

Media Information

Status: October 2024

New
Showroom trade fair tour
on page 7



Media informations

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SAZ | SPORT

Das Medium für die Sportbranche

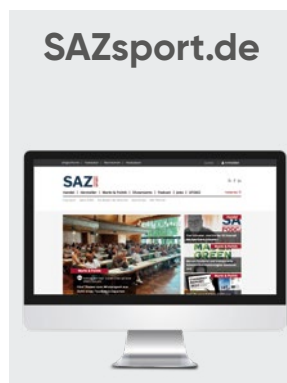
The leading platform of the specialized sports goods industry and retail



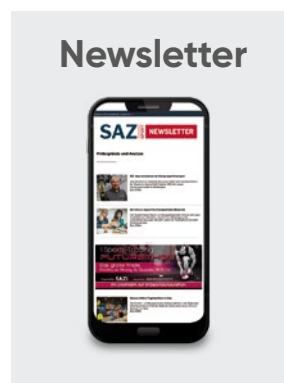
**Magazine
(plus ePaper)**

Magazin:

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



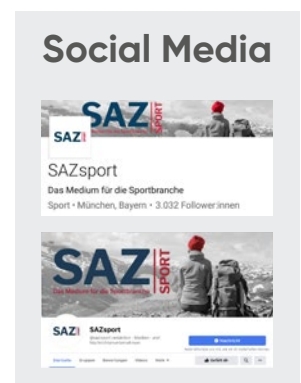
SAZsport.de



Newsletter

Web, NL, Social Media:

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



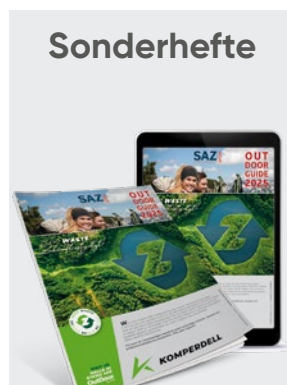
Social Media



Sonderhefte

Textil Special by SAZsport:

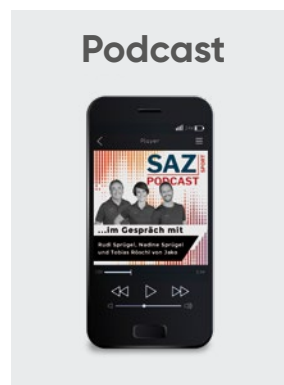
Published twice a year with the latest trends as a special issue for the Outdoor by ISPO and ISPO trade fairs.



Sonderhefte

Guide:

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



Podcast

Podcast:

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



Event

Event:

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

SAZ | SPORT im Detail

The Magazine

Regular subscription circulation: 6,000
Reach: 24,000 readers per issue
Increased circulation for association and order fairs

SAZsport.de

Ø 45.000 Page views per month
Ø 15.000 Unique users per month

Newsletter

(up to 3x per week)
8,000 subscribers
(Ø opening rate: 40 %)

