

# SPORTaktiv 2026

Target group: active athletes, outdoor enthusiasts, FITs



## FACTS

- 50,000
- 158,000 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
- 6 guides per year in Austria  
4 guides per year in Germany

**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
01/2026	12.02.2026	23.01.2026
02/2026	09.04.2026	16.03.2026
03/2026	05.06.2026	15.05.2026
04/2026	06.08.2026	17.07.2026
05/2026	01.10.2026	11.09.2026
06/2026	26.11.2026	06.11.2026

## 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

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