

SPORTS
ILLUSTRATED

"MY MOTIVATION IS THIS
GHOST I'M CHASING."



SKY
HIGH

**Sports
Illustrated**

PROFILE 2022

QUOTE FROM THE EDITOR-IN-CHIEF

The SPORTS ILLUSTRATED brand



Sport is more than just winning or losing 1-0. It's the people and their stories that inspire us – with their skills and with their personality. Athletes become role models because we're always watching them. They fascinate us with their charisma, their boundless drive to succeed and their ability to overcome every obstacle that stands in their way – again and again. We commiserate with them because their defeats are ours, and we celebrate with them because their victories are ours, too.

A portrait of Christoph Landsgesell, Editor-in-Chief, wearing glasses and a grey jacket, set against a dark background with a circular vignette effect.

**Christoph
Landsgesell**

SPORTS ILLUSTRATED AT A GLANCE

A brief look at the brand

SPORTS ILLUSTRATED is more than a sports magazine. It is the sports bible – with exclusive insights from authors and journalists who have direct access to the world’s biggest sports stars. SPORTS ILLUSTRATED is the world’s most influential voice in sports journalism and turns sporting events into (cultural) history – and athletes into icons for eternity. SPORTS ILLUSTRATED is not just about football, but it picks up on the spirit and heritage of the US edition.

PRINT

Print run	100,000 iss.
1/1 gross	€ 19,000
Frequency	4x p.a.
Copy price	€ 6.90

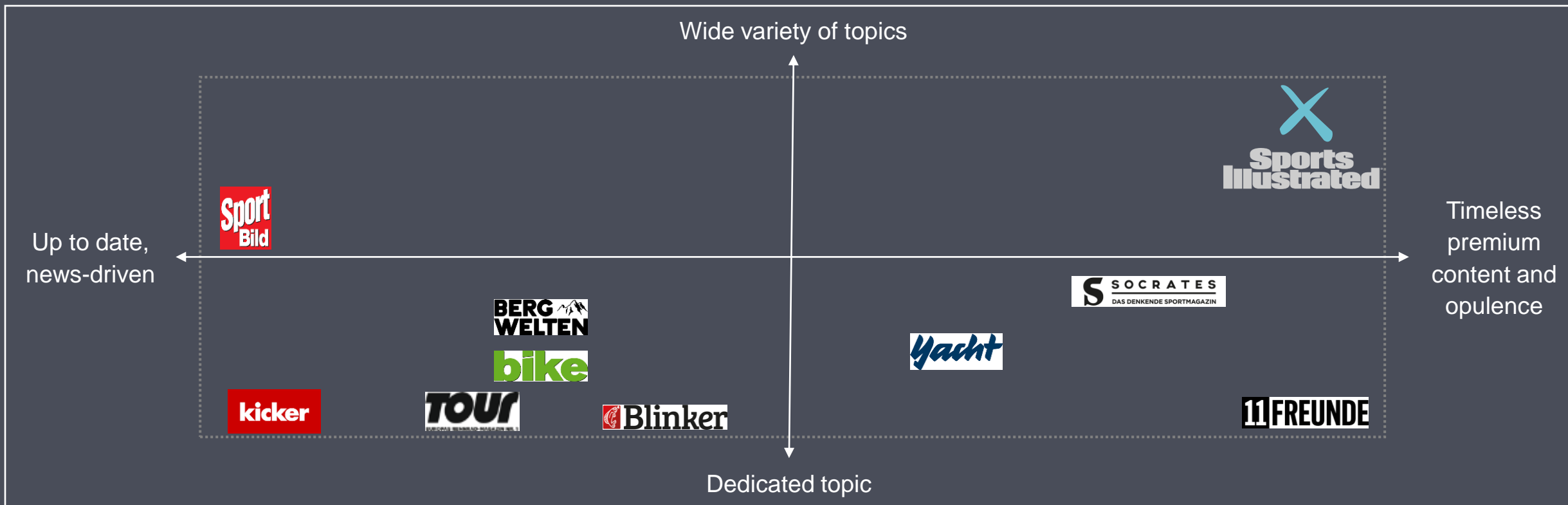


 **SPORTS ILLUSTRATED, because there is more to sport than just sport.**

Source: publisher information

MULTI-SPORT PREMIUM SEGMENT AT A GLANCE

Positioning



➤ SPORTS ILLUSTRATED is unique.
No sports lifestyle magazine on the German market can compare.

