



Celebrating 25 years of SPORtaktiv!

SPORt aktiv

MEDIA DATA 2025

2 COUNTRIES

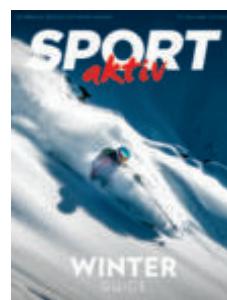


5 CORE TOPICS

FIT | RUN | BIKE | OUTDOOR | WINTER

5 CHANNELS

Print | ePaper | Online | Social Media | Newsletter



WHAT IS *SPORT* *aktiv*

SPORTaktiv – founded 25 years ago – is a media adviser, motivator and mentor for all recreational sportspeople, from beginners to ambitious athletes. SPORTaktiv is a well-founded mediator of knowledge between experts and the sports scene and provides informative content for an active life. Especially in the core topic areas of FIT-RUN-BIKE-OUTDOOR-WINTER.

The Goal ...

... of SPORTaktiv is to accompany and support our readers in their sporting activities, whilst also fostering the desire for an active lifestyle. Achieved with emotive photos – and with informative copy that both entertains and goes into depth, whether in print or digital form.

Content

SPORTaktiv offers exciting reportages on topics that move recreational sportspeople, imparts useful inputs for training, profiles figures of interest drawn from the recreational sports scene and delivers background reports on the latest trends in materials and insights into the professional sports scene. This content is complemented by corresponding product coverage along with the best event and travel tips for active people.

Advertising partnership

The SPORTaktiv team invites you to become an advertising partner of SPORTaktiv. With us you can reach the active athletes without wastage and with a very attractive price per thousand copies and per thousand contacts. You can also benefit from the PREMIUM format, the PREMIUM paper and numerous service elements, where we can integrate our partners (Top 6 products, Top 20 tourism tips).

We are looking forward to a good partnership!

Your SPORTaktiv team in Graz

The world of SPORTaktiv



Numbers & Distribution

Austria

Reach

641.000

widest reader circle

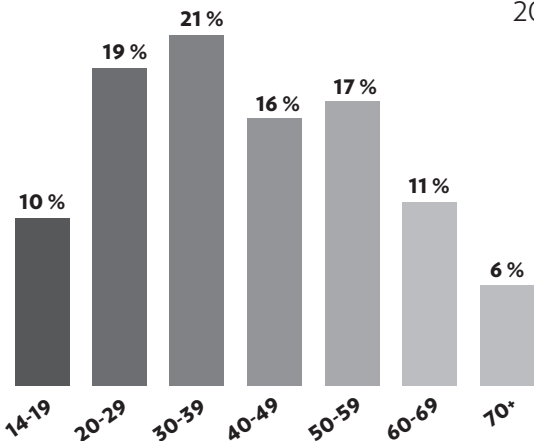
Average

reading time

65

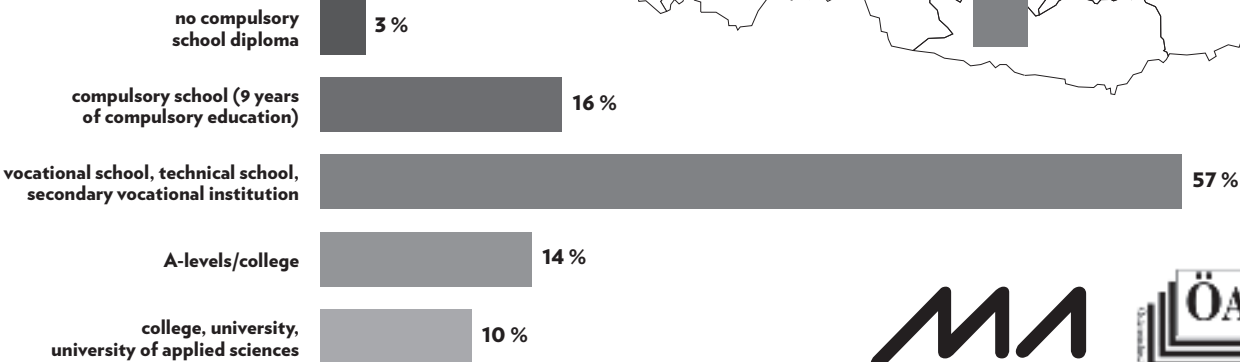
minutes

! The average reading time of all magazines tracked by the Media-Analyse is 45 minutes.



How old are SPORTaktiv readers?

What kind of education do SPORTaktiv readers have?



