

A woman is running away from the camera on a paved path. She is wearing a teal tank top, black shorts, and colorful running shoes. Her hair is tied back and blowing in the wind. The background shows a sunset over a body of water with hills in the distance.

**SAZ** | **SPORT**  
Das Medium für die Sportbranche

# Media Information

Status: February 2024



**EBNER  
MEDIA  
GROUP**



## Media informations

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# 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

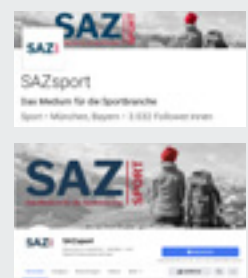
## SAZsport.de



## Newsletters



## Social Media



### Web, NL, Social Media:

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

## Special Editions



### Textil Special by SAZ:

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

## Special Editions



### 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

**SPOKO**  
Der SAZsport Kongress

### 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 %)

## SAZSPORT Print: Topics & Dates

Issue	Publication date	Description	Assortment	Data submission deadline*
<b>2024</b>				
<b>01/24</b>	<b>05.02.24</b>	Sports Retail Congress 2024 / Digitalization	Focus: winter sports hardware highlights A/W 24/25 (alpine skiing, all-mountain, touring, freeriding, nordic sports, snowboarding, snowshoeing)	<b>A:</b> 10.01.2024 <b>S:</b> 10.01.2024
<b>02/24</b>	<b>25.03.24</b>	Running-Special / Fitness	Large running special as a year-round overview with the innovations the running segment: clothing, shoes, equipment (trail running, road running) // fitness innovations / FIBO / Soccer EM 2024	<b>A:</b> 06.03.2024 <b>S:</b> 26.02.2024
<b>03/24</b>	<b>29.04.24</b>	50 years SAZsport / anniversary edition	SAZsport turns 50: review and Outlook. „An industry in transition“ – Sustainability / Digitization / HR	<b>A:</b> 04.04.2024 <b>S:</b> 04.04.2024
<b>04/24</b>	<b>03.06.24</b>	Outdoor special as reversible edition with textile special	<ul style="list-style-type: none"> <li>A look into the future of the outdoor industry: trends, tendencies, Perspectives (AI, digitization, sustainability, HR, shop formats)</li> <li>Innovations from the textile sector for S/S 2025: material trends/ Sustainability/New Techniques (urban, athleisure, street wear)</li> </ul>	<b>A:</b> 08.05.2024 <b>S:</b> 03.05.2024
<b>Outdoor-Guide</b>	<b>03.06.24</b>	The big outdoor guide with the products of the new season.	What needs to go on sale in S/S 25? The big order guide with all new products and highlights from the outdoor area for the S/S 25 season (clothing, accessories, equipment, hardware, shoes)	<b>A:</b> 08.05.2024 <b>S:</b> 03.05.2024
<b>05/24</b>	<b>22.07.24</b>	Sustainability Special	A look at the industry: How far along are Trade and industry on the subject Sustainability? new ways, solutions, Concepts	<b>A:</b> 27.06.2024 <b>S:</b> 27.06.2024
<b>06/24</b>	<b>28.10.24</b>	Running-Special / Fitness Sports Retail Congress 2024 / Digitalization (Reversible booklet)	running, Winter sports, outdoor	<b>A:</b> 02.10.2024 <b>S:</b> 02.10.2024
<b>07/24</b>	<b>03.12.24</b>	Winter special as reversible edition with textile special	A look into the future of the winter sports industry: trends, tendencies, perspectives (AI, digitization, sustainability, HR, shop formats) Textile innovations for A/W 25/26. New materials, sustainable innovations (urban, athleisure, streetwear)	<b>A:</b> 07.11.2024 <b>S:</b> 01.11.2024
<b>Winter Guide</b>	<b>03.12.24</b>	The big winter guide with the products of the new season.	What has to go on sale in the A/W 25/26 season? The big order guide with all new products and highlights from the winter sports sector for the A/W 25/26 season (clothing, accessories, equipment, hardware, shoes)	<b>A:</b> 07.11.2024 <b>S:</b> 01.11.2024

