

# SPORT

## aktiv

### MEDIA DATA 2026



## 5 CORE TOPICS

FIT | RUN | BIKE | OUTDOOR | WINTER

## 5 CHANNELS

Print | ePaper | Online | Social Media | Newsletter





**FIT**  
Sports Nutrition  
Training Tips  
Wearables



**RUN**  
Shoes (Road & Trail)  
Clothing  
Events



**BIKE**  
Products (E-)Bike, Gravel,  
Roadbike, Accessories,  
Clothing, Tourism Regions

## WHAT IS **SPORT** *aktiv*



PORTaktiv – 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





### OUTDOOR

Products Hiking & Climbing  
Accessories, Clothing,  
Tourism Regions

### WINTER

Products Alpine Skiing, Skitouring,  
Cross-Country Skiing, Accessories,  
Clothing, Tourism Regions, Ski Areas

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-performance ratio and price 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 products, Top 20 tourism tips).

We are looking forward to a good partnership!

Your SPORTaktiv team in Graz

## Distribution

## Austria

### Reach

674.000

widest reader circle

### Average reading time

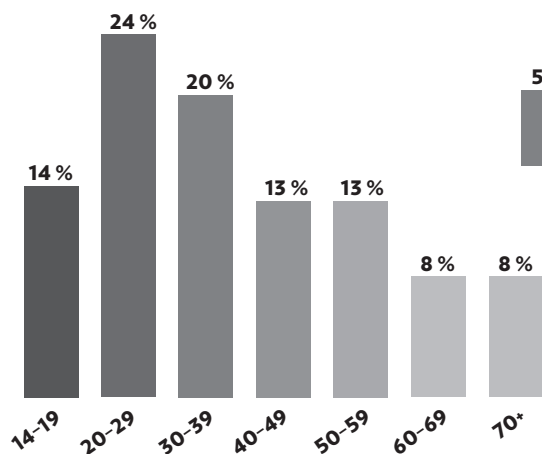
65

minutes

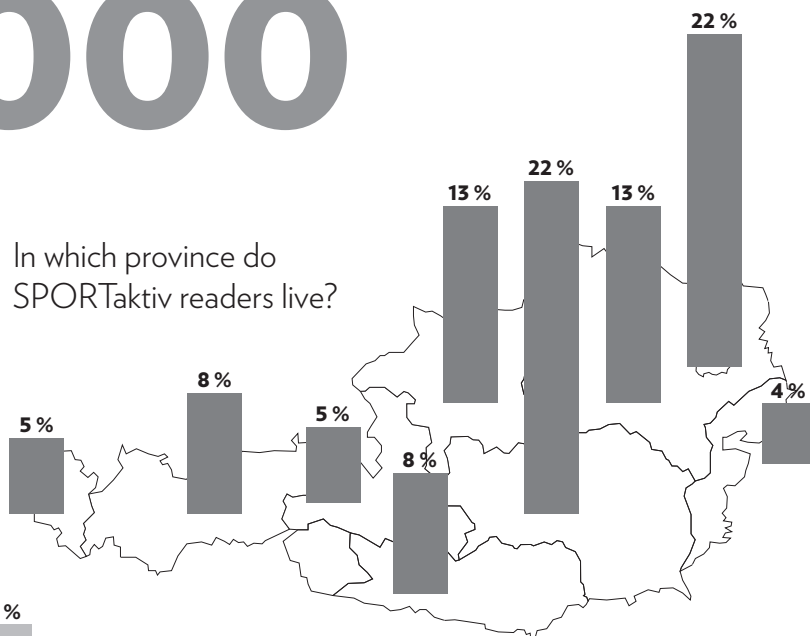
! The average reading time of all magazines tracked by the Media-Analyse is 45 minutes.

158.000

readers per edition



In which province do SPORTaktiv readers live?