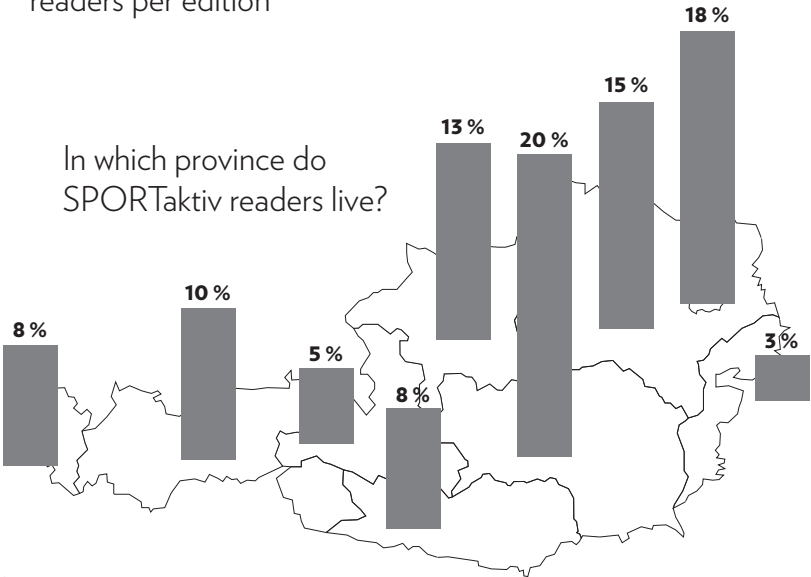
2022 115.000

2023 165.000

2024 172.000

readers per edition

In which province do SPORTaktiv readers live?



All data from Media-Analyse 2024

Distribution

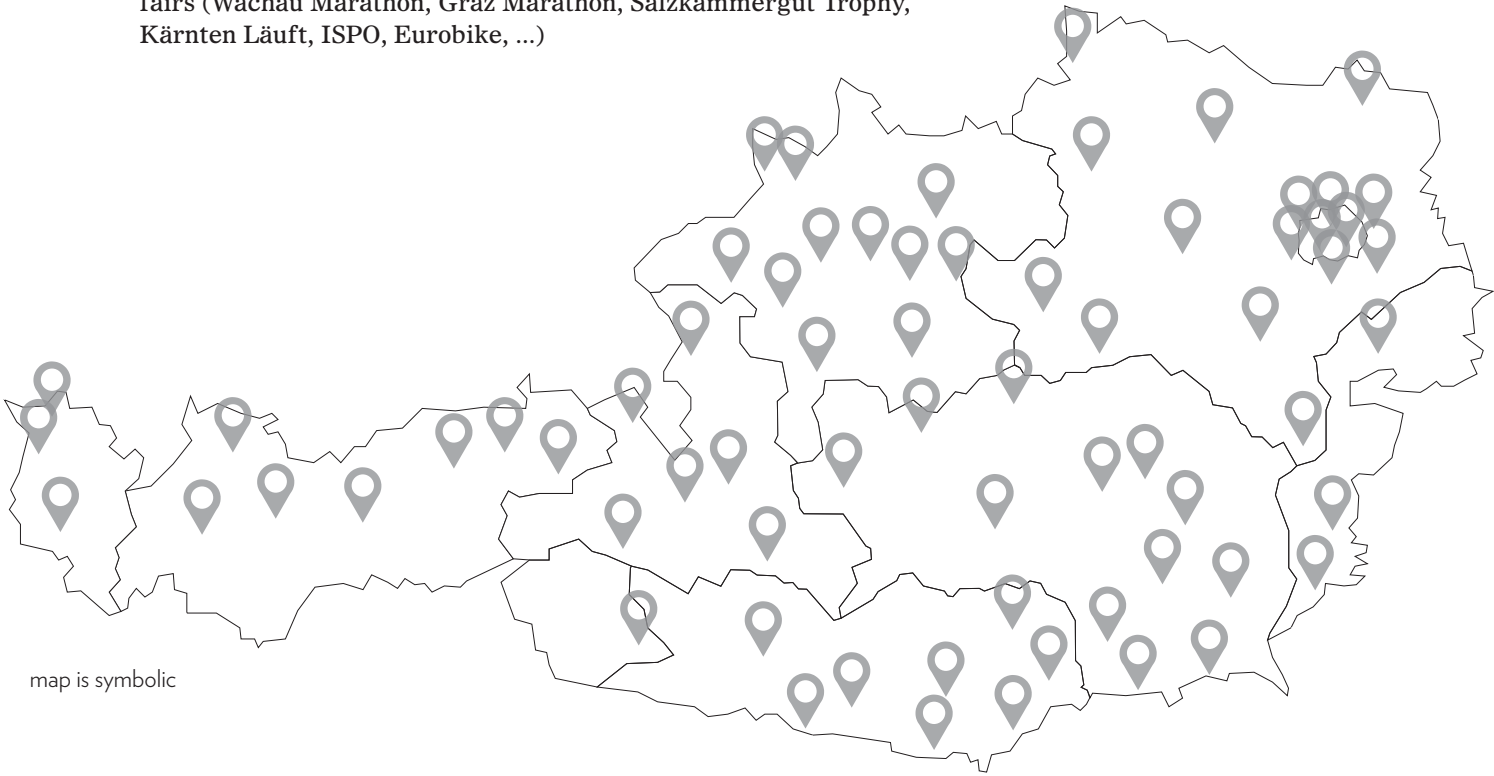
| | |
|------------------------------------|--------|
| INTERSPORT | 14.000 |
| HERVIS | 10.000 |
| GIGASPORT | 8.000 |
| TOP100 bike retailers | 3.000 |
| INJOY fitness centers | 2.000 |
| Bergspezl | 1.000 |
| Events & Trade Fairs | 1.000 |
| subscriptions / tobacconists | 3.000 |
| ePaper (Yumpu, Readly and Read-it) | 8.000 |