\*A: Deadline print material for the advertisement data

S: Deadline print material for the showroom pages

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<sup>SPORT</sup> 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

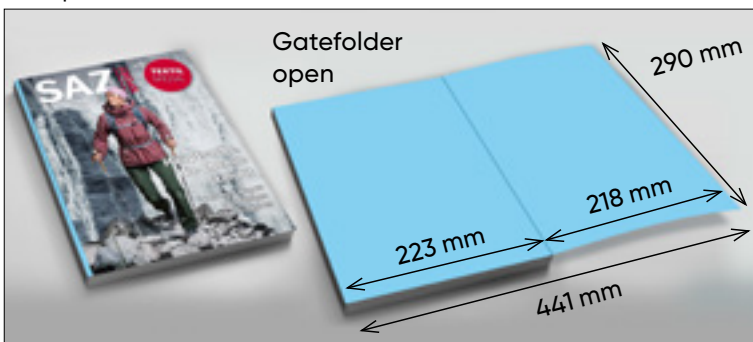
### Special Placements

Placement	Bleed* width x height in mm	Price
Double Title page incl. page 2		€ 15,000.-
Gatefolder	441 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

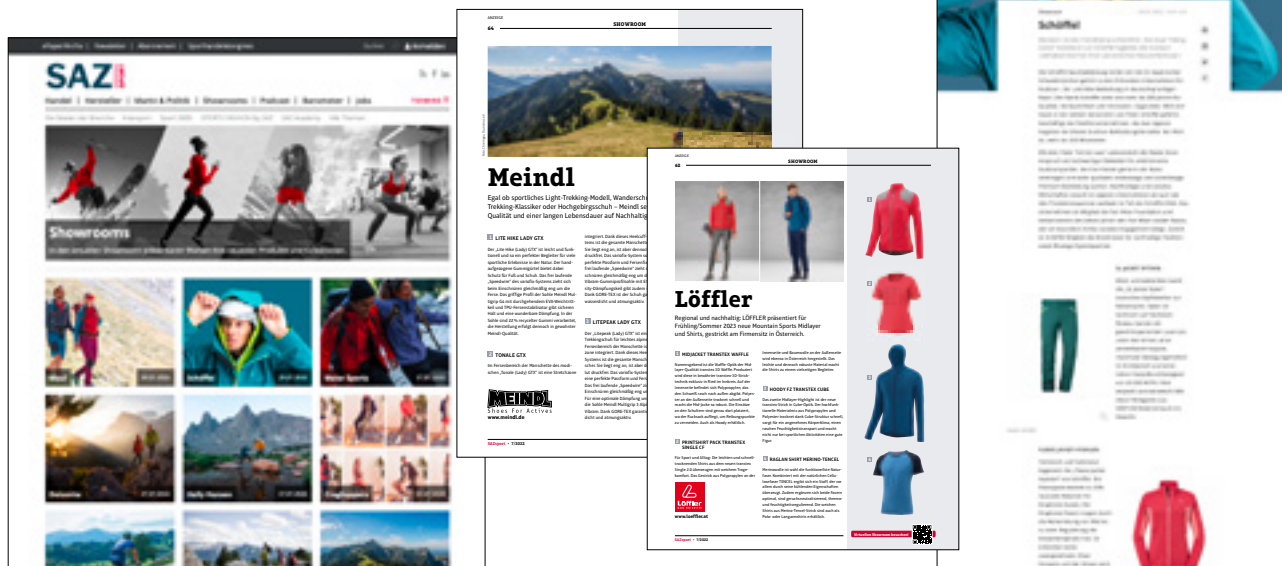
2 pages	5 %
3 pages	8 %
4 pages	10 %
5 pages	12 %
6 pages	15 %
7 pages	18 %
8 pages	20 %
10 pages	25 %

\*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)
- Video integration options
- 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: € 2,790.-**

