

SPORTaktiv 2025

Target group: active athletes, outdoor enthusiasts, FITs



FACTS

- 50,000
- 165,000 readers
- Distribution: Austria & Germany
- 6x per year in Austria, 4x per year in Germany (guides)



GOOD REASONS

- Magazine distribution at the POS such as Intersport- Austria, Hervis-branches
- Event and fair co-operations
- 3 guides per year (AT) Bike-Guide, Outdoor-Guide, Winter-Guide

SPORTaktiv has been a media guide, motivator and mental coach for recreational athletes for over 20 years. The magazine offers exciting reports on topics that motivates people in leisure sports and is supplemented by event and travel tips for active people. **SPORTaktiv** is distributed at the POS in Austrian sports retailers.

In Germany, 4 guides with a print run of 100,000 copies are distributed to the target group via Süddeutsche Zeitung and Frankfurter Allgemeine Zeitung as well as via Intersport retailers in Germany.

Rates Austria

Format	€ -rate 4c	B	H
2/1 Seite	14.000,-	446 mm	297 mm
1/1 Seite	8.000,-	223 mm	297 mm
1/2 Seite	4.800,-	223 mm	147 mm
1/3 Seite	3.800,-	223 mm	100 mm

* +3mm bleed

Publication dates Austria

Edition	Date of publication	Order deadline
01/2025	13.02.2025	24.01.2025
02/2025	10.04.2025	17.03.2025
03/2025	05.06.2025	12.05.2025
04/2025	07.08.2025	18.07.2025
05/2025	02.10.2025	12.09.2025
06/2025	27.11.2025	03.11.2025

Rates Germany

Format	€ -rate 4c	B	H
2/1 Seite	18.200,-	446 mm	297 mm
1/1 Seite	10.400,-	223 mm	297 mm
1/2 Seite	6.200,-	223 mm	147 mm
1/3 Seite	4.900,-	223 mm	100 mm

* +3mm bleed

Publication dates Germany

Edition	Date of publication	Order deadline
01/2025	10.04.2025	17.03.2025
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03/2025	04.09.2025	22.08.2025
04/2025	27.11.2025	03.11.2025

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Unser Herz schlägt für den Tourismus.

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