total circulation
SPORTaktiv

50.000



- qualitative Austria-wide distribution at POS in Austrian sports retail: Intersport Austria, Hervis stores, all Gigasport stores, all Bergspezl stores and TOP100 bike retailers
- event and trade fair cooperation with relevant organisers and trade fairs (Wachau Marathon, Graz Marathon, Salzkammergut Trophy, Kärnten Lläuft, ISPO, Eurobike, ...)



map is symbolic

6 MAIN EDITIONS AUSTRIA

SUBJECT LIST

TOP 6 product tips for every product topic
TOP 20 tourism tips for every tourism topic

| Edition | Publication Date | Closing for Printing Documents | SPECIAL | FIT |
|-------------------|------------------|--------------------------------|--|---|
| February/ March | 13.02.2025 | 24.01.2025 | Running Special overview of running shoes clothing (jackets, shirts, shorts, watches) training (beginner, advanced) Top 20 events (road & trail) | sports nutrition (basics) sports science / sports medicine training tips sports watches / wearables |
| April/ May | 10.04.2025 | 17.03.2025 | Gravel & Bikepacking Special bikes, bags, clothing, tech & navigation Top 20 gravelbike tours Start of the hiking season Top 20 dream tours and destinations 2025 | sports nutrition (gels) sports science / sports medicine training tips hotels which offer sports coaching sports watches (training) |
| June/ July | 05.06.2025 | 12.05.2025 | Trailrunning Special trailrunning shoes (allround, short, ultra) trailrunning clothing, equipment trailrunning events Top 20 trail regions in the Alps | sports nutrition (drinks) sports science / sports medicine sports glasses sun protection water sports |
| August/ September | 07.08.2025 | 18.07.2025 | 25 years SPORTaktiv history, highlights and important milestones anniversary campaign for partners Autumn Vacation Special Top 20 bike & hiking tours in autumn plaisir tours and culinary highlights | sports nutrition (micronutrients) sports science / sports medicine training tips |
| October/ November | 02.10.2025 | 12.09.2025 | Skitouring Special touring skis (rise, allround, free tours) equipment (shoes, bindings, skins) clothing (pants, jackets) Top 20 tours (beginner, on-piste, alpine) | sports nutrition (protein) sports science / sports medicine training tips regeneration thermal baths & spas |
| December/ January | 27.11.2025 | 03.11.2025 | Cross Country Skiing Special cross country skis (classic, skating) cross country equipment (shoes, poles, wax) clothing (jackets, pants, underwear) Top 20 cross country regions | sports nutrition (immune system) sports science / sports medicine training tips indoor fitness sports institutes |

