

Media Data **2020/21**

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1. THE MAGAZINE soq.de

Fair and up-to-date, informative and exciting, exceptional and interesting, sustainable and fast - soq.de is one of the leading online-magazines for outdoor- and endurance sports and sports industry in German language. soq.de the online-magazine, that is more than 15 years of know-how in the internet and on all major social media platforms, made for the sports industry and for all those who love sports and want to share the spirit with us.

soq.de - that's our spirit

Next to the latest news of the world of outdoor - and endurance sports, soq.de presents related subjects in the segments „sports fashion“, „style“ and „travel“. Daily sports business news, as well as interviews with people of the sports industry, a job exchange, the latest trends and novelties from trade shows, innovations, views behind the scene, tests, introduction of new products, portraits and coverages written, in pictures and movies make soq.de to that magazine fascinating a large fanbase.

The people behind the magazine are genuine. They live and love sports.

| Hit rate for the period of 01. -31.12.2020

| Sessions 144.971

| User 87.311

| Page views 202.667

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2. TARGET GROUPS

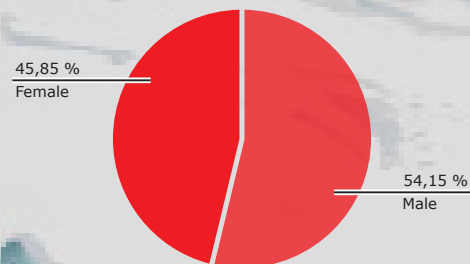
B2B

With the online magazine soq.de and the weekly released newsletters „SportInsider“ and „BikeInsider“, soq.de - the online magazine is online since 1999 and is one of the leading online media in sports industry in German language. Interviews, previews, tests and a job exchange give broad informations for manufacturers, brands, retailers, agencies and observers of the sports goods scene. „SportInsider“ and „BikeInsider“ present prevailing top news of the sporting goods industry in words, pictures and movies.

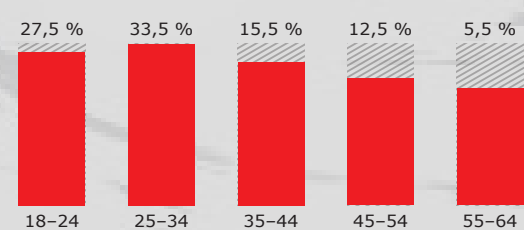
B2C

Active, sports enthusiastic consumers increasingly belong to the target group of soq.de. In addition to the content of the online magazine we inform this target group with our newsletters „Spirit“ and „DELUXE“ about the latest trends, up-to-date news and product novelties. The reach is additionally increased by the social media channels of soq.de and there are versatile possibilities of interaction.

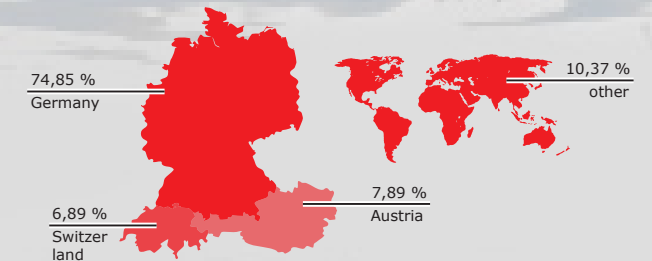
Gender 100 % overall



Age 100 % overall



Location 100 % overall



3. NEWSLETTER

3.1 Abstract

ISportInsider

Short characteristic:

The SportInsider presents top news of the sporting goods industry in words, pictures and movies. Interviews, previews, tests and the job exchange give broad informations for manufacturers, brands, retailers, agencies and observers of the sports goods scene. Notable are the special issues for the major trade shows ISPO MUNICH, OutDoor.

Target group:

B2B. The newsletter reaches 4.598 subscribers from specialist sports shops and sports industry.

Open rate: ø 33%

Frequency:

weekly (Tuesday)

Delivery: at no charge

IBikeInsider

Short characteristic:

The BikeInsider presents top news of the bike industry in words, pictures and movies. Interviews, previews, tests and the job exchange give broad informations for manufacturers, brands, retailers, agencies and observers of the bike scene. Notable is the special issue for the trade show EUROBIKE.