SAZ SPORT Print: Topics & Dates 2024/25

Issue	Publication date	Description	Assortment	Data submission deadline
06/24	28.10.24	Winter Special Ski Test Results SkiMAGAZIN • Ski Service • SPOKO 2024 • Running Special • Flip Magazine	Running, Winter Sports, Outdoor	02.10.24
07/2024	03.12.24	Sell-In Winter Special 25 incl. Flip Magazine Textile Special	A Look into the Future of the Winter Sports Industry: Trends, Tendencies, and Perspectives (AI, Digitalization, Sustainability, HR, Shop Formats)	07.11.24
Winter Guide	03.12.24	The Big Winter Guide with Products from the New Season	The Ultimate Order Guide for Fall/Winter 25/26 What must hit the shelves in the Fall/Winter 25/26 season? The comprehensive order guide with all the new products and highlights from the winter sports sector for the Fall/Winter 25/26 season (apparel, accessories, equipment, hardgoods, footwear).	07.11.24
2025				
01/25	27.01.25	Snowfestival/SKI Guide	Alpine/Touring/Cross-Country Skis, Equipment Preview: Snow Festival Flachau January 26-29, 2025	06.01.25
02/25	31.03.25	Running-Special/Fitness	Comprehensive Running Special as a year-round overview of innovations in the running segment: clothing, shoes, equipment (trail running, road running) // Fitness innovations	03.03.25
03/25	19.05.25	Outdoor Special incl. Flip Magazine Textile Special	The Ultimate Order Guide for Spring/Summer 2026 A Look into the Future of the Outdoor Industry: • Trends, Tendencies, and Perspectives (AI, Digitalization, Sustainability, HR, Shop Formats) • Innovations in Textiles for S/S 2026: Material Trends/Sustainability/New Techniques (Urban, Athleisure, Streetwear)	14.04.25
Outdoor-Guide	19.05.25	The big Outdoor Guide with products from the new season	The Ultimate Order Guide for Fall/Winter 26/27 What must hit the shelves in the Fall/Winter 26/27 season? The comprehensive order guide with all the new products and highlights from the winter sports sector for the Fall/Winter 26/27 season (apparel, accessories, equipment, hardgoods, footwear).	14.04.25
04/25	07.07.25	Sustainability Special	A Look at the Industry: How Far Have Retail and Manufacturing Come in Terms of Sustainability? New Approaches, Solutions, Concepts Comprehensive Sustainability Label Glossary	09.06.25
05/25	21.10.25	Winter Special Ski Test Results SkiMAGAZIN • Ski Service • SPOKO 2025 • Running Special • Flip Magazine	Running, Winter Sports, Outdoor	23.09.25
06/25	02.12.25	Sell-In Winter Special 25 incl. Flip Magazine Textile Special	A Look into the Future of the Winter Sports Industry: Trends, Tendencies, Perspectives (AI, Digitalization, Sustainability, HR, Shop Formats)	06.11.25
Winter Guide	02.12.25	The big Winter Guide with Products from the New Season	The Ultimate Order Guide for Fall/Winter 26/27 What must hit the shelves in the Fall/Winter 25/26 season? The comprehensive order guide with all the new products and highlights from the winter sports sector for the Fall/Winter 25/26 season (apparel, accessories, equipment, hardgoods, footwear).	06.11.25

You will find SAZsport at the following fairs and order events:
ISPO, OutDoor by ISPO, IWA, FIBO, orderdays of Sport2000, BrandBoxx and other trade fairs.

SAZ^{SPORT} Print: Ads

Advertisements

Format	Bleed* width x height in mm	Price
2/1 page about bund	450 x 290	€ 9,700.-
1/1 page	225 x 290	€ 5,400.-
1/2 horizontal	225 x 142	€ 3,400.-
1/2 vertical	110 x 290	€ 3,400.-
1/3 horizontal	225 x 93	€ 2,200.-