| RUN | BIKE | OUTDOOR |
|---|---|--|
| Running Special | commuting (bikes & accessories) children's bikes & tips Top 20 bike regions in the alpine states | ISPO trade fair (Trends 2025/2026) hiking with kids Top 20 spring ski tours Top 20 sun skiing regions |
| running shoes (competition) running socks running training Top 20 obstacle runs | gravel & bikepacking special (e)Bike trekking bike leasing Top 20 classic cycle routes | start of the hiking season hiking shoes (mid cut) hardshell jackets (PFC free) vanlife Top 20 hiking regions in the Alps |
| Trailrunning Special | (e)MTB enduro (e)MTB for beginners eBike motors road biking (bikes, clothing, helmets) Top 20 road bike regions | OUTDOOR GUIDE |
| running & sustainability (shoes, clothing & events) running training autumn runs (road & trail) | (e)MTB tour / allmountain EUROBIKE trade fair wheels, tubes & tires Top 20 bike tours in autumn | mountains sports & sustainability (industry and tourism) hiking shoes (low cut) OUTDOOR trade fair Top 20 hiking tours in autumn |
| running shoes (max cushion) runners headlamps running clothing for autumn running vacations 2026 | gravelbike bike news 2025/2026 smart bike accessories Top 20 gravelbike regions | hiking jackets (insulation) indoor climbing (equipment & climbing centers) Top 20 peaks with a view |
| running in winter (shoes, clothing, accessories) running training | biking in winter (bikes, clothing, accessories) trainings camps in early 2026 | winter & snowshoe tours (shoes, clothing, accessories) Top 20 ski tours in midwinter |

3 GUIDES AUSTRIA

Distribution

Copies

50.000

qualitative Austria-wide distribution at POS in Austrian sports retail: Intersport Austria, Hervis stores, all Gigasport stores, all Bergspezl stores and TOP100 bike retailers; event and trade fair cooperation with relevant organisers and trade fairs; Injoy fitness centers



(E-)MOUNTAINBIKE GUIDE

Publication Date:

April 10th, 2025

Deadline for printing material:

March 17th, 2025

The latest bikes in all categories and the people who ride them. The best tips from pros and experts, the most spectacular biking areas in and around Austria.

| | | |
|------------------------|---|--|
| Top 20 dream tours | MTB overview | backpacks, shoes, helmets & goggles |
| Top 20 beginner trails | (XC, down country, trail, all-mountain, enduro) | clothing (pants, jackets, shirts) |
| Top 20 expert trails | | ergonomics (gloves, saddles, grips) |
| Top 20 biking regions | eMTB overview | bike tech & navigation, sustainability |
| Top 20 bike hotels | (hardtails, trail, all-mountain, enduro) | |



OUTDOOR GUIDE

Publication Date:

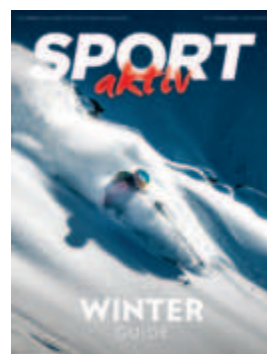
June 5th, 2025

Deadline for printing material:

May 12th, 2025

The guide for hikers and mountain climbers. Covers all of Austria's mountain and hiking areas, top tips, checklists, megatrend "mountain summer". Bergfex: all alpine mountain railways open in the summer

| | | |
|------------------------------------|--------------------------------------|----------------------------------|
| Top 20 high alpine tours | hiking boot overview | via ferrata & climbing equipment |
| Top 20 family hikes | (low cut, mid cut, alpine, approach) | outdoor tech & navigation |
| Top 20 long-distance hiking trails | clothing | vanlife & camping |
| Top 20 hiking regions | backpacks | sustainability |
| Top 20 hiking hotels | | |



WINTER GUIDE

Publication Date:

November 27th, 2025

Deadline for printing material:

November 3rd, 2025

This guide is a delight for all winter fans. The best skiing areas, all the new ski models and winter alternatives.

| | | |
|---------------------------------------|---------------------------------------|--------------------------------------|
| Top 20 legendary slopes | ski overview | accessories (helmet, goggles, poles) |
| Top 20 family slopes | (race, slope, all-mountain, freeride) | gloves |
| Top 20 freeride regions | boots & bindings | service & maintenance |
| Top 20 winter alternatives | clothing & baselayer | sustainability |
| Bergfex: all alpine mountain railways | | |