Target group:

B2B. The newsletter reaches 1.401 subscribers from specialist bike shops and bike industry.

Open rate: ø 29%

Frequency:

weekly (Tuesday)

Delivery: at no charge

ISpirit

Short characteristic:

The newsletter „Spirit“ presents enthralling coverages and stories, interviews, portraits, tests and introduction of products, as well as important news of the divisions „outdoor“, „bike“, triathlon“ and „running“ for all outdoor- and nature lovers, adventurers and endurance sports enthusiasts. With 11 annual topic specials the newsletter „Spirit“ makes you want to go for more.

Target group:

B2C. The newsletter reaches 11.621 sports enthusiastic consumers

Open rate: ø 21%

Frequency:

weekly (Wednesday)

Delivery: at no charge

IDeluxe

Short characteristic:

The soq.de newsletter DELUXE presents up-to date trends and news from the segments sport fashion and fashion as well as hip locations. Dressy styles, interesting facts or relaxation for mind and soul that is what soq.de DELUXE is about.

Target group:

B2C. The newsletter reaches 9.531 sports enthusiastic consumers

Open rate: ø 18%

Frequency:

monthly

Delivery: at no charge

4. B2B STARTER BOX

Start strong in to the year with the B2B Starter Box!

With the B2B starter box you have the possibility to ensure a strong basis booking with pertinent topics in B2B marketing on soq.de. By booking the B2B Starter Box you have further the chance to save 15% on following booking in the legal year.

Target group: B2B (sports industry)

Benefit:

- 1 x news around an important trade show (ISPO, OutDoor by ISPO, EUROBIKE, OUTDOOR Friedrichshafen)
- 1 x content & product news
- 5 x short news

Positioning:

- on the homepage of the magazine
- in the appropriate category of the magazine
- in the particular issue of the corresponding newsletter (SportInsider or BikeInsider)
- on the social media channel of soq.de (Twitter & LinkedIn)

Duration: The placement period on our homepage is approx. 2 weeks (until the publication of the following topic special). After that, the article is still available in the thematically most adequate category.

Coverage: depending on product

Terms: 1.800 € / B2B Starter Box
(The total amount is due on ordering date.)

The customer provides text and graphical material according to the specifications of soq.de. Due to legal causes the article is marked as advertisement.

5. SHORT NEWS

Straightforward and flexible

In this category you have the chance to site your news to your target group straightforward, flexible and fast.

Target group: B2B (sports industry)

Benefit: Your information is implemented by specialized journalists.

Positioning: Publication of news on the homepage of the magazine in the category „ShortNews“ as well as in the newsletters of soq.de.

Coverage: Continuous text (max. 150 figures including spaces)
Picture (max. 1)

Terms: 180€/product
(or bookable in the B2B Starter Box)

The customer provides text and graphical material according to the specifications of soq.de. Due to legal causes the article is marked as advertisement.

6. CONTENT & PRODUCT NEWS

Place your product in an editorial ad on soq.de

Your information is implemented by specialized journalists and graphically processed and reaches your target group in the sporting goods industry and sport enthusiastic consumers (such as introduction of new products, 5 questions interview...)

Target groups: B2B (sport industry), B2C (consumer)

Positioning:

- on the homepage of the magazine
- in the appropriate category of the magazine
- in one issue of the corresponding newsletter (SportInsider, BikeInsider, Spirit or Deluxe)

Duration: The placement period on our homepage is approx. 2 weeks (until the publication of the following newsletters). After that, the article is still available in the thematically most adequate category.

Coverage: Continuous text (max. 1.000 figures including spaces)
Pictures (max. 10)
Video (max. 1)

Terms: 550,00 €/product
(or bookable in premium package)

Important: Content & product news are bookable year-round, excluding dates of publication for topic specials and topic specials for trade shows. On these dates you can not book content & product news.

The customer provides text and graphical material according to the specifications of soq.de. Due to legal causes the article is marked as advertisement.

7. TRADE SHOW ISSUES

Ready, steady, go for the trade show!