### 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.-**  
(€ 990.- 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

## SAZ<sup>SPORT</sup> Print: Content

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

### Branded Content

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: € 7,600.-

BRANDED CONTENT

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### Nachhaltige Textilindustrie mit geschlossenem Kreislauf

Entwicklung langlebiger, nachhaltiger Textilien: Herausforderungen und Kompromisse

**T**he LYCRA Company veranstaltet regelmäßig globale Panel-Diskussionen zu kritischen, aktuellen Nachhaltigkeitsthemen mit Experten der Bekleidungsindustrie. In der nachfolgenden Zusammenfassung der Gespräche und Befassen wir uns mit der Langlebigkeit von Kleidung und den nachhaltigen Vorteilen, die Stoffe bieten, wenn sie so konzipiert werden, dass sie länger getragen werden können.

Ein Element der Kreislaufwirtschaft, das die Umweltauswirkungen von Kleidungsstücken erheblich reduzieren kann, ist die Verlängerung der Lebensdauer der Bekleidung. Das UK Waste and Resource Action Programme (WRAP) schätzt, dass eine Verlängerung der durchschnittlichen Lebensdauer eines Kleidungsstücks um nur drei Monate zu einer Verringerung der Kohlenstoff-, Wasser- und Abfallbilanz um 5-10% führen könnte. Doch die Verbraucherinnen hierzu zu bewegen stellt eine große Herausforderung dar.

**Mindset Shift: von Fast Fashion zu Slow Fashion**

Die Panel-Teilnehmer erläuterten, dass langlebige Kleidungsstücke zwar besser für die Umwelt sein mögen, dass aber ein Hauptproblem darin besteht, dass viele Verbraucherinnen mit Fast Fashion aufgewachsen sind. Die Teilnehmerinnen waren daher der Meinung, dass ein erheblicher Bewusstseins- und Verhaltenswandel in der Industrie und bei den Verbraucherinnen erforderlich sei, damit die Langlebigkeit Priorität eingeräumt wird.

„Wenn wir Basics langlebiger und umweltfreundlicher machen könnten, wäre das ein großer Schritt“, sagte Sandrine Wormeson, Chief Financial Officer von K&N. „Wenn Bekleidung länger hält und nicht von Modetrends beeinflusst wird, sind die Verbraucherinnen vielleicht eher bereit, etwas mehr zu bezahlen.“

**Langlebigkeit von Stretch-Stoffen**

Das Panel diskutierte auch die Vorteile von LYCRA-Fasern, Spandex oder Elastan für Stretch-Kleidungsstücke, die betonen, dass diese über lange Zeit ihre Form behalten.

Anuska Dharbha, Chemikerin bei Open Innovation, sagte, dass Stretch-Kleidung langlebig sein kann,



„wenn die Zug- und Reißfestigkeit, der Abrieb und der Schrupp im richtigen Bereich liegen.“

In den letzten Jahren haben viele Fortschritte in der Fasertechnologie dazu beigetragen, die Langlebigkeit von Kleidungsstücken zu verbessern. Sally Blake, federführende Designberaterin, führte an, dass die Faser LYCRA XTRA LIFE für Swimsuits sehr beliebt ist, da sie gegen Chlor und andere schädigende Einflüsse resistent ist und sich so sehr positiv auf die Verlängerung der Lebensdauer von Badeanzügen auswirkt.

Russische Innovationen sorgen auch bei Activewear und Denim für langanhaltende Formbeständigkeit. Die LYCRA TOUGH MAX Technologie beispielsweise macht Jeans dank der Faser LYCRA T400 bis zu doppelt so stark wie ihre Pendanten aus 100% Baumwolle.

„Along in the loop with LYCRA“ und informieren Sie sich über die neuesten Fortschritte des Unternehmens im Bereich der Nachhaltigkeit und beteiligen Sie sich an der Diskussion über Kreislaufwirtschaft auf: [thelycracompany.com/loop](http://thelycracompany.com/loop).