PRICES AUSTRIA

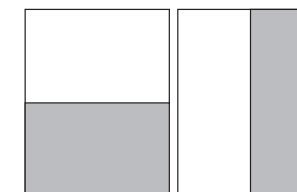
Prices Classic Ads



2/1 pages

446 mm x 297 mm

€ 14.000,-



1/2 page

223 mm x 147 mm across
112 mm x 297 mm high

€ 4.800,-

Placement surcharges: +10 %

U2 or U3 : € 9.500,-

U4 : € 10.500,-



1/1 page

223 mm x 297 mm

€ 8.000,-



1/3 page

223 mm x 100 mm across
76 mm x 297 mm high

€ 3.800,-

Prices Advertorial



2/1 pages

product-, fashion-, business
or tourism advertorial

€ 10.000,-



1/1 page

product-, fashion-, business
or tourism advertorial

€ 5.500,-



1/3 page

product-, fashion-, business
or tourism advertorial

€ 2.600,-



2/1 page

tourism- or fashion Hotspot

€ 8.000,-



1/2 page

product-, fashion-, business
or tourism advertorial

€ 3.300,-



1/5 page

INTRO news
picture & short text

€ 1.500,-

All prices excl. legal taxes

* Prices are valid for main editions and guides

Distribution

Copies

all guides: partial supplement in the Süddeutsche Zeitung (subscriptions Bayern, 40.000 copies), partial supplement in the Frankfurter Allgemeinen Zeitung (subscriptions Hesse, 40.000 copies)
additional distribution Bike Guide: selected bike retailers and onlineshop for bike products (20.000 copies)
additional distribution Outdoor Guide: Intersport Germany (20.000 copies)
additional distribution Winter Guide: Intersport Germany and XSPO (onlineshop for skis) (20.000 copies)



BIKE GUIDE

Publication Date: April 10th, 2025
Deadline for printing material: March 17th, 2025

The latest bikes in all categories and the people who ride them. The best tips from pros and experts, the most spectacular biking areas in and around Austria.

| | |
|---------------------------------|---|
| Top 20 dream tours | MTB & eMTB (hardtails, trail, all-mountain, enduro) |
| Top 20 beginner & expert trails | gravelbikes (race, adventure) |
| Top 20 expert trails | backpacks, bikepacking & clothing |
| Top 20 biking regions | ergonomics, bike tech & navigation |
| Top 20 gravel tours | bike leasing |



OUTDOOR GUIDE

Publication Date: June 5th, 2025
Deadline for printing material: May 12th, 2025

The guide for hikers and mountain climbers. Covers all of Austria's mountain and hiking areas, top tips, checklists, megatrend "mountain summer". Bergfex: all alpine mountain railways open in the summer

| | |
|------------------------------------|---|
| Top 20 long-distance hiking trails | hiking boot overview (low cut, mid cut, alpine, approach) |
| Top 20 family hikes | speed hiking & trailrunning (equipment) |
| Top 20 hiking regions | backpacks & outdoor clothing, outdoor tech & navigation |
| Top 20 hiking hotels | vanlife & camping, on the water (SUP, Kajak, Kanu) |
| Top 20 trailrunning regions | sustainability |

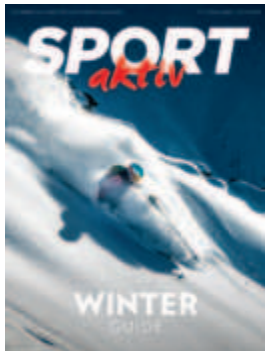


AUTUMN GUIDE

Publication Date: September 4th, 2025
Deadline for printing material: August 8th, 2025

The guide for more holiday enjoyment in the off-season. Products for biking and outdoor and the best regions for being outside in autumn. With a large culinary focus.

| | |
|----------------------------|------------------------------------|
| Top 20 culinary hikes | arguments for a time out in autumn |
| Top 20 autumnal bike tours | culinary tours in the Alps |
| Top 20 spa & wellness | equipment tips for the mountains |



WINTER GUIDE

Publication Date: November 27th, 2025
Deadline for printing material: November 3rd, 2025

This guide is a delight for all winter fans. The best skiing areas, all the new ski models and winter alternatives.

| | |
|-------------------------------------|--|
| Top 20 legendary slopes | alpine skiing (race, piste, allmountain, freeride) |
| Top 20 family slopes | alpine skiing (clothing & boots) |
| Top 20 freeride regions | ski touring (skis & boots) |
| Top 20 winter alternatives | accessories & safety (alpine skiing & ski touring) |
| Top 20 cross country skiing regions | cross country (skis & boots) |