Important trade shows like ISPO, OutDoor and EUROBIKE are in the focus of the coverage of soq.de. In the run-up to and follow-up of trade shows, soq.de reports about trends and highlights. With the trade show issues you reach your target groups to inform them about novelties and motivate them to stop by your booth.

Target group: B2B (sports industry)

Benefit: Your information is implemented by specialized journalists and graphically processed.

Positioning:

- on the homepage of the magazine
- in the appropriate category of the magazine
- in the particular issue of the corresponding newsletter (SportInsider or BikeInsider)
- in addition we publish your ad on Twitter and LinkedIn

Duration: The placement period on our homepage is approx. 2 weeks (until the publication of the following newsletter). After that, the article is still available in the thematically most adequate category.

Coverage:

- Continuous text (max. 1.800 figures including spaces)
- Banner in newsletter (468 x 60 px)
- Pictures (max. 10)
- Video (max. 1)

Terms: 880,00 €/product
(or bookable in premium package)

The customer provides text and graphical material according to the specifications of soq.de. Due to legal causes the article is marked as advertisement.

8. OVERVIEW TRADE SHOW ISSUES 2020

Trade Show Specials (B2B)	Topic	Release	Delivery of creatives	Medium
ISPO (26.01.-29.01.2020)	ISPO Issue I	14.01.2020	07.01.2020	Website & SportInsider
	ISPO Issue II	21.01.2020	14.01.2020	Website & SportInsider
	ISPO Issue III	28.01.2020	21.01.2020	Website & SportInsider
OutDoor by ISPO (28.06. -01.07.2020)	OutDoor Issue I	16.06.2020	07.06.2020	Website & SportInsider
	OutDoor Issue II	23.06.2020	16.06.2020	Website & SportInsider
	OutDoor Issue III	28.01.2020	21.01.2020	Website & SportInsider
EUROBIKE (02.09. -05.09.2020)	EUROBIKE Issue I	01.09.2020	25.08.2020	Website & BikeInsider
	EUROBIKE Issue II	07.09.2020	01.09.2020	Website & BikeInsider

9. JOB EXCHANGE

You always meet the right people on our platform.

With a job advertisement on soq.de you have the best chance to find the matching employee for your company. Getting in direct contact with your target group you reach simply the **best of business**.

Target group: B2B (sports industry)

Positioning:

- in the category „jobs“
- in the B2B newsletters SportInsider and BikeInsider
- in addition we publish your ad on Twitter and LinkedIn

Duration: The placement period for your job advertisement in the category „jobs“ is 4 weeks and it is published in 4 newsletter issues of SportInsider and BikeInsider from the date of publication.

Coverage:

- Continuous text (max. 1.000 figures including spaces)
- company logo (connected with the customers website)
- job advertisement available for download as PDF document for user

Terms:

1 job advertisement	220,00 €	
2 job advertisements	426,00 €* (3% discount)	
3 job advertisements	627,00 €* (5% discount)	

Prices for more job advertisements on request

Extension of 4 weeks: 100,00 €/job advertisement

The customer provides text and graphical material according to the specifications of soq.de.

10. HOT TOPIC

Your straight contact to consumers.

Our hot topics are one of the valuable components in the world of soq.de products. In 7 hot topics per quarter soq.de dedicates the magazine and the consumer newsletters to up-to-date issues and sports. Here you find the perfect platform for your communication, showing a product- and company campaign in a topic oriented division.

Reach our users at the point of interest!

Target group: B2C (consumer)

Benefit: Your information is implemented by specialized journalists and graphically processed.

Positioning:

- on the homepage of the magazine
- in the appropriate category of the magazine
- in one issue of the corresponding newsletter (Spirit or Deluxe)

Duration: The placement period on our homepage is at least 2 weeks (until the publication of the following hot topic). After that, the article is still available in the thematically most adequate category.

Coverage: Continuous text (max. 1.300 figures including spaces)
Pictures (max. 10)
Video (max. 1)

Terms: 650,00 €/product

The customer provides text and graphical material according to the specifications of soq.de.
Due to legal causes the article is marked as advertisement.

