

sb
2018



MEDIA DATA
EDITORIAL PROGRAMME



International Association for
Sports and Leisure Facilities

Recognized by

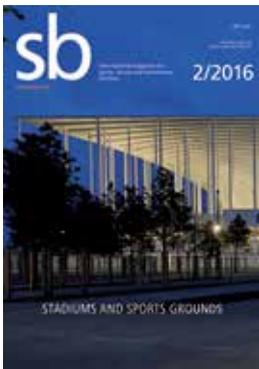


“sb” is the world’s leading trade magazine for the architecture, construction and operation of sports and leisure facilities.

By reading “sb”, facility operators, local authorities, investors, architects, industrial companies and craftsmen can gather information on current projects, trends and technologies in international sports facility development – and find the contacts they are looking for.

In 2018, the print version is entering its 52nd year. Together with the fast-growing online offering, “sb” represents the perfect symbiosis of classical and new media.

“sb” showcases exemplary architecture and the complete spectrum of innovations, products and services from the leisure centre, sports facility, swimming pool and wellness sector.





sb

“sb” has been uniting industry, architects, associations, the scientific community, local authorities and facility operators since 1967.

It is on these long-standing ties and its independent and authoritative nature that the reputation of our magazine rests. 76 % of readers consider “sb” to be objective, and a remarkable 90 % appreciate its expertise. Two thirds of our readers use the magazine as a decision-making aid for investments in this huge market (2014 Reader Survey).

“sb” is published by the International Association for Sports and Leisure Facilities (IAKS). The sole organisation devoted to sports facility development worldwide, the IAKS has been accorded “recognised organisation” status by the International Olympic Committee (IOC). It cooperates with the International Paralympic Committee and numerous other partners.



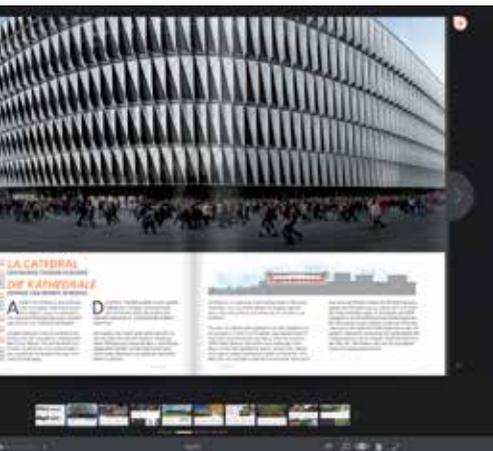
The logo for 'sb' consists of the lowercase letters 's' and 'b' in white, set against a solid orange square background. A horizontal bar with a color gradient from purple to red to yellow passes behind the square.

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You can find each issue of “sb” on the IAKS homepage at www.iaks.org. In addition, the current issue of “sb” can be read in its full length on the IAKS channel at www.issuu.com.

Via our international IAKS newsletter, “sb” reaches a further 22,000 readers – at only 14-day intervals!

The equally strong presence of “sb” as a print and online medium ensures that the themes and focuses of “sb” achieve maximum attention via modern channels.