PRICES GERMANY



PRINT

Prices Classic Ads



2/1 pages
446 mm x 297 mm
€ 18.200,-



1/2 page
223 mm x 147 mm across
112 mm x 297 mm high
€ 6.200,-

Placement surcharges: +10 %

U2 or U3 : **€ 12.300,-**
U4 : **€ 13.300,-**



1/1 page
223 mm x 297 mm
€ 10.400,-



1/3 page
223 mm x 100 mm across
76 mm x 297 mm high
€ 4.900,-

Prices Advertorial



2/1 pages
product-, fashion-, business or tourism advertorial
€ 13.000,-



2/1 pages
tourism- or fashion Hotspot
€ 10.400,-



1/1 page
product-, fashion-, business or tourism advertorial
€ 7.200,-



1/2 page
product-, fashion-, business or tourism advertorial
€ 4.300,-



1/3 page
product-, fashion-, business or tourism advertorial
€ 3.400,-



1/5 page
INTRO news picture & short text
€ 2.000,-

All prices excl. legal taxes

Advertorial



1/1, 1/2, 1/3
Advertorial



2/1 Hotspot



2/1

Business Spotlight

Fashion Spotlight

Product Spotlight

Tourism Spotlight



Gate fold

PRODUCTION: 8 pages 4/4 color on 150g paper, in magazine format
DETAILS: All 8 pages can be designed individually. Turning the first single page over reveals a double page, opening again reveals 4 full pages next to each other. This is followed by another single page.

Price: **individually on request**

Gatecover

Outer/Inner

OUTER: The cover can be folded out and the outside presents an extended advertising space that's particularly prominent

INNER: The cover can be folded out two or three times and, on the inside, presents alongside the first interior page (U2) a three or four-page advertising space; outside there are one to two pages of advertising space, see example

Price: **individually on request**



Special Advertising Formats

Sachet/Tip On

Sachets with product samples allow the reader to get to know products and thus discover new brands.

Price: **€ 0,15/copy**
plus 1/1 carrier page

We are happy to create custom advertising formats on request.

Supplement

| up to 20 g | up to 40 g | up to 60 g | up to 80 g |
|------------|------------|------------|------------|
| € 0,14 | € 0,16 | € 0,18 | € 0,20 |

Price/copy (incl. delivery)

Minimum format A6 (105 x 148 mm)
Maximum format 210 x 280 mm

Glued Insert

Price by weight and number of copies

Minimum format A6 (105 x 148 mm)
Maximum format 223 x 297 mm



Print Insert

Printed insert of at least 8 pages

Price: **individually on request**



All prices excl. legal taxes

Camps

Covering all four seasons and the SPORTaktiv core topics, we put together 3 to 4 day SPORTaktiv camps together with our tourism and trade partners. We take care of the partners and communication platforms for promotion and bring our ideas and experience to bear during implementation and the course of the camp. Take advantage of this unique opportunity to communicate a specific topic or offer for tourists.

SERVICES SPORTAKTIV CAMPS

- EXCLUSIVITY – each topic is presented only once per season
- participants are a valuable multiplying factor for recommendations
- high-quality event with a maximum of 25 participants per camp
- comprehensive advertising space in the magazine with 2 x 2/1 pages announcement
- extended featuring on sportaktiv.com, Facebook, Instagram and Newsletter
- unique offer (goodies from our industry partners or test option)

Flat-rate investment per CAMP: € 14.000,-



Reader trip

Let our readers experience your region and everything it has to offer. Let them try hiking, climbing, biking or any other outdoor sports / winter sports. Afterwards we will interview the participants and publish an expansive report of their adventures: for print and online (on request).

EXAMPLE OF A READER TRIP

- 1/1 page announcement in a print edition (Austria)
- 1 x online announcement across all SPORTaktiv online channels with a guaranteed reach of 1.000 views
- selection and coordination with the participants
- 1/1 page report in a print edition (Austria)
- 1 x online report across all SPORTaktiv online channels

Flat-rate investment per Reader trip: € 9.000,-

Corporate Publishing

Useful content and thus added value for the reader – made possible by an individual customer magazine. SPORTaktiv delivers everything from a single source: text, photo editing, graphics, litho, print and distribution. We produce your product for your target group.

References: Kärnten Werbung, GSK-Gebro, ÖFB, ÖPC, Rotes Kreuz, Filzmoos, Zugspitz Region, ...



Customer Magazine

| | |
|---------------|--|
| Circulation: | 50.000 copies |
| Distribution: | supplement in SPORTaktiv |
| Size: | 16 pages |
| incl.: | Graphics, layout, photos, text |
| Guide price: | € 25.000,- (individual offers on request) |

All prices excl. legal taxes

SPORT_{aktiv} Online

Bring up-to-date, fast, comprehensive with information precisely tailored for your sporty lifestyle. On the SPORTaktiv online platforms sportaktiv.com, Facebook, Instagram and in our Newsletters you will find technically solid reports, training stories, new products, expert tips, competitions and stories about professionals. Visit our digital world to get informed or experience the extensive advertising possibilities as a customer.