11. OVERVIEW OF TOPICS 2020

Topic	Release	Delivery of creatives	Medium
Sustainability	Q1: 26.02.2020 Q2: 06.05.2020 Q4: 25.11.2020	Q1: 19.02.2020 Q2: 29.04.2020 Q4: 18.11.2020	Website: soq.de Newsletter: B2B & B2C
Running / Trailrunning	Q1: 11.03.2020 Q2: 13.05.2020 Q4: 28.10.2020	Q1: 04.03.2020 Q2: 06.05.2020 Q4: 21.10.2020	Website: soq.de Newsletter: B2B & B2C
Triathlon / Swimming	Q1: 25.03.2020 Q2: 17.06.2020 Q3: 12.08.2020 Q4: 14.10.2020	Q1: 18.03.2020 Q2: 10.06.2020 Q3: 05.08.2020 Q4: 07.10.2020	Website: soq.de Newsletter: B2B & B2C
Bike / E-Bike	Q2: 01.04.2020 Q3: 08.07.2020 Q3: 16.09.2020	Q2: 25.03.2020 Q3: 01.07.2020 Q3: 09.09.2020	Website: soq.de Newsletter: B2B & B2C
Trekking / Outdoor	Q2: 22.04.2020 Q3: 22.07.2020 Q3: 30.09.2020	Q2: 15.04.2020 Q3: 15.07.2020 Q3: 23.09.2020	Website: soq.de Newsletter: B2B & B2C
Wintersports	Q4: 11.11.2020 Q4: 09.12.2020	Q4: 04.11.2020 Q4: 02.12.2020	Website: soq.de Newsletter: B2B & B2C

12. PUT TO THE TEST CATEGORY

Tough but fair.

The editorial journalists of soq.de put the products, that have to be provided by the customer, to a detailed and thorough practical test. This test is documented by the persons involved, summarized and available for the customer. On request of the customer the **result** of the test is released in the magazine and the appropriate newsletter.

Benefit: Thorough practical test and documentation of results.

Positioning: publication of test result on the homepage of the magazine and in the category „Härtetest“ („put to the test“) as well as the newsletter issues of soq.de

Terms: 750,00 €/product

Due to legal causes the article is marked as advertisement.

13. SOQ ADVENT CALENDER

The soq.de advent calendar.

We sweeten your holiday season with the soq.de advent calendar. Instead of chocolate there is the chance to win an amazing prize every day. 24 days - 24 doors and every day a first prize. This increases the anticipation for Christmas! Intensify your bond with your target group with joy in the holiday season.

Target group: B2C (consumer)

Positioning:

- On the homepage of soq.de as pop-up ad (850x600 px)
- On soq.de Facebook and Instagram
- Top ad banner in the soq.de newsletters (600x300 px)

Duration: The company logo is visible during the whole duration of the advent calendar.

Coverage:

- 2 doors
- company logo (160x80 px) with link and picture of products
- continuous text (max. 300 figures)

Terms: 400,00 €/product

The customer provides text and graphical material according to the specifications of soq.de.

14. BANNER ADVERTISEMENT

Creatives	Size	Format	Responsiveness (Banner is also displayed on smartphones)	Homepage	Categories/ individual articles (Outdoor, Bike, Running etc.)	bookable in a premium package
Superbanner Skyscraper	728x90px + 160-300x600px, max. 100kB, max. 70kB	JPG, GIF, Flash/HTML 5	yes	1.500,00 €	1.300,00 €	no
Superbanner	728x90px max. 70kB	JPG, GIF, Flash/HTML5	yes	1.150,00 €	950,00 €	no
Skyscraper	160-300x600px max. 100kB	JPG, GIF, Flash/HTML5	yes	650,00 €	600,00 €	no
Background Ad	Größer als 1440x900px max. 100KB	JPG, GIF, Flash/HTML5	no	1.350,00 €	950,00 €	no
Medium Rectangle	300x250px max. 70kB	JPG, GIF, Flash/HTML5	yes	-	700,00 €	no
Content Ad	max. 702x120px max. 70kB	JPG, GIF, Flash/HTML5	yes	950,00 €	900,00 €	no
Fly-in Ad	300x300px max. 70kB	JPG, GIF, Flash/HTML und Video	yes	700,00 €	650,00 €	no
Pop-up Ad	max. 900x600px max. 120kB	JPG, GIF, Flash/HTML5 und Video	yes	1.650,00 €	1.450,00 €	no