All data from Media-Analyse 24/25



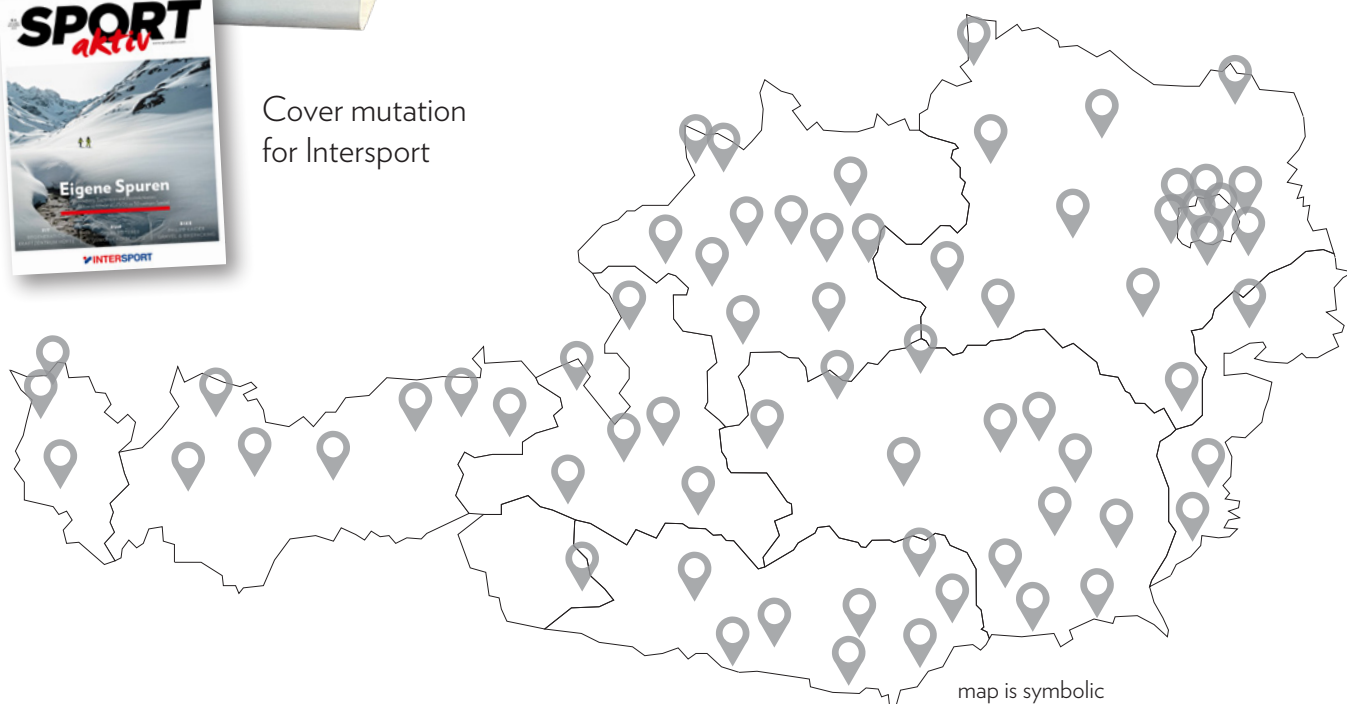
## Distribution

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

total circulation  
**SPORTaktiv 50.000**

Qualitative Austria-wide distribution at POS in Austrian sports retailers: Intersport Austria, Hervis stores, all Gigasport stores, all Bergspezl stores and TOP100 bike retailers

Cover mutation  
for Intersport



## Distribution

## Germany

Premium distribution through Germany's two leading national daily newspapers



According to a study by LAE (Leseranalyse Entscheidungsträger), the Süddeutsche Zeitung and the Frankfurter Allgemeine Zeitung reach 584,000 (20 %) decision-makers in Germany. In their private lives, executives who read the Süddeutsche Zeitung and the Frankfurter Allgemeine Zeitung enjoy exceptional quality and outstanding design. They show an above-average willingness to spend on travel.