*plus 3 mm trim all sides

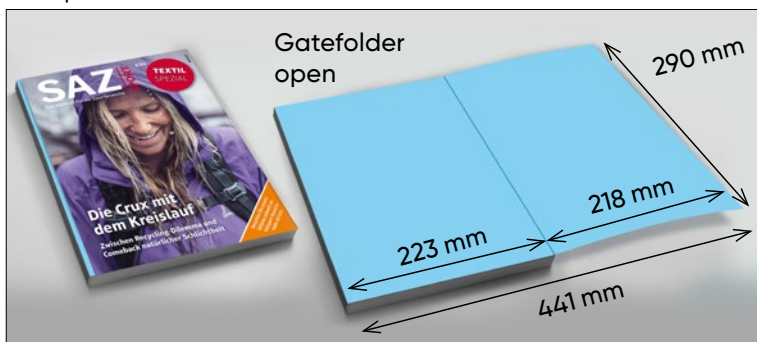
Special Placements

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

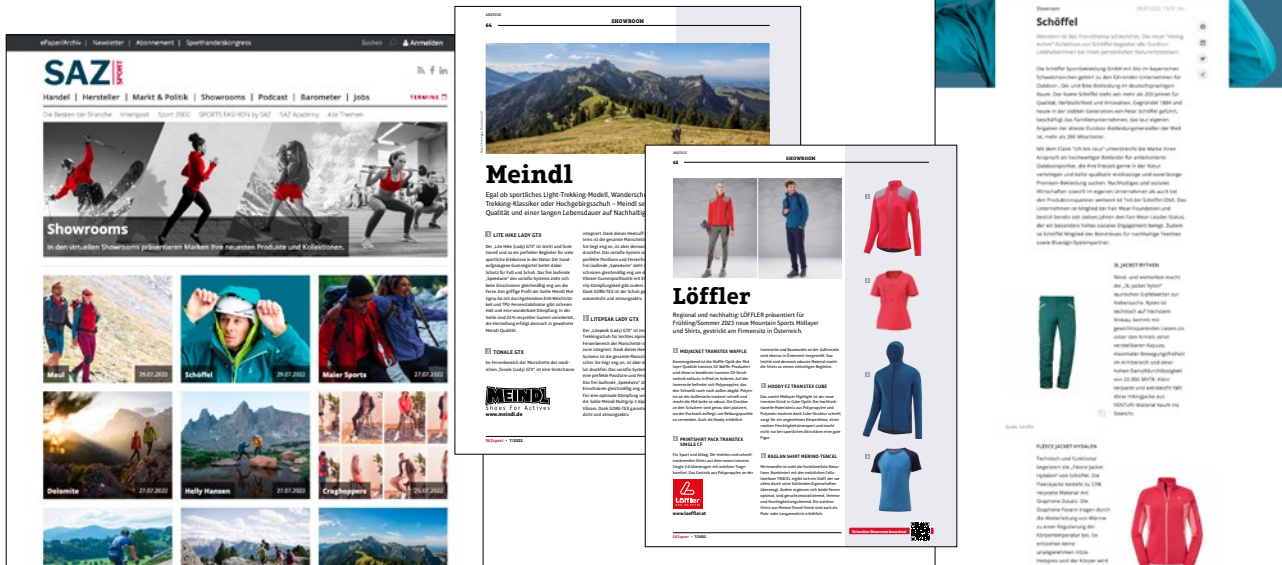
Quantity discount

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: € 2,990.-

Bookable additional services

- pro 3 other products in the showroom of the same Edition (print & digital) **€ 1,790.-**
- Social Media: LinkedIn post with Link to showroom presentation at SAZsport.de **€ 500.-**
- stand-alone newsletter with all products in the showroom **€ 1,500.-**
(€ 1,490.- savings for single booking)

Showroom digital only

- 3 Product Placement **€ 1,990.-**
 - every further Product Placement **€ 590.-**
 - 1 Product Placement **€ 990.-**
 - every further Product Placement **€ 590.-**
- No Agency Commission!

*incl. empty spaces



Showroom New Product Video

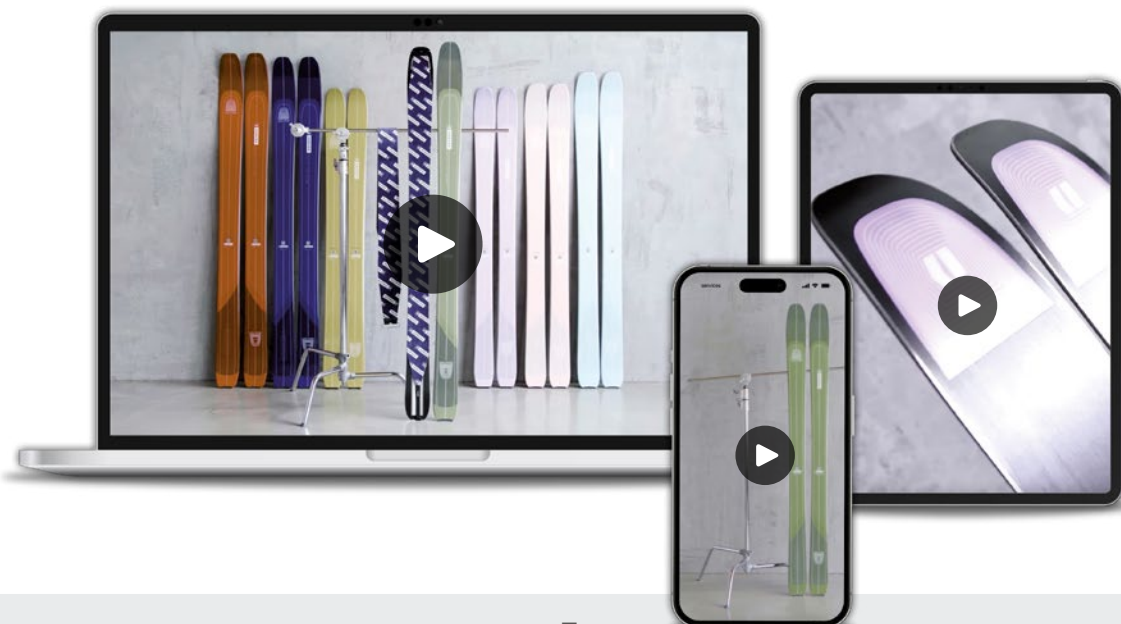
**With our new product videos,
we offer retailers even more flexibility.**