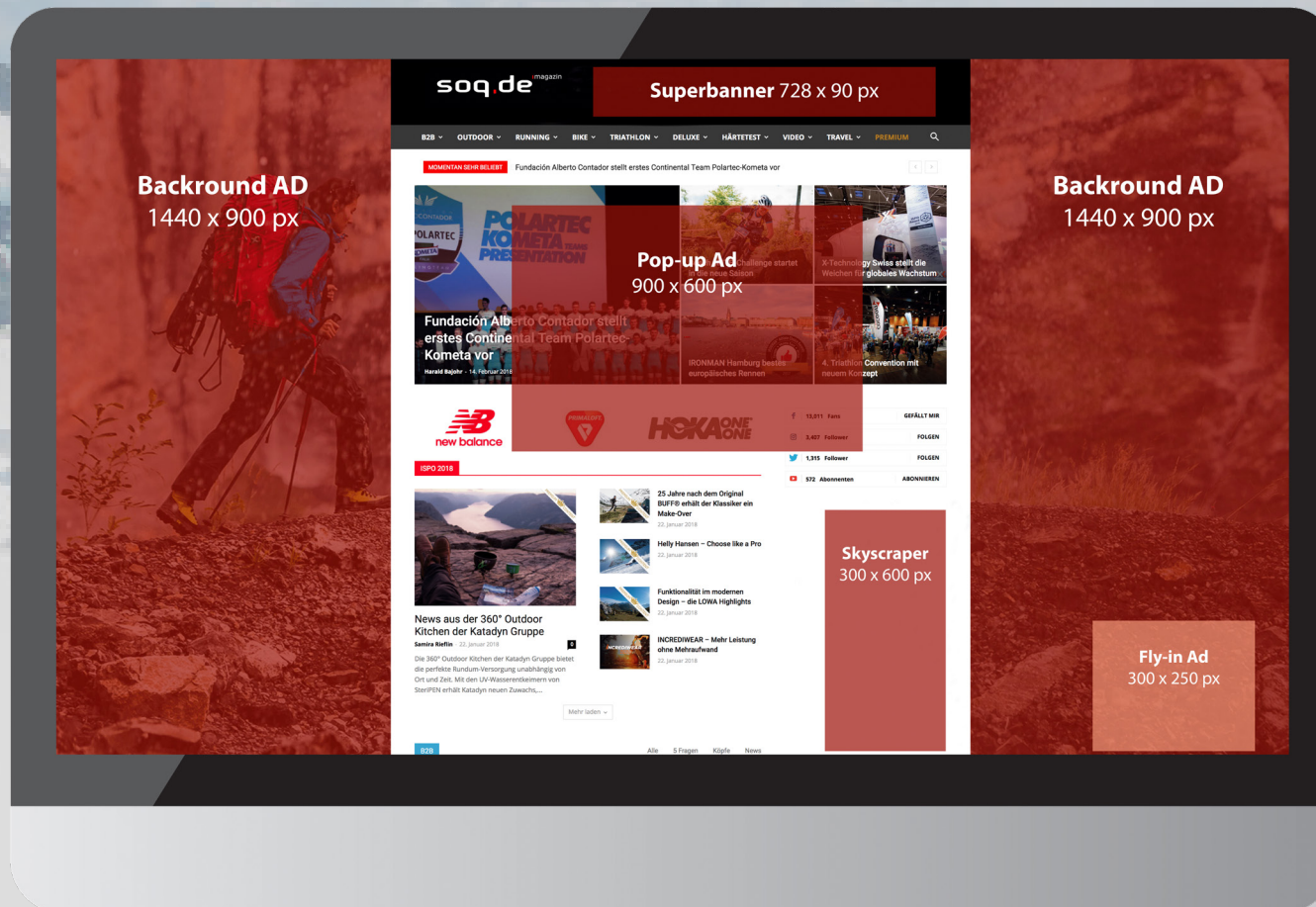
NEWSLETTER: SportInsider, BikeInsider, Spirit, Deluxe