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

[www.thelycracompany.com/loop](http://www.thelycracompany.com/loop)

7/2022 • SAZsport

BRANDED CONTENT

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### LOWA baut den Bereich CR Schritt für Schritt aus

Corporate Responsibility spielt eine immer wichtigere Rolle. Ob in der Gesellschaft oder bei Unternehmen. Deshalb hat sich LOWA entschlossen, die CR-Abteilung auszubauen.

**I**n einem Interview mit uns haben wir die Geschäftsführerin von LOWA, Ulrike von der Damm, über die Corporate Responsibility (CR) im Jahr 2021 befragt. Einmal in der Woche wird die CR-Abteilung von der Geschäftsführung mit einem Brief informiert. In diesem Brief werden die wichtigsten Themen der CR-Abteilung zusammengefasst und es werden die nächsten Schritte für das Jahr 2022 definiert.

Ulrike von der Damm: „Die CR-Abteilung ist ein zentraler Bestandteil der LOWA-Strategie. Wir wollen die CR-Abteilung ausbauen und sie zu einer der wichtigsten Abteilungen des Unternehmens machen.“

Die CR-Abteilung ist für die Kommunikation der CR-Maßnahmen im Unternehmen und nach außen zuständig. Sie ist auch für die Berichterstattung über die CR-Maßnahmen im Rahmen der Nachhaltigkeitsberichte zuständig.

Die CR-Abteilung ist für die Kommunikation der CR-Maßnahmen im Unternehmen und nach außen zuständig. Sie ist auch für die Berichterstattung über die CR-Maßnahmen im Rahmen der Nachhaltigkeitsberichte zuständig.



LOWA investiert Millionen in seinen Hauptsitz in der Slowakei. Der Hauptsitz in der Slowakei ist ein zentraler Bestandteil der LOWA-Strategie. Wir wollen den Hauptsitz ausbauen und ihn zu einem der wichtigsten Standorte des Unternehmens machen.

Die CR-Abteilung ist für die Kommunikation der CR-Maßnahmen im Unternehmen und nach außen zuständig. Sie ist auch für die Berichterstattung über die CR-Maßnahmen im Rahmen der Nachhaltigkeitsberichte zuständig.

Die CR-Abteilung ist für die Kommunikation der CR-Maßnahmen im Unternehmen und nach außen zuständig. Sie ist auch für die Berichterstattung über die CR-Maßnahmen im Rahmen der Nachhaltigkeitsberichte zuständig.

\*incl. empty spaces

We recommend combining the "Branded Content" with a "Sponsored Post" (see page 9) along with a stand-alone mailing (see page 10) in order to communicate the content digitally as well. Additional costs: € 1,000.- in each case