### Süddeutsche Zeitung

#### Reader profile

€ 5283,–  
net household income

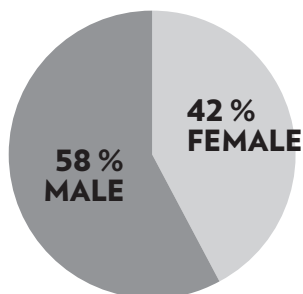
56 %

percentage of academics

average age

47

53 minutes  
average reading time



79 %

subscription share

### Frankfurter Allgemeine

#### Reader profile

€ 5388,–  
net household income

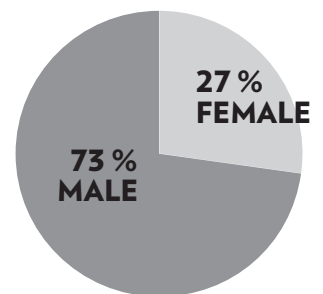
59 %

percentage of academics

average age

47

61 minutes  
average reading time



76 %

subscription share

## Distribution

partial supplement in the Süddeutsche Zeitung (subscriptions Bavaria)	50.000
partial supplement in the Frankfurter Allgemeinen Zeitung (subscriptions Hesse)	30.000
additional distribution *	20.000

total circulation  
SPORTaktiv

# 100.000

**additional distribution Bike Guide:**  
**additional distribution Outdoor Guide:**  
**additional distribution Herbst Guide:**  
**additional distribution Winter Guide:**

selected bike retailers (20.000 copies)  
selected outdoor retailers (20.000 copies)  
selected outdoor retailers (20.000 copies)  
XSPO (onlineshop for skis) (20.000 copies)



map is symbolic

Süddeutsche Zeitung

Frankfurter Allgemeine

INTERSPORT

XSPÖ  
CROSS SPORTS

# MEDIA DATA

## 6 editions / Austria



### FEBRUARY

**Publication date:**  
**Deadline for printing material:**

**February 12th, 2026**  
**January 23rd, 2026**

#### RUN GUIDE

Running shoe trends and innovations (comfort, speed, trail); running gear (clothing & accessories)  
+ Top products, women's running  
Running events + Top 20 road & trail

#### SPECIAL TOPIC Wearables

How digital aids are changing training, how to use them, and what the market has to offer.  
Sports watches & smartwatches plus accessories (chest straps, sensors), headphones + Top products

#### FIT

sports nutrition  
(endurance/carbohydrates)  
+ top products  
hyrox

#### BIKE

trekking bikes & accessories  
E-bike drive systems  
+ top products

#### OUTDOOR

product trends 2026  
+ top products  
sun skiing & end of season  
+ Top 20 events



### APRIL

**Publication date:**  
**Deadline for printing material:**

**April 9th, 2026**  
**March 16th, 2026**

#### BIKE GUIDE

The comprehensive guide to the start of the 2026 biking season. (E-)bike overview (MTB: XC to enduro, gravel bike, road bike), bike wear & accessories, + Top products. Trails, tours, regions, bike hotels + Top 20

#### SPECIAL TOPIC Active family vacation

Exercise and adventure for young and old.  
From equipment to summer vacation planning.  
On tour with children + Top products  
Excursion tips for families + Top 20

#### FIT

sports nutrition  
(muscle function/magnesium)  
sports glasses  
+ top products  
women's fitness

#### RUN

trail running  
(shoes, clothing, accessories)  
+ top products  
trail running experience  
+ Top 20

#### OUTDOOR

hardshell jackets for beginners  
multifunctional outdoor shoes  
+ top products



### JUNE

**Publication date:**  
**Deadline for printing material:**

**June 5th, 2026**  
**May 15th, 2026**

#### OUTDOOR GUIDE

The comprehensive guide to vacations and summer in the mountains. Footwear, clothing, backpacks, and accessories + Top products; (e-)bikes and hiking; camping and van life. Tours (family, alpine, multi-day tours) + Top 20