YOUNG – EDUCATED – AFFLUENT

The SPORTS ILLUSTRATED target group

SPORTS ILLUSTRATED readers are primarily young, educated and professionally successful men with an above-average household net income. They have a strong interest in sports coverage on all channels, from print to digital to live events, as well as a high willingness to spend money on sports and media.

SPORTS ILLUSTRATED readers appreciate the high-quality journalism and the clear contemporary look – in the layout and the text. Lavish imagery is important to the reader. The unique spectrum of topics and the strong brand image guarantee SPORTS ILLUSTRATED an extremely attractive target group.



Source: Courtesy of publisher

SPORTS ILLUSTRATED

Diverse array of topics

**Sports
Illustrated**



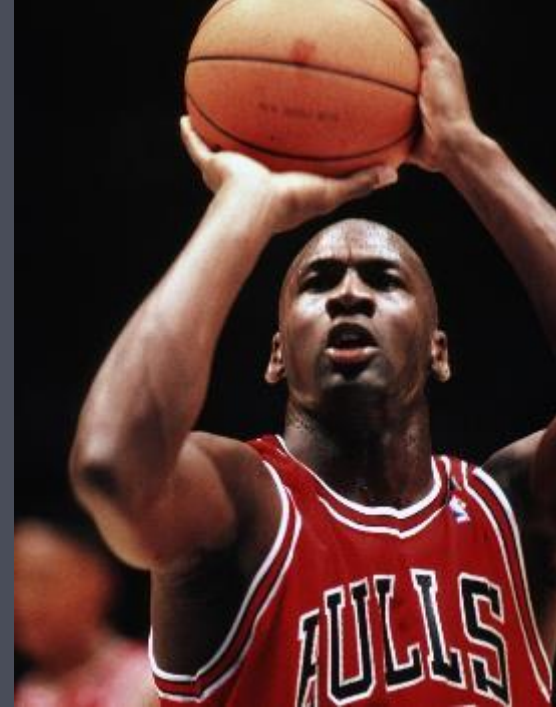
Football

Interviews, features and profiles: the biggest football stars, up close and personal like never before.



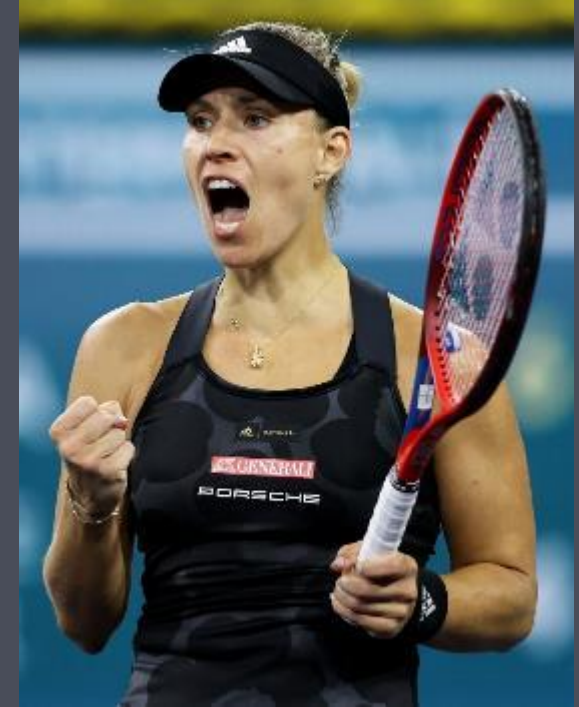
American football

The hype around the NFL continues to grow in Germany as well. Get inside stories straight from the United States.



Basketball

The NBA, the best league in the world, created icons like Michael Jordan.



More sports

Whether it's tennis, motorsport, ice hockey, track and field or winter sports, our magazine covers every popular sport.

SPORTSILLUSTRATED.DE

Topics with a flair for service and news

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Football

News, rankings and profiles from the global game.