4.700.000

page views p.a.*

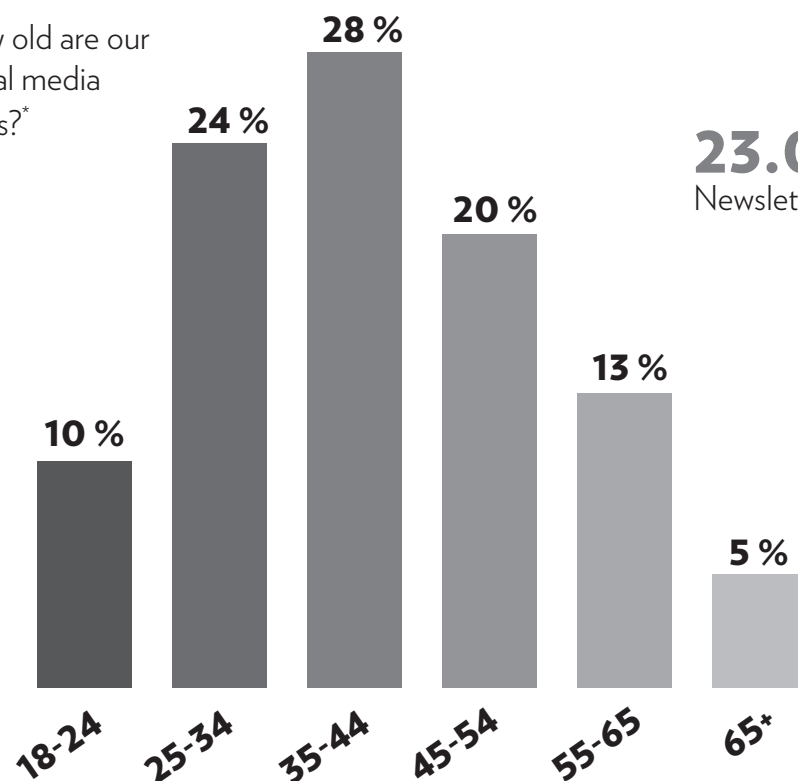
1.670.000

visits p.a.*

1.650.000

unique clients p.a.*

How old are our social media users?*



59.700

Facebook followers

23.000

Newsletter subscribers

8.000

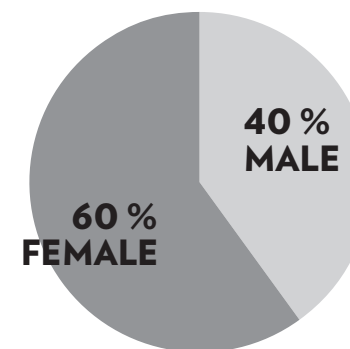
ePaper readers via Yumpu, Readly & Read-it

3.100

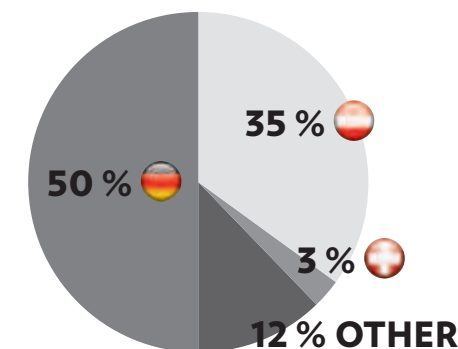
Instagram subscribers

350.000

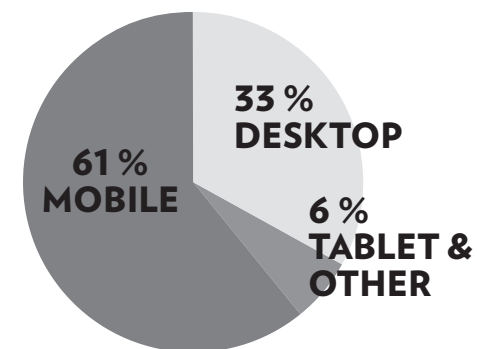
monthly visits on pinterest



GENDER*



ORIGIN OF USERS*



TYPES OF DEVICES**

Classic Banner Adverts

DESKTOP

| | |
|-------------|--------------------------|
| Header | exclusive logo placement |
| Leaderboard | 728 x 90 |
| Content Ad | 300 x 250 |

MOBILE

| | |
|-------------|--------------------------|
| Header | exclusive logo placement |
| Leaderboard | 320 x 100 oder 320 x 50 |
| Content Ad | 300 x 250 oder 320 x 100 |

More details and prices on request.