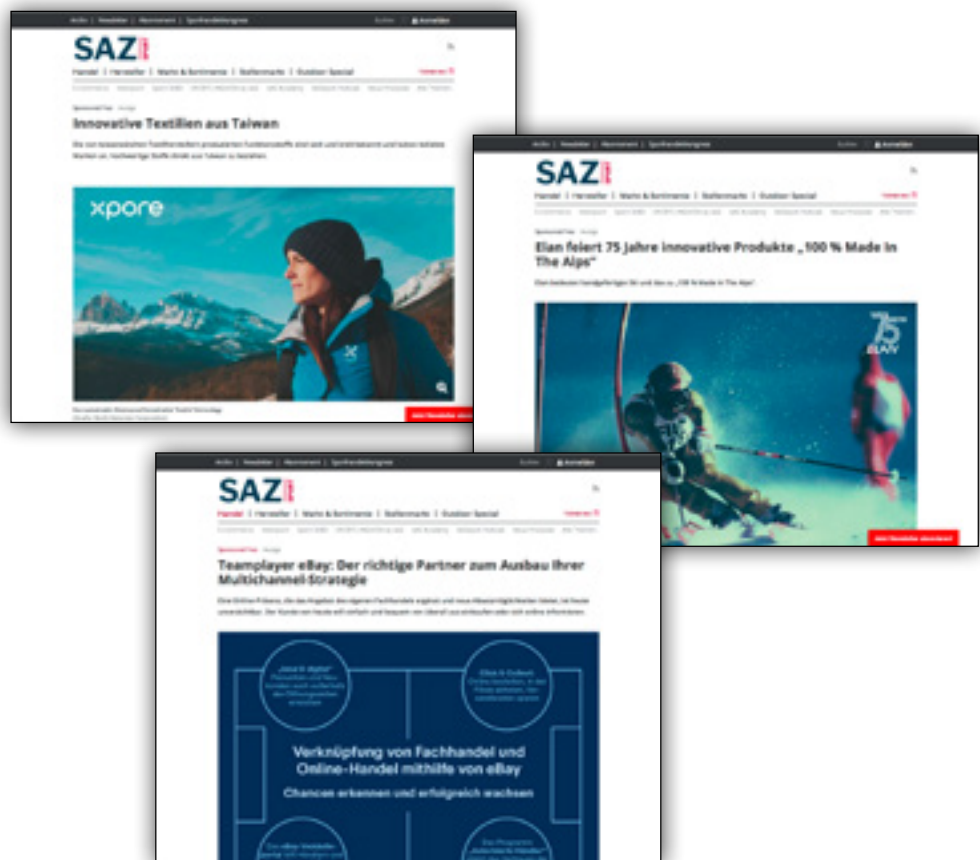
## SAZ<sup>SPORT</sup> Digital: Content

**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: € 2,790.-**



\*incl. empty spaces

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



## SAZ<sup>SPORT</sup> Digital: Newsletter

Target customers directly with banners and stand-alone mailings.

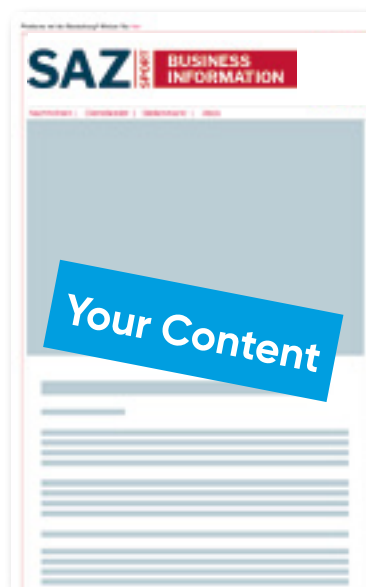
The **SAZsport Business Newsletter** and the **Stand-alone Mailing** provide more than 8,000 recipients from trade and industry with important news updates and latest branch news. The average opening rate is 40%.

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: € 2,790.-**



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<sup>SPORT</sup> 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
<b>Mobile advertising banner</b>			
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			

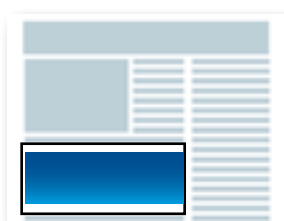
Feel free to consult us concerning new advertising formats.  
We'll be glad to help and advise you.

## 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



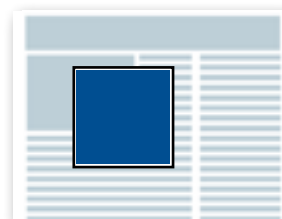
**Skyscraper –**  
120x600 / 160x600 pixel



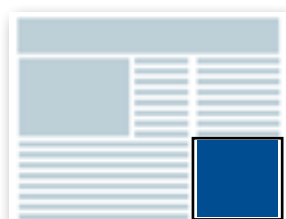
**Hockeystick –**  
728x90 / 950x90 +  
120x600 / 160x600