Creatives & format	Top Ad (600x300 px)	Content Ad (468x60 px)	Logo Ad (220x80 px)
Charge per newsletter	225,00 €	135,00 €	300,00 €
Discount	4 issues: 3%, 8 issues: 5%, 10 issues: 8%, 12 issues: 10%	4 issues: 3%, 8 issues: 5% 10 issues: 8%, 12 issues: 10%	12 issues: 3%, 24 issues: 5%, 48 issues: 10%

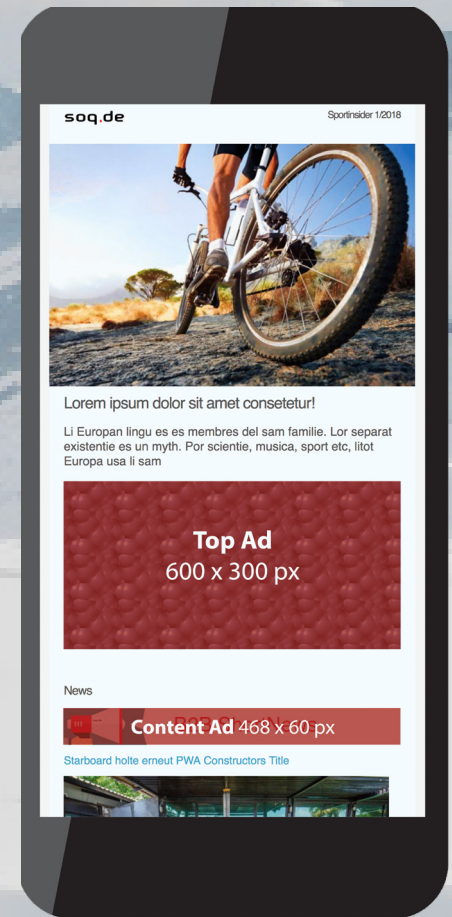
14.1 BANNER TYPES

Overview of conventional online types of advertising

Website



Newsletter



15. TECHNICAL SPECIFICATION

Data format

Banner: JPG | GIF | Flash (DATA SIZE max. 60 kb per creative), pictures: JPG | PNG (resolution 72-100 dpi), text: DOC | TXT | PDF

Delivery of creatives

Creatives have to be provided certified and correct. Via e-mail, at the latest 4 working days before release and separate specification of linking.

Basis for billing

In TKP campaigns the basis for billing is the data of the soq.de-Adserver.

Sound

If sounds are used in an advertisement, they must not be activated by a user action (user-klick, mouse-over). The sound also has to be terminated.

Additional information for flash creatives

Please send the following data for flash creatives:

- flash creative
- fallback image linking

General informations about flash data

All flash banners must have a ClickTAG integrated, so the Adserver can count the clicks. Do not include URLs in the flash data. So called „Hardcoded-URL's“ are not accepted from the Adserver. Please consider that the dimensions of the film correspond to the specifications of your advertisement. The FrameRate should not go beyond 25 frames per second in order to guarantee an optimum performance. We suggest 12 frames per second.

If possible please provide with all SWF creatives GIF or JPG creatives as alternative (Fallback). Fallbacks are provided to users who do not have flash player installed.

Video-ads

Format: mov or mpeg | Codec: H.264 | video size: 720p, anamorph | Framerate: 25 frames | duration: according to booking

Please provide the video as physical data or as a link for download.

Video-content

For the integration of videos as content in the magazine or newsletter we can involve YouTube or Vimeo films directly. Therefore we need to know your favored objective URL.

16. BOOKING MODALITIES AND GENERAL CONDITIONS

- The advertising media is not continuously bookable on the homepage and all other pages
- Offers are valid subject to availability at time of booking
- Offers can include production costs. These are not deductible and not discountable
- The agency commission is 15%
- All prices are net plus legal value added tax
- For online advertisement the general terms and conditions for online services of the soq media GmbH apply.

They are available on <http://www.soq.de/Rechtliches/AGB/>

We are here for you!



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