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

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

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

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



SAZ | SPORT 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.-

ANZEIGE 45

BRANDED CONTENT

Nachhaltige Textilindustrie mit geschlossenem Kreislauf

Entwicklung langlebiger, nachhaltiger Textilien: Herausforderungen und Kompromisse

The LYCRA Company veranstaltet regelmäßig globale Panel-Diskussionen zu kritischen, aktuellen Nachhaltigkeitsthemen mit Experten der Bekleidungsindustrie, in der nachfolgend zusammengefassten Gesprächsunde 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.

Hindset 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 nicht zu langlebigen Prioritäten umgestimmt sind. Die Teilnehmer weisen darauf hin, 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 Wormesson, Chief Financial Officer Asia bei KASO. „Ihre Bekleidung länger hält und nicht von Modetrends beeinflusst wird, sind die VerbraucherInnen vielleicht eher bereit, auch etwas mehr zu bezahlen.“

Langlebigkeit von Stretch-Stoffen

Das Panel fokussiert auch die Vorteile an, die LYCRA-Fasern, Spandex oder Elastan für Stretch-Kleidungsstücke bieten, da sie dazu beitragen, dass diese über lange Zeit ihre Form behalten.

Anuschka Datta, Chief Marketing bei Open Innovation, sagte, dass Stretch-Kleidung langlebig sein kann,

„Wenn die Zug- und Reißfestigkeit der Abrieb- und der Schrägung im richtigen Bereich liegen“,

In den letzten Jahren haben viele Fortschritte im Bereich der Fasertechnologie dazu beigetragen, die Langlebigkeit von Kleidungsstücken zu verbessern. Sally Blake, federführende Designberaterin, führte an, dass die Faser LYCRA XTRA LIFE für Swimwear 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.

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

„Along in the log 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: theylcracompany.com/loop.

Die Info: wurde von Joan Hagedoel, Sustainability Director, The LYCRA Company, beigetragen.

www.thelycracompany.com/loop

7/2022 • SAZsport

BRANDED CONTENT

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.

Lowas Mission ist es, mit jedem Schritt die Qualität von LOWA, indem wir die neuesten Technologien geben. In der... (text continues)

LOWA investiert Millionen in seinen Hauptproduktionsstandort in der Slowakei

Das niederrheinische Unternehmen... (text continues)

LOWA investiert Millionen in seinen Hauptproduktionsstandort in der Slowakei

Das niederrheinische Unternehmen... (text continues)

Zahlen und Fakten

LOWA... (text continues)