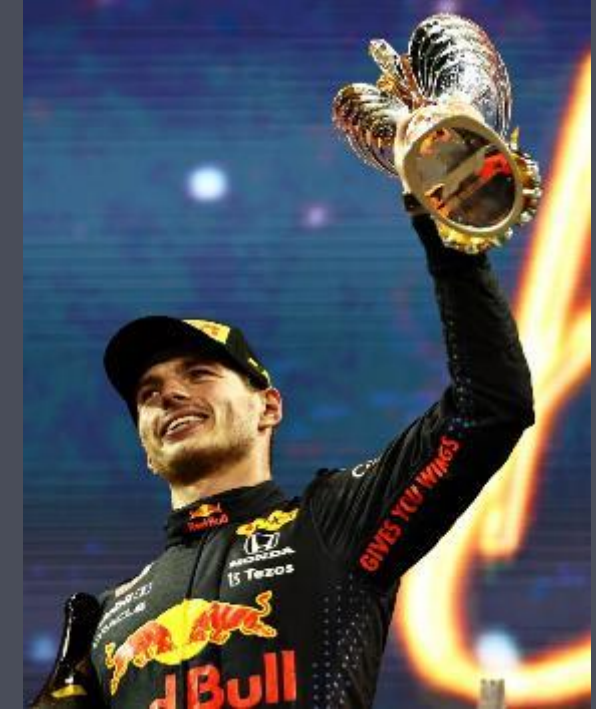
American football

From gameday analysis to the Superbowl: Sports Illustrated is always there live.



Basketball

From rumours to records – everything from the world of the NBA.



More sports

We focus on every important sporting event – be it Formula 1 or the Olympic Games.

A PEAK INSIDE THE MAGAZINE – FOOTBALL

Industry platform

**Sports
Illustrated**

**„JEDE
CHANCE
IM
LEBEN**

**HAT EIN
VERFALLS-
DATUM“**

Seit Sommer ist **JULIAN NAGELSMANN** Trainer des FC Bayern München. Seine Aufgabe: Deutschlands Vorzeigeverein in eine neue, erfolgreiche Ära zu führen. Ganz schön viel Verantwortung für einen 34-jährigen. Wie geht er mit dieser Herausforderung um? Worauf kommt es an – und wie legt man eigentlich so eine steile Karriere hin? Wir haben mit ihm gesprochen



Interviews, features and profiles:

the biggest football stars, up close and personal like never before. Some with exclusive photo shoots.

A PEAK INSIDE THE MAGAZINE – FOOTBALL

Industry platform

**Sports
Illustrated**



The hype around the NFL continues to grow in Germany as well.

Get inside stories from the world of American football straight from the United States.