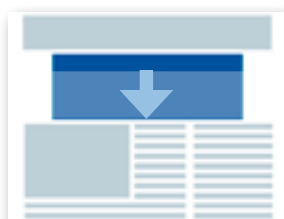
**Floor Ad –** 940x50 pixel



**Layer –** on demand



**Medium Rectangle –**  
300x250 pixel



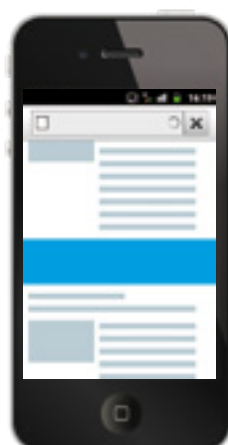
**Pushdown Ad –**  
728x300 pixel



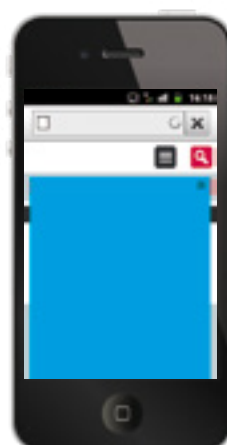
**Banderole Ad –**  
770x250 pixel



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



**Content Ad –** 320x75 pixel



**Interstitial –** 300x400 pixel

## SAZ<sup>SPORT</sup> 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.-**



Or

#### Company Intern:

- At least 2 editorial pages in consultation with the SAZsport editorial team
- 1 page branded content/advertorial
- 1 showroom (print & digital, see page 7)
- Podcast at least 30 – 40 minutes including production and position of the host
- Announcing the podcast in our Newsletter and linking via our digital channels

**package price € 6,990.-**

#### Made in Green / Made in Europe / Made in Germany etc.

- at least 2 editorial pages in consultation with the SAZsport editorial team
- 1 page branded content/advertorial
- 1 showroom (print & digital, see page 7)
- Podcast at least 30 – 40 minutes including production and host Ralf Kerkeling
- Announcing the podcast in our newsletter and linking via our digital channels

**package price € 6,990.-**

Once per issue or per special bookable:  
Please ask for your appointment in punctual good time!

**New from  
June 2022**

## SAZ<sup>SPORT</sup> Podcast

**New from 2024**  
Made in Green and  
SAZsport Podcast/  
Company internally  
alternating every 14 days

### Made in Green /Made in Europe/Made in Germany etc.

- at least 2 editorial pages in consultation with the SAZsport editorial team
- 1 page branded content/advertorial
- 1 showroom (print & digital, see page 7)
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### Termine

Publication date	Format
26.01.24	Made in Green
02.02.24	SAZPodcast
09.02.24	SAZPodcast
23.02.24	Made in Green
08.03.24	SAZPodcast
22.03.24	Made in Green
05.04.24	SAZPodcast
19.04.24	Made in Green
03.05.24	SAZPodcast
17.05.24	SAZpodcast
31.05.24	Made in Green
14.06.24	SAZPodcast
28.06.24	Made in Green
12.07.24	SAZpodcast
26.07.24	Made in Green
09.08.24	SAZPodcast
23.08.24	Made in Green
06.09.24	SAZPodcast
20.09.24	Made in Green
04.10.24	SAZPodcast
18.10.24	SAZPodcast
31.10.24	Made in Green
15.11.24	SAZPodcast
29.11.24	Made in Green
13.12.24	SAZPodcast
2025	
10.01.25	SAZPodcast
24.01.25	Made in Green

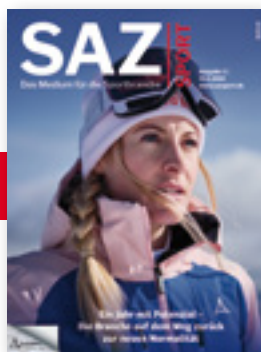


## SAZ | SPORT

# 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 %



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<b>Managing Director:</b>	Marco Parrillo	<b>Customer service:</b>	Hotline: +49 731 880058-205 eMail: kundenservice@ebnermedia.de
<b>Head of Bike &amp; Sports:</b>	Alexander Schwer Phone: +49 731 880058-608 eMail: alexander.schwer@ebnermedia.de	<b>Publication frequency:</b>	9 issues per year  Outdoor-Guide 1 x per year  Wintersport-Guide 1 x per year
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