LOWA
simply more...
www.lowa.com

*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

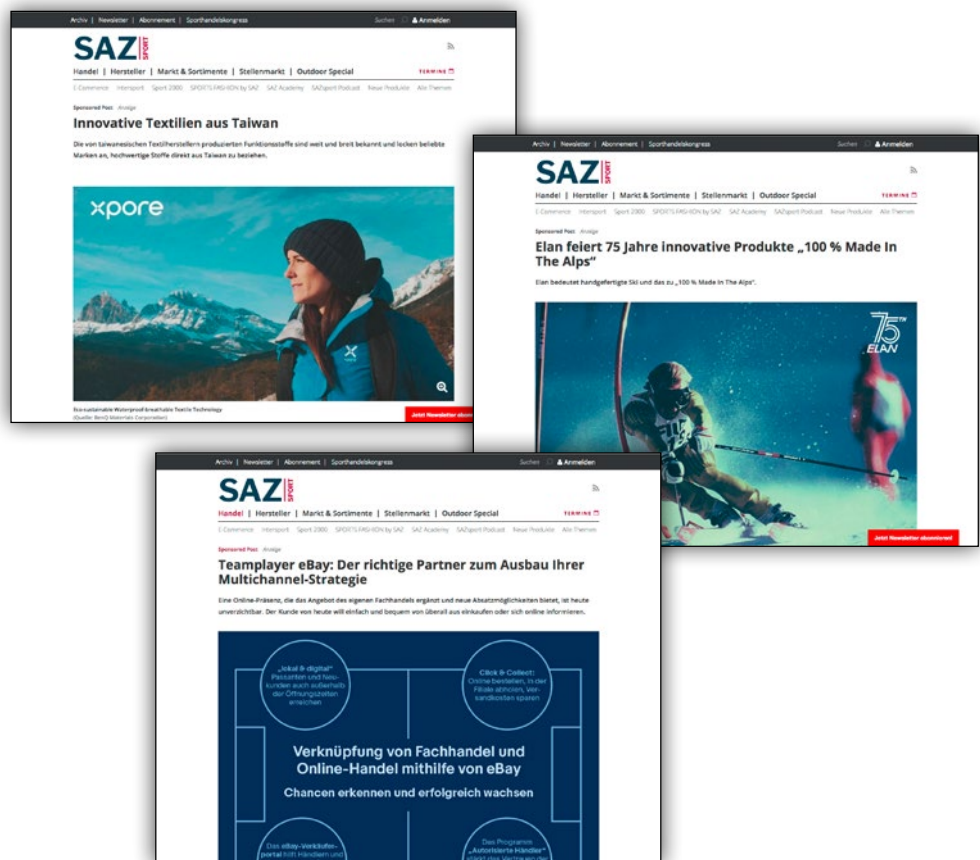
SAZ^{SPORT} Digital: Content

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

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

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

Price: € 2,990.-



*incl. empty spaces

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

SAZ SPORT Digital: Newsletter

Target customers directly with banners and stand-alone mailings.

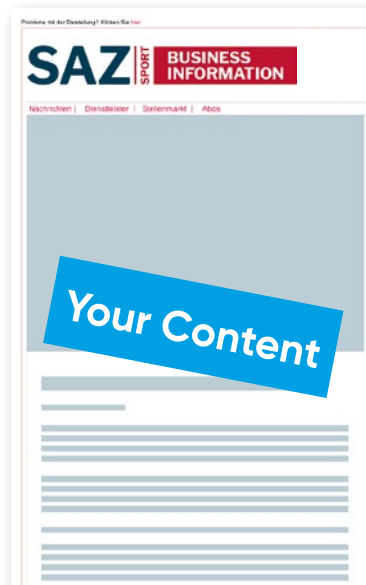
The **SAZsport Business Newsletter** and the **Stand-alone Mailing** provide more than 8,000 recipients from trade and industry with important news updates and latest branch news. The average opening rate is 40%.

We offer you various opportunities to place your advertising in our newsletter: animated, static banners or text adverts.