#### SPECIAL TOPIC Gravelbike

Experience freedom on two wheels – from bike packing to race bikes. Route planning & navigation bikes, clothing, accessories + top products  
gravel tours & vacation regions + Top 20

#### FIT

sports nutrition  
(everyday drinks/electrolyte drinks)  
+ top products  
water sports (SUP, kayaking, rafting)  
swimwear  
skin & sun protection

#### RUN

comfort running shoes (road & trail)  
summer running clothing, running watches  
+ top products  
trail regions  
+ Top 20

#### BIKE

E-MTB full suspension bikes  
road bike trends (bikes & fashion)  
women's cycling + top products  
road bike regions + top 20  
bike leasing, safety & insurance





**All issues are available for two months directly at the point of sale in sports stores!**



## AUGUST

**Publication date:**  
**Deadline for printing material:**

**August 6th, 2026**  
**July 17th, 2026**

### AUTUMN GUIDE

Active vacation and culinary pleasures in golden autumn. Tours, trails, and regions for hiking and biking. Wellness and cuisine in the Alpine region + Top 20

### SPECIAL TOPIC Gear Guide

The ultimate overview of current product trends in the categories of FIT, RUN, BIKE and OUTDOOR

#### FIT

sports nutrition  
(immune system boost/supplements)  
+ top products  
micronutrients  
regeneration & muscle care

#### RUN

gravel running  
running socks & knee socks  
barefoot shoes & natural running  
+ top products

#### BIKE

bikepacking & overnights  
ergonomics & bike fitting  
+ top products  
new bikes for 2026 & 2027 (Eurobike)



## OCTOBER

**Publication date:**  
**Deadline for printing material:**

**October 1st, 2026**  
**September 11th, 2026**

### SKITOURING GUIDE

The comprehensive guide to ski touring in winter. Touring skis, boots, bindings, skins, avalanche safety, backpacks, clothing + Top products  
Tours for beginners and experts + Top 20

### SPECIAL TOPIC Mobility for active athletes

Overview of suitable car models with storage space, four-wheel drive, and ground clearance. Options for bike and ski transport. Motorhomes and campervans.

#### FIT

sports nutrition  
(recovery/proteins)  
home fitness  
sleep optimization, vitamins  
+ top products

#### RUN

gore-tex running shoes  
fall running apparel  
headlamps  
+ top products

#### BIKE

(E-)road bike & gravel  
autumn bike clothing  
lighting  
+ top products

#### OUTDOOR

insulated jackets  
care & repair  
+ top products



## DECEMBER

**Publication date:**  
**Deadline for printing material:**

**November 26th, 2026**  
**November 6th, 2026**

### WINTER GUIDE

The ultimate guide to skiing and vacations. Skis and boots, ski clothing, protection, and accessories + Top products, slopes, and freeriding + Top 20  
The most popular ski resorts in Austria (by state), South Tyrol, Bavaria, regions, and hotels

### SPECIAL TOPIC Cross-country and winter alternatives

Winter adventures away from the slopes – winter hiking, cross-country skiing, ski touring, and snow fun for the whole family. Equipment for cross-country skiing and winter alternatives + Top products.  
Trails, tours, regions + Top 20

#### FIT

sports nutrition  
(muscle building/creatine)  
+ top products (protein, BCAAs ...)  
hyrox

#### RUN

stable running shoes  
winter running clothing  
+ top products

#### BIKE

marathon bikes & road bikes  
+ top products  
planning for 2027 highlights  
events + Top 20

# MEDIA DATA

## 4 guides / Germany



### **BIKE GUIDE**

**Publication date:**

**April 9th, 2026**

**Deadline for printing material:**

**March 16th, 2026**

The comprehensive guide to the start of the 2026 biking season. Innovative biking innovations, inspiring biking personalities, and exciting biking regions in the Alpine region.