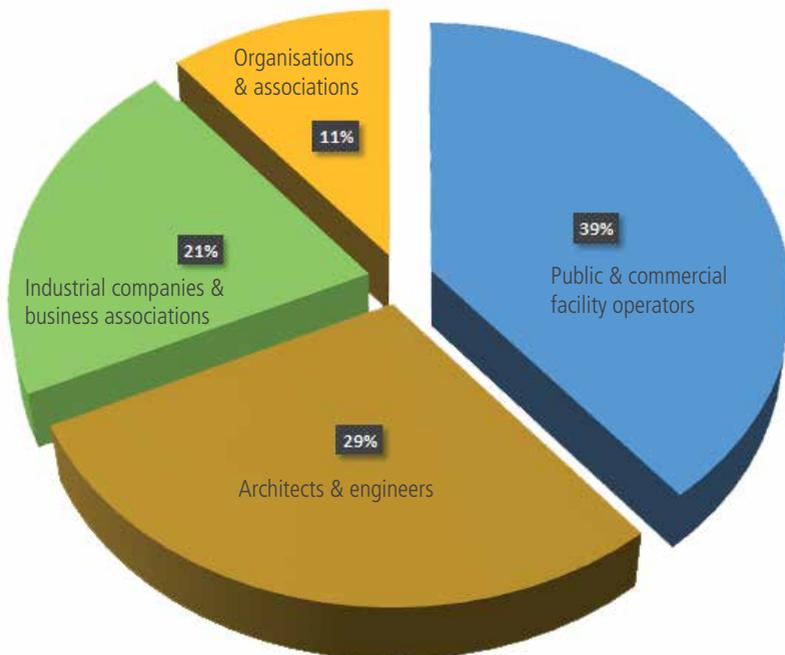
READERSHIP AND TARGET GROUP

“sb” is published in English and German and appears six times per year in 156 countries of the world.

The print run extends to 3,300 copies and is backed up by our online resources: databases, newsletter, directory of trades, interviews ...

According to the 2014 Reader Survey, each printed issue of “sb” is read by an average of 3.5 readers. The total number of readers is around 11,500 – added by 22,000 readers of “sb” online.

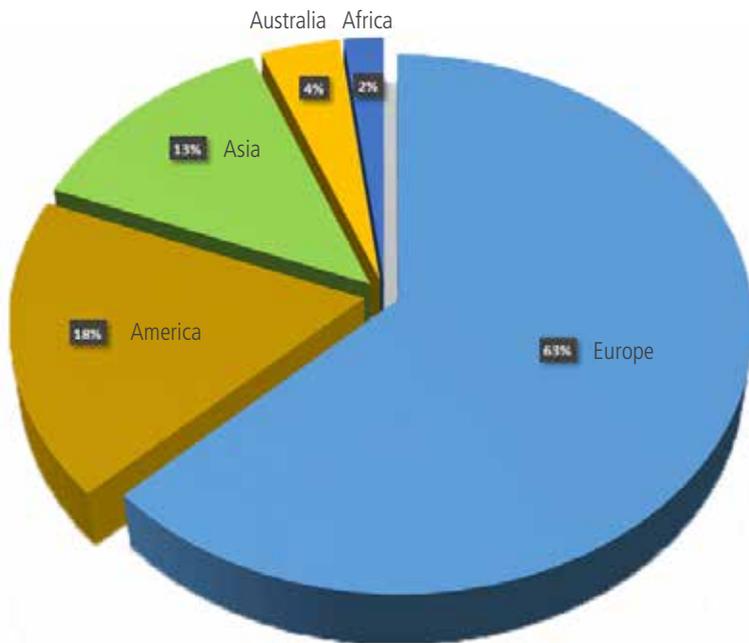
The biggest reader groups are:



ps



Distribution:



Year: 52nd

Appearance: 6 issues per year

Total print run: 2,100 German copies

1,200 English copies

Actual number of distributed copies: 3,040 copies

Sold copies: 1,100 copies

Complimentary copies: 1,940 copies

Remainders, archive and voucher copies: 260 copies

Reach (readers per issue): 11,500 readers (print)

22,000 readers (online)

ADVERTISEMENTS: FORMATS &

Of all forms of advertising, the classical advertisement is still an assurance of success. Advertisements achieve the best values in attracting attention and highlighting the brand, while driving home the product advantages and arousing the emotions. According to our Reader Survey, one in two readers uses the advertisements in "sb" as a decision-making aid.

Advertisement prices

The prices quoted apply to the English issue. If an advertisement is placed in both language versions, the prices quoted increase by only 30 per cent.

As another aid to decision-making, we offer IAKS members a 15 per cent discount on each ad placement. Incidentally, IAKS membership costs companies only €436 per year.

Full page

DIN A4 (210 x 297 mm)
Type area 181 x 272 mm
Bleed 216 x 303 mm



1/2 page landscape

TA 181 x 130 mm
B 216 x 152 mm



1/2 page portrait

TA 88,5 x 272 mm
B 108 x 303 mm



PRICES

The logo consists of the lowercase letters 's' and 'b' in a white, sans-serif font, centered within a solid orange square. A horizontal line with a purple-to-orange gradient passes behind the square.