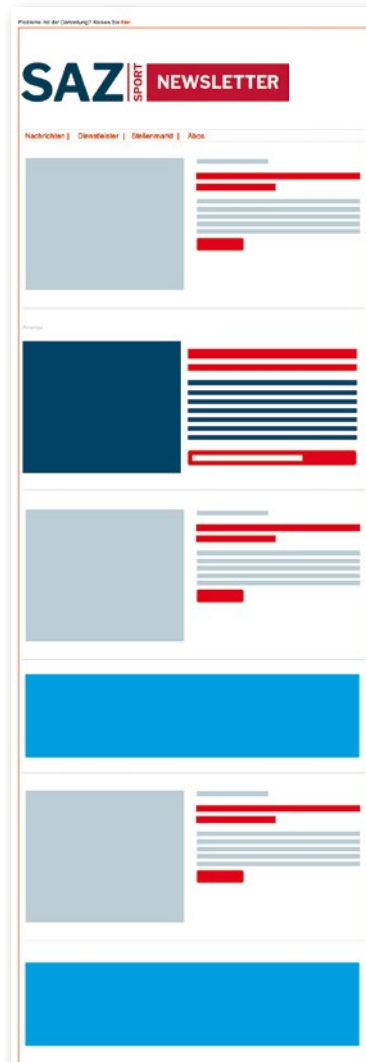
Stand-alone-Mailing

- Individual mailings to SAZsport newsletter distribution list
 - Content freely designable
 - Dates by arrangement
- Format HTML max. 580 pixels wide

Price: € 2,990.-



Example Stand-alone Mailing



Example Banner in editorial newsletter

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.

SAZ SPORT Online advertising: Website

Target potential customers anytime and anywhere by addressing them in the correct way.
The SAZbike team will provide you with various advertising possibilities
for accessing mobile devices.

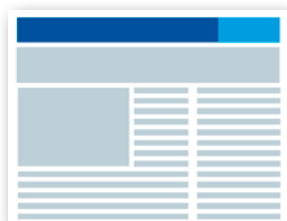
Rates / Technical details

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

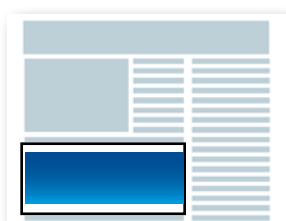
Feel free to consult us concerning new advertising formats.
We'll be glad to help and advise you.

SAZ SPORT Online advertising: Website

Overview of Website Advertising Options



Leaderboard –
728x90 / 940x90 pixel



Content Ad –
580x200 up to 250 pixel



Billboard – 940x250 pixel



Half Page Ad –
300x600 pixel



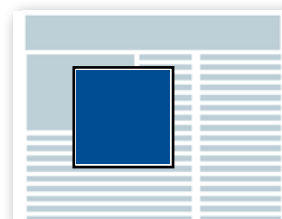
Skyscraper –
120x600 / 160x600 pixel



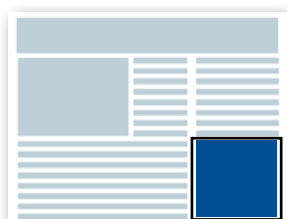
Hockeystick –
728x90 / 950x90 +
120x600 / 160x600



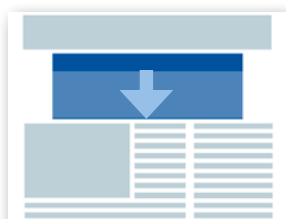
Floor Ad – 940x50 pixel



Layer – on demand



Medium Rectangle –
300x250 pixel



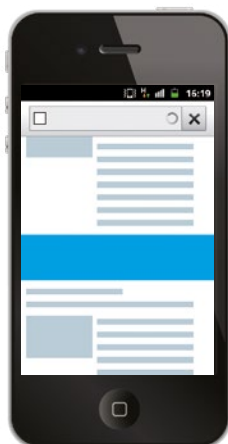
Pushdown Ad –
728x300 pixel



Banderole Ad –
770x250 pixel



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



Content Ad – 320x75 pixel



Interstitial – 300x400 pixel

SAZ^{SPORT} Podcast

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

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

Advertising Formats

Commercials (60-90 seconds)

Pre-Roll Position (commercial at beginning)

- More listeners
- Sponsor of podcast effect

Mid-Roll Position (commercial in the middle)

- More attentive, focused listeners
- Less averting

Special Format: Story Ad

Post-Roll Position: Self-promotion

Price: Commercials: € 500.–

Story Ads: € 700.–



SAZ SPORT Podcast

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 Kerkeing
- Announcing the podcast in our newsletter and linking via our digital channels

package price € 6,990.-

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.-

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

Termine

Publication date	Format
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.



2 Titles = 7%

3 Titles = 10%

4 Titles = 12%

5 Titles = 15%

6 Titles = 20%



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