#### **Industry topics:**

MTB & E-MTB (hardtails, trail, allmountain, enduro)  
gravel bikes (race, adventure), road bikes,  
backpacks, bikepacking & clothing + top products  
ergonomics, bike tech & navigation devices; bike leasing

#### **Tourism topics:**

popular (e-)MTB regions with their tours + Top 20  
great MTB trails for beginners & experts + Top 20  
trendy gravel regions in the Alps + Top 20  
epic road bike regions with their tours + Top 20



### **OUTDOOR GUIDE**

**Publication date:**

**June 5th, 2026**

**Deadline for printing material:**

**May 15th, 2026**

The comprehensive guide to vacations and summer in the mountains for everyone who enjoys being active in the mountains—from hikers to trail runners. The relevant hiking regions in the Alpine region are presented.

#### **Industry topics:**

hiking boots (low-cut to alpine mountain boots),  
clothing, backpacks & accessories,  
trail running & speed hiking + top products,  
camping & van life

#### **Tourism topics:**

hiking regions with their offerings + Top 20  
hiking vacations with the family + Top 20  
long-distance hiking trails & multi-day tours + Top 20  
trail running regions with their events + Top 20



### **HERBST GUIDE**

**Publication date:**

**September 3rd, 2026**

**Deadline for printing material:**

**July 17th, 2026**

Active vacation enjoyment in golden autumn. Tours, trails, and regions for hiking and biking. Wellness and cuisine in the Alpine region. Products for hiking and biking in autumn.

#### **Industry topics:**

hiking equipment (shoes & clothing)  
biking equipment (clothing & accessories)  
+ top products

#### **Tourism topics:**

strong arguments for the increasingly important off-season  
autumn hiking regions and their tours + Top 20  
hiking tours with culinary highlights + Top 20  
golden autumn bike tours in the Alps + Top 20  
relaxing spa & wellness destinations + Top 20



### **WINTER GUIDE**

**Publication date:**

**November 26th, 2026**

**Deadline for printing material:**

**November 6th, 2026**

The ultimate guide to skiing and winter vacations. Athletes, new products, ski resorts and regions for winter tourism, alternatives off the slopes, ski touring, and cross-country skiing.

#### **Industry topics:**

alpine skiing & boots (beginner, race & allmountain)  
ski clothing, gloves, helmets, goggles, protectors, poles,  
service & care, cross-country skiing, ski touring, winter  
hiking + top products

#### **Tourism topics:**

ski slope and cable car innovations in winter 2026/27  
popular winter destinations for families + Top 20  
attractive winter alternatives away from the slopes + Top 20  
spectacular slope highlights + Top 20  
legendary freeride spots in the Alps + Top 20  
cross-country skiing regions and their trails + Top 20

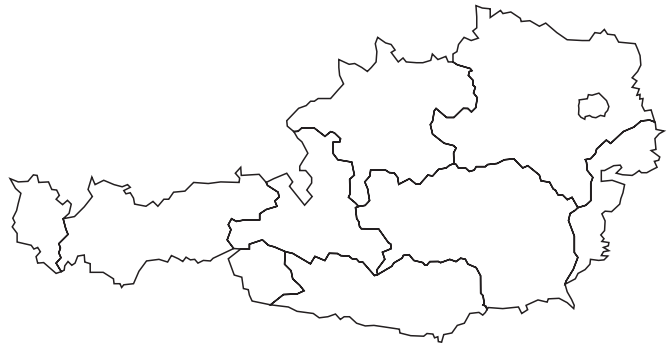






## List Prices

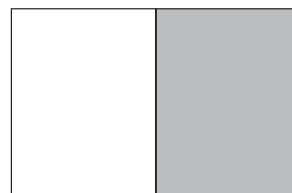
## Austria



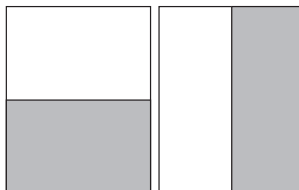
### Prices Classic Ads



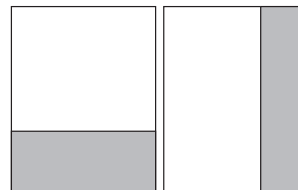
**2/1 pages**  
446 mm x 297 mm  
**€ 14.000,-**



