-
Floor Ad	940x50 pixel	max. 50 kB	€ 830,-
Billboard	940x250 pixel	max. 50 kB	€ 1,050,-
Half Page Ad	300x600 pixel	max. 50 kB	€ 850,-
Layer	individual	max. 50 kB	€ 850,-
Fireplace	960x90 + 120x600 or 160x600 pixel each page	max. 50 kB	€ 1,195,-
Expandable Ad	individual	on request	on request
Mobile advertising banner			
Content Ad 2:1	320x150 pixel		€ 340,-
Content Ad 4:1	320x75 pixel		€ 290,-
Content Ad 6:1	320x50 pixel		€ 240,-
Interstitial	300x400 pixel		€ 590,-
Further sizes on demand			

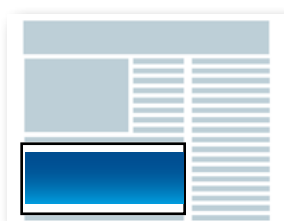
Feel free to consult us concerning new advertising formats.
We'll be glad to help and advise you.

SAZ^{SPORT} Online advertising: Website

Overview of Website Advertising Options



Leaderboard –
728x90 / 940x90 pixel



Content Ad –
580x200 up to 250 pixel



Billboard – 940x250 pixel



Half Page Ad –
300x600 pixel



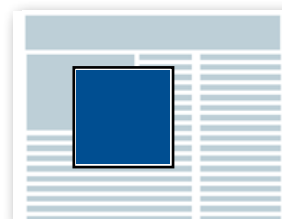
Skyscraper –
120x600 / 160x600 pixel



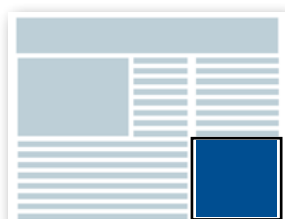
Hockeystick –
728x90 / 950x90 +
120x600 / 160x600



Floor Ad – 940x50 pixel



Layer – on demand



Medium Rectangle –
300x250 pixel



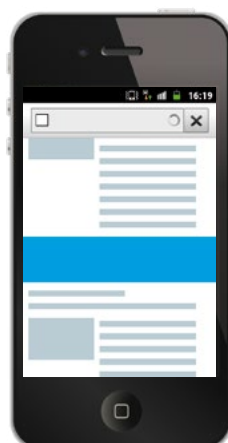
Pushdown Ad –
728x300 pixel



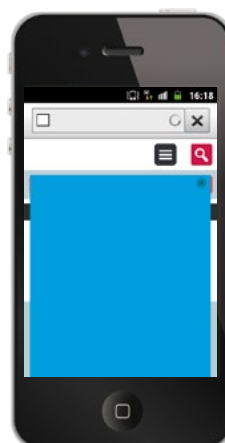
Banderole Ad –
770x250 pixel



Fireplace –
960 x 90 + left and right:
120x600 / 160 x 600 pixel



Content Ad – 320x75 pixel



Interstitial – 300x400 pixel

SAZ^{SPORT} Podcast

The SAZsport Podcast is an editorial format for talks with special people on special topics.

The editors Florian Bergener and Ralf Kerkeling 45 – 60 minutes for an in-depth conversation. The topics may or may not be current. It is more about a real deep dive and the background analysis of important industry topics with decision-makers from industry, retail or the service sector. The SAZsport Podcast is available on all popular platforms (Spotify, iTunes, Google Podcast etc.) and is promoted via the various SAZsport channels. The SAZsport Podcast is the editorial format for conversations with special people on special topics.

Advertising Formats

Commercials (60-90 seconds)

Pre-Roll Position (commercial at beginning)

- More listeners
- Sponsor of podcast effect

Mid-Roll Position (commercial in the middle)

- More attentive, focused listeners
- Less averting

Special Format: Story Ad

Post-Roll Position: Self-promotion

Price: Commercials: € 500.–

Story Ads: € 700.–



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.



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.triebel@ebnermedia.de
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Head of Bike & Sports:	Alexander Schwer Phone: +49 731 880058-608 E-Mail: alexander.schwer@ebnermedia.de	Publication frequency:	9 issues per year Outdoor-Guide 1 x per year Wintersport-Guide 1 x per year
Editor-in-chief:	Dr. Stefan Brunner E-Mail: redsport@saz.de	Payment terms:	Payable within 14 days of invoice date net.
		Bank:	Volksbank Ulm-Biberach eG DE19 6309 0100 0036 2600 02 BIC ULMVDE66XXX
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