

About Us

SportBiznes.pl is the leading source of information about the sport market in Poland. It is driven by the belief that the sport and recreation industry in Poland is a business sector worthy of its own analysis, b2b and b2c marketing services.



SportBiznes.pl was launched in March 2004.

Our ability to meet your diverse needs comes from two critical elements — our industry knowledge and our deeply committed team of industry players — editors, salespeople, marketers and others with an unmatched commitment to understanding and serving this market.

This compelling combination helps us do what we do best — connect sellers to buyers in the Polish sport market.

SportBiznes.pl is a member of the IDM Net internet advertising network.

Content

The portal's content includes:

- ✓ headline news, supplier news, market trends updated everyday
- ✓ branch press review
- ✓ people on the move
- ✓ calendar of domestic and international sport trade shows
- ✓ industry events: exhibitions, seminars, conferences, sport events
- ✓ experts forum
- ✓ interactive Map of Poland with over 30 categories of sports and recreations facilities.

Target Audience

- ✓ manufacturers, suppliers, distributors of sporting goods
- ✓ commercial dealers/retailers
- ✓ owners, operators and directors of sports clubs and facilities
- ✓ active people.

Facts & Figures

- ✓ over 6 868 000 page views since March 2004
- ✓ over **250 000** page views per month (December 2006)
- ✓ total number of hits monthly between 2 000 000 and 3 000 000
- ✓ over **40 000 Unique Users** monthly
- ✓ average number of pages requested per visitor: 13-20
- ✓ visitors from over 35 countries

Why Join SportBiznes.pl ?

- ✓ 31.5% Repeat Visitor Rate **SportBiznes.pl** is easy to use and navigate
- ✓ A direct link in **SportBiznes.pl** directories is high in relevancy and will influence and improve your ranking in the search engines
- ✓ Each person that visits your site as a result of finding you in one of the **SportBiznes.pl** directories is a highly qualified visitor because they found you through an intelligent search based on their needs and interests
- ✓ **SportBiznes.pl** directories cover a wide range of sports products and services.
- ✓ Our advertisers are given new and exciting ways to connect with their buyers and associate themselves with our industry-leading news, database, commentary, analysis and review.

Users Profile (choose with)

Men	72,64 %
Higher education	73,39 %
Age over 25	61,35 %
Income over 1000 Euro	22,32 %
City over half milion inhabitants	41,67 %
Owners and management team	21,26 %

Advertising Opportunities

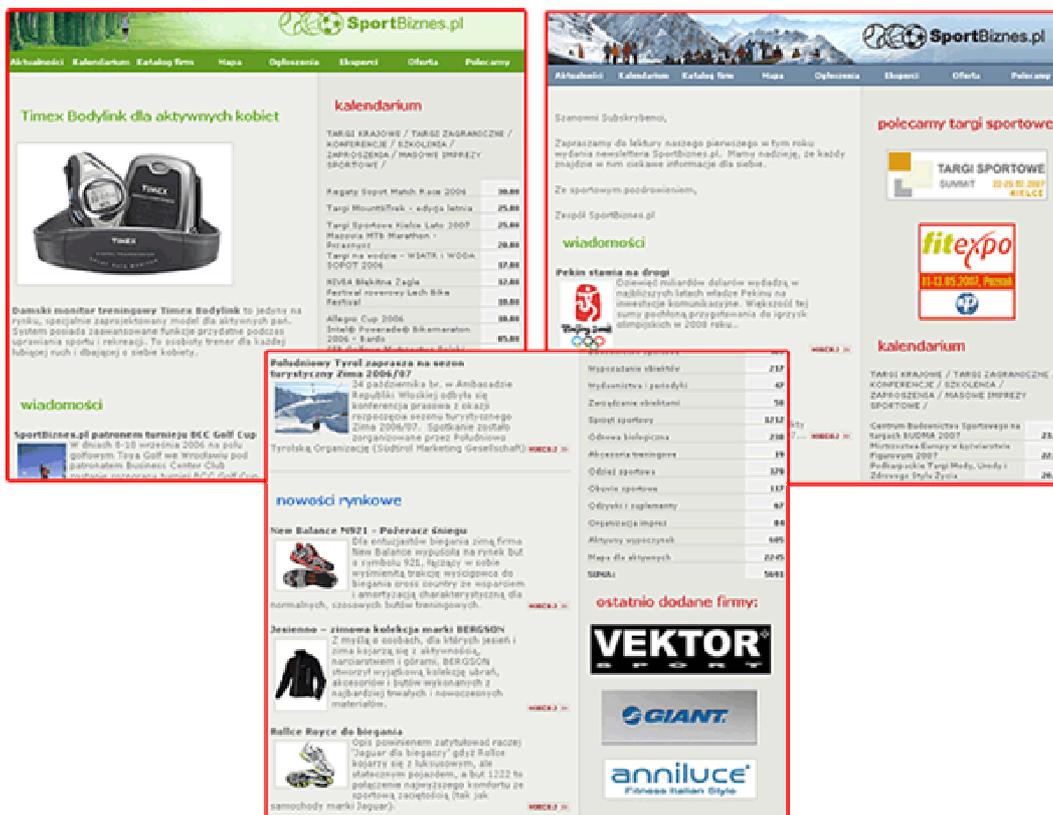
SportBiznes.pl Company Catalog is a searchable database of manufacturers, suppliers and distributors in sport and recreation industry in Poland. You can search by company name, category brand name, product type and basic key words. The database contains comprehensive details of over **6000 companies**, selected by such categories as:

- ✓ sport construction and design
- ✓ sporting goods
- ✓ health and nutrition
- ✓ sport media

Over **10 000** sport facilities operators rely on **SportBiznes.pl Company Catalog** to help make purchasing decisions.