**1/1 page**  
223 mm x 297 mm  
**€ 8.000,-**



**1/2 pages**  
223 mm x 147 mm across  
112 mm x 297 mm high  
**€ 4.800,-**



**1/3 page**  
223 mm x 100 mm across  
76 mm x 297 mm high  
**€ 3.800,-**

**Placement surcharges:** +10 %

U2 or U3: **€ 9.500,-**  
U4: **€ 10.500,-**

### Prices Advertorial



**2/1 pages**  
product-, fashion-, business  
or tourism advertorial  
**€ 10.000,-**



**1/1 page**  
tourism- or fashion Hotspot  
**€ 8.000,-**



**1/2 page**  
product-, fashion-, business  
or tourism advertorial  
**€ 5.500,-**



**1/2 page**  
product-, fashion-, business  
or tourism advertorial  
**€ 3.300,-**



**1/3 page**  
product-, fashion-, business  
or tourism advertorial  
**€ 2.600,-**



**1/5 page**  
Intro news  
picture & short text  
**€ 1.500,-**

# List Prices

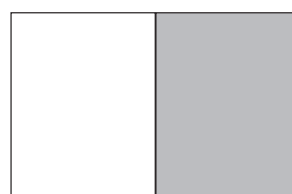
## Germany



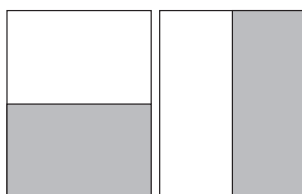
### Prices Classic Ads



**2/1 pages**  
446 mm x 297 mm  
**€ 18.200,-**



**1/1 page**  
223 mm x 297 mm  
**€ 10.400,-**



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



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

**Placement surcharges:** +10 %

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

### Prices Advertorial



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



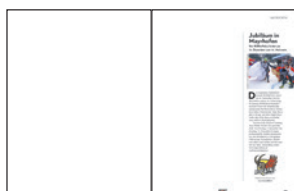
**2/1 pages**  
tourism- or fashion Hotspot  
**€ 10.400,-**



**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,-**

## Special Advertising Formats



### 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**

### Gatefold

**PRODUCTION:** 8 pages 4/4 color on 150 g 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**

### Print Insert

Printed insert of at least 8 pages

Price: **individually on request**



### Supplement

< 20 g	< 40 g	< 60 g	< 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

### 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.**



## 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,-**



## 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,-**



## 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  
 Included: Graphics, layout, photos, text  
 Guide price: **€ 25.000,- (individual offers on request)**