Price discounts

Place 6 advertisements and pay for only 5. Or claim a 10 per cent discount by placing 3 ads.

Print & online combined

In addition to the print version, we also offer you numerous opportunities to present your projects and products online as well – and this at attractive personalised prices. Contact us for details.

Job advertisements

You can also use our media, print and online, if you are looking for new staff.

1/3 page landscape

TA 181 x 52 mm

B 216 x 102 mm



1,270€

1/3 page portrait

TA 57 x 272 mm

B 73 x 303 mm



1/4 page landscape

TA 181 x 62 mm

B 216 x 77 mm



1,150€

ADVERTORIALS

“sb” offers you further ways of attracting attention. We have reserved an area devoted to technical innovation and the equipping of sports and leisure facilities, e.g. sports surfaces, swimming pools, admission controls, sound reinforcement systems, lighting, sports surfaces and much more besides.

You provide the images and copy, and we design the matching “sb” layout for you in consultation with you. This way you reach your audience through journalism as well.



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"sb" showcases exemplary architecture and the complete spectrum of innovations, products and services from the leisure centre, sports facility, swimming pool and wellness sector.

"sb" has been advising industry, architects, associations, the scientific community, local authorities and facility operators since 1967. It is on these long-standing ties and its independent and authoritative nature that





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By placing an article either in English or German, your contribution to our expenses is €600 per page plus the current rate of VAT. If you choose both languages, you pay €900 per page plus the current rate of VAT. IAKS members receive a 15 per cent discount on each advertorial.

Here again, the combination of print and online versions offers huge potential, a vastly expanded readership and sensationally attractive prices.



sb

Awards sb Magazine Service

sb Magazine 1/2013

sb Magazine

- Next issue
- Subscribe vs
- Editorial Programme
- Circulation and Coverage
- Advertisement, forums + prices
- Advertisers
- Offprints + inserts
- Professionals + Profiles

sb Magazine

Next issue

Subscribe vs

Editorial Programme

Circulation and Coverage

Advertisement, forums + prices

Advertisers

Offprints + inserts

Professionals + Profiles



QHD AACHEN

ALUMINIUMSÜNDLICH GELÄNDENUTZUNG

M

Das neue QHD Aachen ist ein herausragendes Beispiel für die nachhaltige Nutzung von Industriebrachen. Das Gebäude, das die ehemalige QHD-Fabrik in Aachen beherbergt, wurde von der Architektenfirma [Name] entworfen und ist ein Meisterwerk der modernen Architektur. Die Fassade besteht aus Aluminium, das in einer einzigartigen Weise geformt wurde, um das Licht zu reflektieren und das Gebäude zu einem Leuchtfeuer zu machen. Die Inneneinrichtung ist ebenfalls ein Meisterwerk der modernen Architektur, mit einer Mischung aus Holz, Metall und Glas. Die QHD Aachen ist ein Ort, an dem die Vergangenheit mit der Zukunft verbunden ist. Es ist ein Ort, an dem die Kunst der Architektur mit der Kunst der Nachhaltigkeit verbunden ist. Es ist ein Ort, an dem die Kunst der Architektur mit der Kunst der Nachhaltigkeit verbunden ist.



Behind the scenes

Das neue Stadion in Aachen ist ein Meisterwerk der modernen Architektur. Die Fassade besteht aus Aluminium, das in einer einzigartigen Weise geformt wurde, um das Licht zu reflektieren und das Stadion zu einem Leuchtfeuer zu machen. Die Inneneinrichtung ist ebenfalls ein Meisterwerk der modernen Architektur, mit einer Mischung aus Holz, Metall und Glas. Das Stadion ist ein Ort, an dem die Kunst der Architektur mit der Kunst der Nachhaltigkeit verbunden ist. Es ist ein Ort, an dem die Kunst der Architektur mit der Kunst der Nachhaltigkeit verbunden ist.