All prices excl. legal taxes

*Source: Matomo 2024 / Social Media channels

Native Advertising

You would like to inspire potential customers with your brand, product or service, and you want to be remembered positively by the users? With native advertising we communicate your advertising message effectively and enduringly through a high information content.

Your benefits

- great acceptance among users due to journalistic value
- wording & approach matched to SPORTaktiv target group
- useful content in association with your brand
- 2,000 guaranteed views on the article

Our services

Convince users of your message – with a native ad! You give us a briefing and we tailor an authentic article with high-quality content aimed at the target group relevant to you.

The native ad is placed on **sportaktiv.com** in the relevant section, posted on SPORTaktiv's Facebook and Instagram fan pages and appears in the SPORTaktiv Newsletter.

Price: € 4.000,-



Advertorial

- 1 x advertorial in an appropriate section
- 1 x Facebook posting
- 1 x Instagram posting
- 1 x Newsletter entry

Price: € 1.500,-

Competition of the week

- competition entry
- 1 x Facebook posting
- 1 x Newsletter entry
- period: 1 week

Price: € 1.000,-

Premium Advertorial

You have a product or tourism offer and would like to attract attention to it? We help you and place it in an appropriate setting for a defined period.



Our services

- 1 x advertorial with premium placing
- 1 x Facebook posting
- 1 x Instagram posting
- 1 x Newsletter entry
- 1,000 guaranteed views on the article

Price: € 2.000,-

Top Event

- Top Event entry
- 1 x Facebook posting
- 1 x Newsletter entry

Price: € 1.000,-



Product test

If you want to put your product in the limelight, then start a product test cooperation with us. Send us your product, we will choose an experienced tester from our SPORTaktiv ambassador pool, who will take a closer look at your product, write a test report and take a few authentic pictures (or make a video). The test/experience report is distributed on all of our SPORTaktiv online channels and the users become enthusiastic about your product and, ideally, are supported in making a purchase decision.

Your advantages

- practice-oriented testing of your product
- high acceptance through authentic evaluation
- content that creates value for your brand
- supporting the user in the purchase decision
- all in all 2.000 guaranteed views on the article

Our services

- 1 x premium advertorial in an appropriate section - Product presentation and announcement of the test report
- 1 x premium advertorial in an appropriate section - detailed test report from the SPORTaktiv ambassador
- included services:
 - 2 x Facebook posting
 - 2 x Instagram posting
 - 2 x Newsletter entry
 - 2.000 guaranteed views on the articles

Hotel & region test

Our pool of SPORTaktiv ambassadors consists of hotel and region testers who are enthusiastic about sports on the topics of fitness, running, mountain biking, road cycling, triathlon, hiking, climbing, skiing, ski touring and cross-country skiing. We are happy to send a hotel tester to experience your hotel offers or send you a region explorer and let him take part in activities in your region. After the hotel/region check, the tester writes a comprehensive report about his experiences, records them in photos (or in a video) and we distribute this report on all our SPORTaktiv online channels.

Your advantages

- current and authentic content (photos or video)
- useful content for your region / your hotel
- authentic experience report from your region / your hotel
- long application period on our online channels
- all in all 2.000 guaranteed views on the articles

Our services

- 1 x premium advertorial in an appropriate section - Hotel- / region presentation and announcement of the experience report
- 1 x premium advertorial in an appropriate section - detailed report from the SPORTaktiv ambassador
- included services:
 - 2 x Facebook posting
 - 2 x Instagram posting
 - 2 x Newsletter entry
 - 2.000 guaranteed views on the articles

One-off price per test: € 4.500,-
Further details and cross-media offers on request!

All prices excl. legal taxes

SPORT *aktiv* Team



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BANKVERBINDUNG: Steiermärkische Bank und Sparkassen AG,
IBAN: AT 212081501000100022, BIC: STSPAT2GXXX,
FB-Nr.: FN 261469p, UID: ATU 61621748
Place of jurisdiction Graz. Prices valid from 01/01/2025
A Styria Media Group AG company

PRESS MATERIAL

Format correct PDF (high resolution)
or advertising files from these programs:
InDesign / Adobe Photoshop
Adobe Illustrator / Adobe Acrobat
(PDF X-1a, 300 dpi, **bleed margin 3 mm**)
Colour profile cover: ISO Coated v2 300%
Colour profile core: PSO LWC Improved
Provided images: CMYK, 300 dpi