## SPORT *aktiv* Online

**B**ring 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.

# 3.800.000

page views p.a.\*

# 1.750.000

visits p.a.\*

# 1.700.000

unique clients p.a.\*

# 59.200

Facebook followers

# 24.500

Newsletter subscribers

# 8.000

ePaper readers per issue via Yumpu, Readly & Read-it

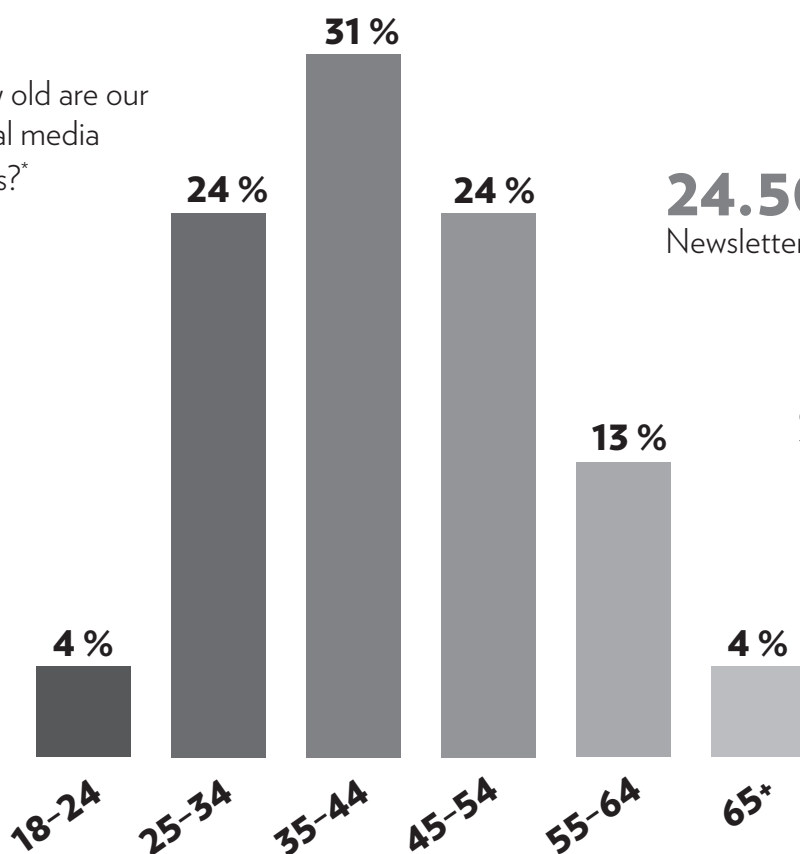
# 3.400

Instagram followers

# 350.000

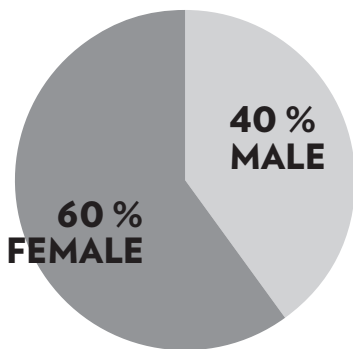
monthly visits on pinterest

How old are our social media users?\*

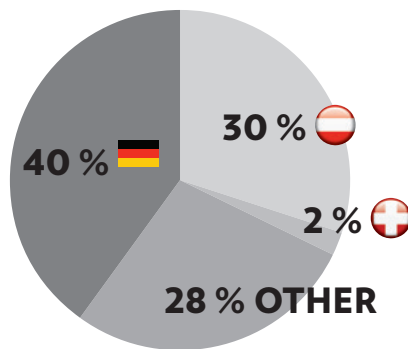


\* Source: Matomo 2025 / Social Media Kanäle

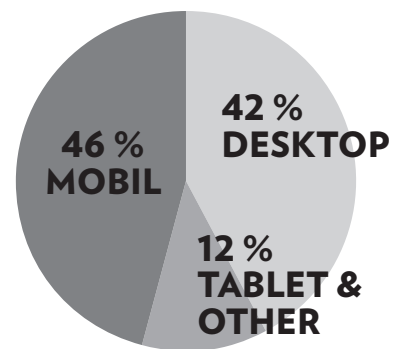




GENDER \*



ORIGIN OF USERS \*



TYPES OF DEVICES \*

## Classic Banner Adverts

### DESKTOP

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

### MOBILE

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

More details and prices on request.



## 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 advantages

- 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

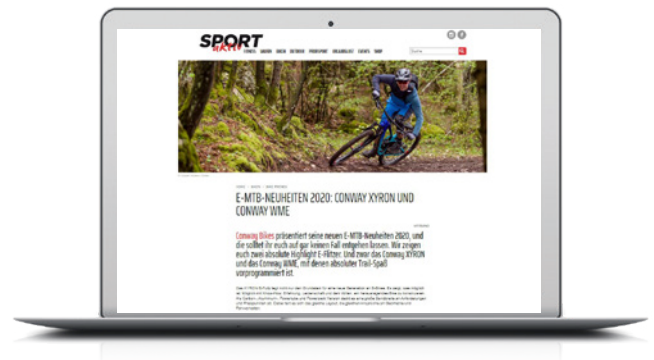
Convince users of your message – with a native ad! You give us a briefing and we tailor an authentic article with high-quality content aimed at the target group relevant to you.