SportBiznes.pl Newsletter

Over **10 000 registered users** receive our Newsletter twice a week, keeping them up with the latest industry news, offers immediate access to the information subscribers need to stay ahead of the competition.



The screenshot displays the SportBiznes.pl website interface with several key sections highlighted:

- Kalendarium:** A list of upcoming events such as 'Regata Sport Mistrzów 2004', 'Targi MountBike - edycja letnia', and 'Maraton MTB Maraton - Wrocław'.
- Wiadomości:** News articles including 'Polski monitor treningowy Timex Bodylink' and 'Polski tenisista zdobył srebrny medal na mistrzostwach świata w tenisie stołowym'.
- Nowości rynkowe:** Market news articles like 'New Balance NR21 - Poleracz śniegu' and 'Zimowe kolekcje marki BERGSDEN'.
- Ostatnio dodane firmy:** A list of recently added companies with a table of statistics:

Wspornictwo i parkiady	217
Wspinaczka	47
Zestawy i akcesoria	39
Sporty zimowe	3737
Odzież biologiczna	31
Akcesoria treningowe	39
Odzież sportowa	379
Odzież sportowa	117
Odzież i reglamenty	67
Organizacja imprez	88
Akcesoria sportowe	645
Mapy dla aktywnych	2045
SINIA	1041
- Polecamy targi sportowe:** Promotional banners for 'TARGI SPORTOWE SUMMIT 2005' and 'fitexpo'.

SportBiznes.pl Databases

Achieve targeted, high-response communication with buyers of products and services in the Polish sport market. Postal and e-mail lists are available to rent from our qualified subscriber lists.

Targeting e-mailing

This cost-effective marketing tool is a powerful way to reach readers directly on their desktops with the timely news they depend on.



The screenshot shows the website for 'Targowe newsy – ispo winter 2007'. The header features the 'ispo' logo and the title. The main content is organized into several columns:

- Targi ispo winter 2007 w pigułce**: A brief overview of the event, mentioning dates (4-7 Feb 2007) and location (Monachium).
- Nowości targowe**: News about new thematic areas, competitions (BoardSports Award), and platforms.
- Polscy wystawcy**: Information about Polish exhibitors and their products.
- Imprezy towarzyszące**: Details about accompanying events like seminars and panels.
- Isipo - Nowe Horyzonty...**: An interview with the project manager.
- Migawki z ispo winter 2006**: A photo gallery from the previous year's event.

At the bottom, there are navigation links for purchasing tickets and viewing reports, along with logos for various partners and sponsors.

Your exclusive advertising message and URL link are e-mailed to our subscribers.



The advertisement for Aqua-Speed features a large image of blue swim fins. To the right, there is a list of products with small images and arrows pointing to them:

- ◀ Płetwy treningowe
- ◀ Lumina
- ◀ Spark
- ◀ Arizona
- ◀ Sasha
- ◀ Jane

The text 'AQUA-SPEED' and 'SWIMMING & DIVING EQUIPMENT' is prominently displayed at the top left.



The advertisement for 'Targi Sportowe Summit' features a central image of a hand pointing upwards. The text reads:

Zapraszamy na największą imprezę targową branży sportowej w Polsce!

Targi Sportowe
25-27.08.2006

- na terenie Targów Kielce skupią przedstawicieli najważniejszych firm branży
- gwarantują dostęp do najnowszych kolekcji odzieży, sprzętu sportowego, trendów i nowatorskich rozwiązań!

At the bottom, it says 'Musisz tam być!' and 'Targi dobrych interesów Targi Twoich interesów!'.

Banners Ads

Here are an examples of banner campaigns:



Classified Ads

features listings in the following categories:

- ✓ Business opportunities
- ✓ Cooperation
- ✓ Carrier opportunities
- ✓ Want-to-Buy / Want-to-sell

Through targeting the largest, and most valuable audience of key industry buyers, **SportBiznes.pl** is providing advertisers with the highest investment value.

Business partner search on the Polish Sport Market

If you consider one of the following:

- ✓ entering the Polish sport market with your products or services
- ✓ finding the Polish subcontractor or supplier
- ✓ gaining new customers or business partners

SportBiznes.pl team can help you to most efficiently and successfully organize local activities.

First of all, we will ask you to provide more details concerning your profile of activity together with your expectations and idea of your business performance in Poland. Analysing your goals and trying to match them with Polish circumstances will help us to make sure your visit will bring best results for you.

Following activities are usually taken into consideration:

- ✓ Business partner searching in Poland according to clients criteria.
- ✓ Reviewing and verifying list of Polish distributors in order to select most potential business partners, contacting most promising companies
- ✓ Organizing your visit in Poland

Our Advertisers (choose with)



Contact

Grupa Sport Arena Sp. z o.o.
ul. Płóńska 36, 03-685 Warsaw, Poland
tel. + 48 22 357 33 35, + 48 22 498 84 05
fax + 48 22 357 95 55

SportBiznes Team



Piotr Urbański, MBA
President and Editor-in-Chief
Mobile: + 48 605 040 527
e-mail: piotr.urbanski@sportbiznes.pl



Kinga Kusińska
Vice President , PR/ Marketing Manager
Mobile: + 48 605 040 528
e-mail: kinga.kusinska@sportbiznes.pl



Grzegorz Chojnacki
Key Account Manager
Mobile: + 48 503 324 500
e-mail: grzegorz.chojnacki@sportbiznes.pl



Ewa Rydzewska
Key Account Manager
Mobile: + 48 605 377 988
e-mail: ewa.rydzewska@sportbiznes.pl



Dariusz Nowak
Editor
Mobile: + 48 605 040 529
e-mail: dariusz.nowak@sportbiznes.pl