OFFPRINTS & INSERTS

Offprints

An offprint is a very useful reference publication, particularly in talks with clients. Offprints are always a high-grade tool for attracting customers at trade fairs, congresses and seminars as well.

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.

A two-page article in "sb" is thus converted into a four-page offprint. A print run of 1,000 copies costs €1,595 plus the current rate of VAT. The cost of 2,000 copies is only minimally higher at €1,750.

An eight-page offprint of a six-page article costs €2,475 for 1,000 copies and €2,750 for 2,000 copies, in each case plus the current rate of VAT.





All of our offprints are also presented online and in our newsletter.

IAKS members are awarded a 15 % discount on each order.

Inserts

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. We will then suggest ways of accurately targeting your messages at our readers in the next issue of "sb".



PROFESSIONALS & PROFILES

Independently of its focus and in addition to ad placements, each issue of "sb" offers further opportunities for publicising your business.

In the Professionals & Profiles section, you as a member of the IAKS can publish your news on a half-page in 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.

The collage features several elements:

- Website Header:** IAKS International Association for Quality and Service in Building. Navigation tabs for Home, About, Contact, and others.
- Member Database:** A search interface with fields for Name, Address, and other details.
- INDEX:** A multi-column table listing various trades and services, such as 'Architects', 'Engineers', and 'Electricians', with corresponding page numbers.
- Advertisements:**
 - melos:** Advertisement for a tablet-based construction software.
 - D&E:** Advertisement for a construction-related product or service.
 - SPIETH:** Advertisement for a construction company, featuring an image of a swimming pool.
 - DLW:** Advertisement for a construction company, featuring a color palette.

sb

At the same time, you also benefit from the improved linkage of "sb" with our website, for you also additionally receive an exclusive Premium entry in our online database. The annual fee is €750 for companies and €375 for firms of architects and engineers (plus the current rate of VAT).

This way, anyone can find you.

PROFESSIONALS & PREMISES

FROM A TO Z

In the Professionals & Premises section, members of the IBAE can publish news on a full page in three issues per year. In addition, they also appear with their logo and contact details in the address list and directory of bodies in each issue. At the same time, they also benefit from the improved linkage of "sb" with the IBAE website, for they also additionally receive an exclusive Premium entry in the online database.

A	Logo	Company Name & Address	Description
		ACO System (Europe) GmbH & Co. KG Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.aco.com	ACO (DIPLO) includes design systems and components for stairs, steps and ground surfaces. They assure that levels in stairs, thresholds and the opening between can be used throughout the year and securely.
		ALBA Lighting Solutions BV 2110 BA 7110 Houtgeest, Netherlands Phone: +31 (0)20 411 0000 www.alba.nl	Another international 3D, 3D architectural concept in specific and large scale lighting. Ambient design architecture from high efficiency lighting, floor luminaires. During more than 20 years of experience in lighting we have acquired a leading position in creating lighting conditions for all kind of public and outdoor areas.
		AGROBUCHTAL Rudolf Buchholz GmbH Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.agro-buchtal.de	AGROBUCHTAL is a leading manufacturer of all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
		ANRIN AnrIn Lighting Systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.anrin.de	AnrIn is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
		anti anti lighting systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.anti.de	anti is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
		Antronic Antronic Lighting Systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.antronic.de	Antronic is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
		ASB ASB Lighting Systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.asb.de	ASB is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
		AST AST Lighting Systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.ast.de	AST is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.
B		BENZ SFGST Benz SFGST Lighting Systems Postfach 100 14195 Berlin, Germany Phone: +49 (0)30 25002-10000 www.benz-sfgst.de	BENZ SFGST is a company that develops, manufactures and distributes all kinds of lighting systems for all kinds of outdoor lighting. They provide a wide range of lighting systems for all kinds of outdoor lighting.

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sb

Subscription

Germany: €56

Other countries: €73

inclusive of VAT and postage

Single issue

€ 12

inclusive of VAT,

plus postage

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