A PEAK INSIDE THE MAGAZINE – BASKETBALL

Industry platform

**Sports
Illustrated**

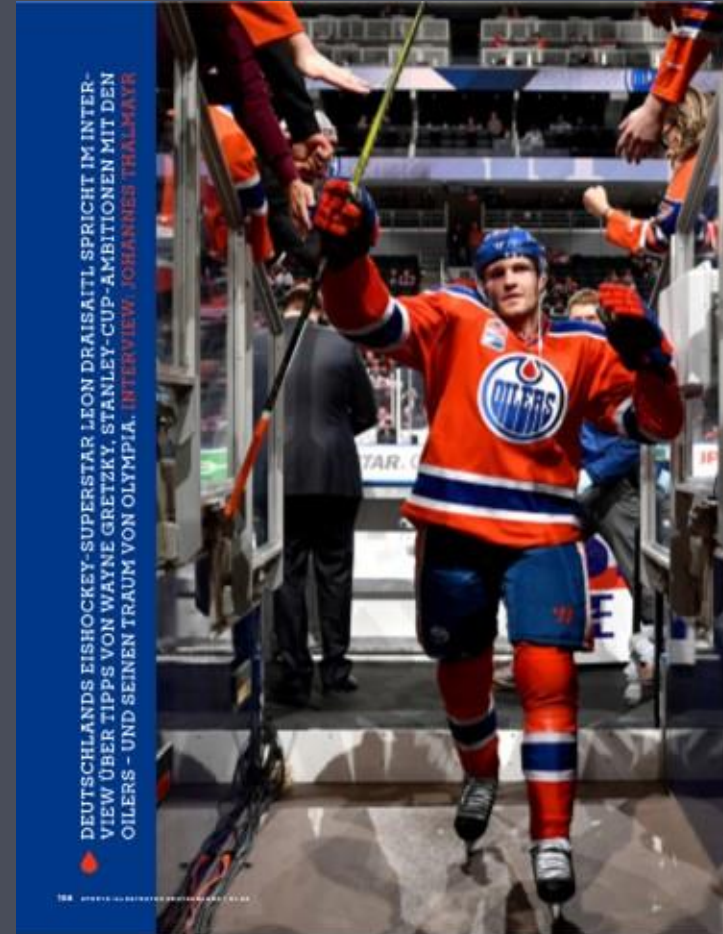
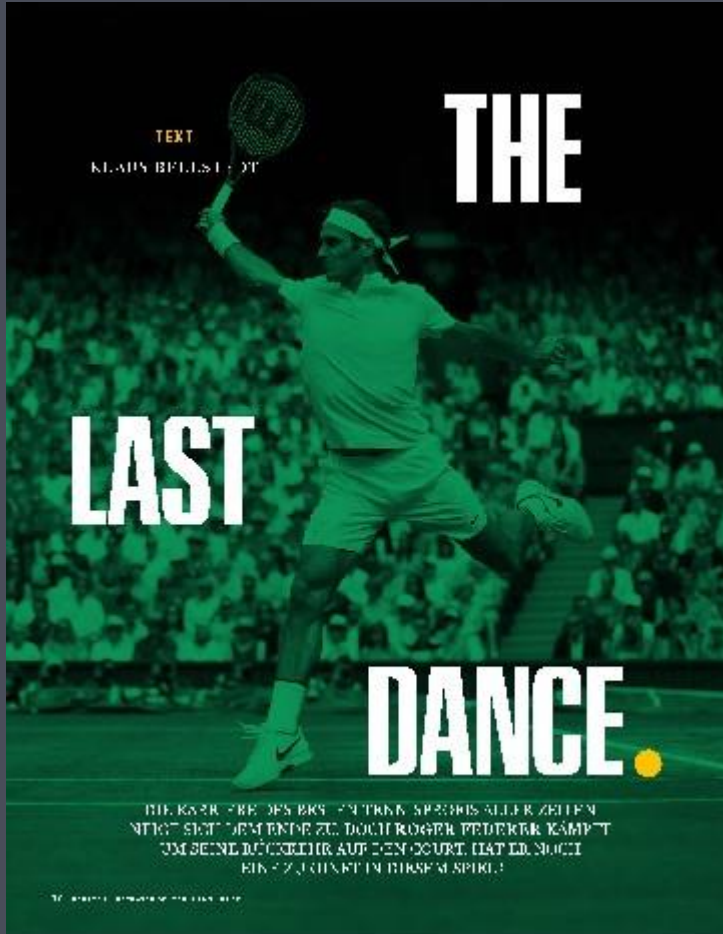


The NBA, the best league in the world, created icons like Dirk Nowitzki.

A PEAK INSIDE THE MAGAZINE – MORE SPORTS

Industry platform

**Sports
Illustrated**



Whether it's tennis, motorsport, ice hockey, track and field or winter sports, our magazine covers every popular sport, provides interesting reports and background information and introduces the most exciting professional athletes.

PERFECT FOR YOUR PLANNING

Good reasons

SPORTS ILLUSTRATED is unique

Steadfast – the only premium multi-sport magazine on the German-speaking market.

Added value for the readers

SPORTS ILLUSTRATED is not just about football, but it picks up on the spirit and heritage of the US edition – with topics ranging from American football and basketball to ice hockey, golf, motor sports, track and field and tennis.

360 degree brand

Custom cooperation concepts on all channels optimise our solution to meet the targets and needs of our partners.

SPORTS ILLUSTRATED is international

SPORTS ILLUSTRATED is the world's most influential voice in sports journalism and turns sporting events into (cultural) history – and athletes into icons for eternity.

BCN.



BRAND FAMILY

360° SPORTS ILLUSTRATED – 360° unique

PRINT



SPORTS ILLUSTRATED
4x per year

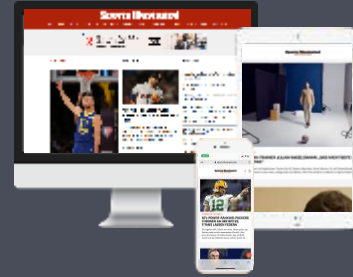


SWIMSUIT ISSUE
Once annually

E-PAPER



SPORTSILLUSTRATED.de



Fully responsive/
endless scrolling

SOCIAL MEDIA CHANNELS



DIGITAL & SOCIAL MEDIA



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