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,-**

## Premium Advertorial

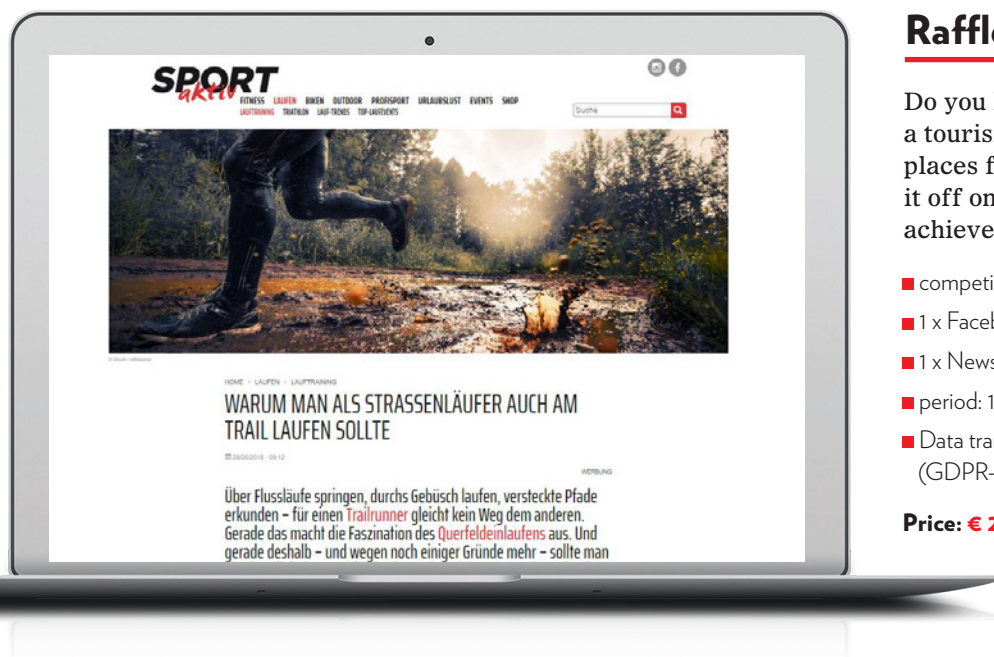
You have a product or tourism offer and would like to attract attention to it? We help you and place it in an appropriate setting for a defined period.



### Our services

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

**Price: € 2.000,-**



## Raffle

Do you have an interesting product, a tourism or hotel offer, or starting places for your event? We will raffle it off on our online platforms and achieve a large and interesting reach.

- competition entry
- 1 x Facebook posting
- 1 x Newsletter entry
- period: 1 week
- Data transfer of participants (GDPR-compliant)

**Price: € 2.000,-**



## 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 articles

### 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 with 1.000 guaranteed views each
  - 2 x Instagram posting
  - 2 x Newsletter entry
  - 1 x news message on our Intro pages in a print issue

## Region Test

Our pool of SPORTaktiv ambassadors consists of 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 tester to experience your region and let them take part in activities in your region. After the region check, the tester writes a comprehensive report about their 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
- authentic experience report from your region
- 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 – 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 with 1.000 guaranteed views each
  - 2 x Instagram posting
  - 2 x Newsletter entry
  - 1 x news message on our Intro pages in a print issue

One-off price per test: **€ 5.000,-**

**Further details and cross-media offers on request!**

## SPORT *aktiv* Team



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## Styria Media Group



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### 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