

Slanted Magazine #49—Sports

Advertising Special Cultural Institutions & Education Institutes

SLANTED



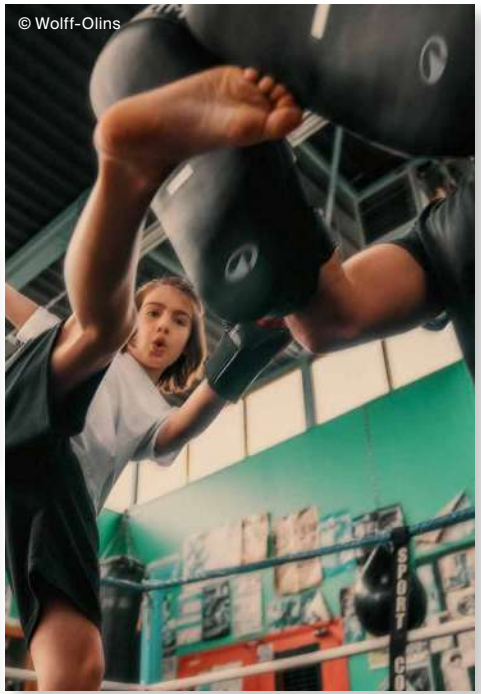




















Slanted Magazine #49

Sports

About Slanted Publishers

Slanted is recognized worldwide as one of the leading design magazines, influential in the fields of design, typography, and visual culture. Our thematic, location-based issues highlight exceptional talents, studios, and brands, offering your clients a premium and inspiring context for their message.

In addition to our renowned print magazine Slanted, our expanding community stays connected through *slanted.de* and our social media channels, where we share the latest updates on trends, new products, events, and creative projects.

Since 2004, Slanted has established itself as a respected thought leader and influencer. Our audience values the quality, authenticity, and insight of our recommendations, making Slanted the go-to source for all things design and creativity.

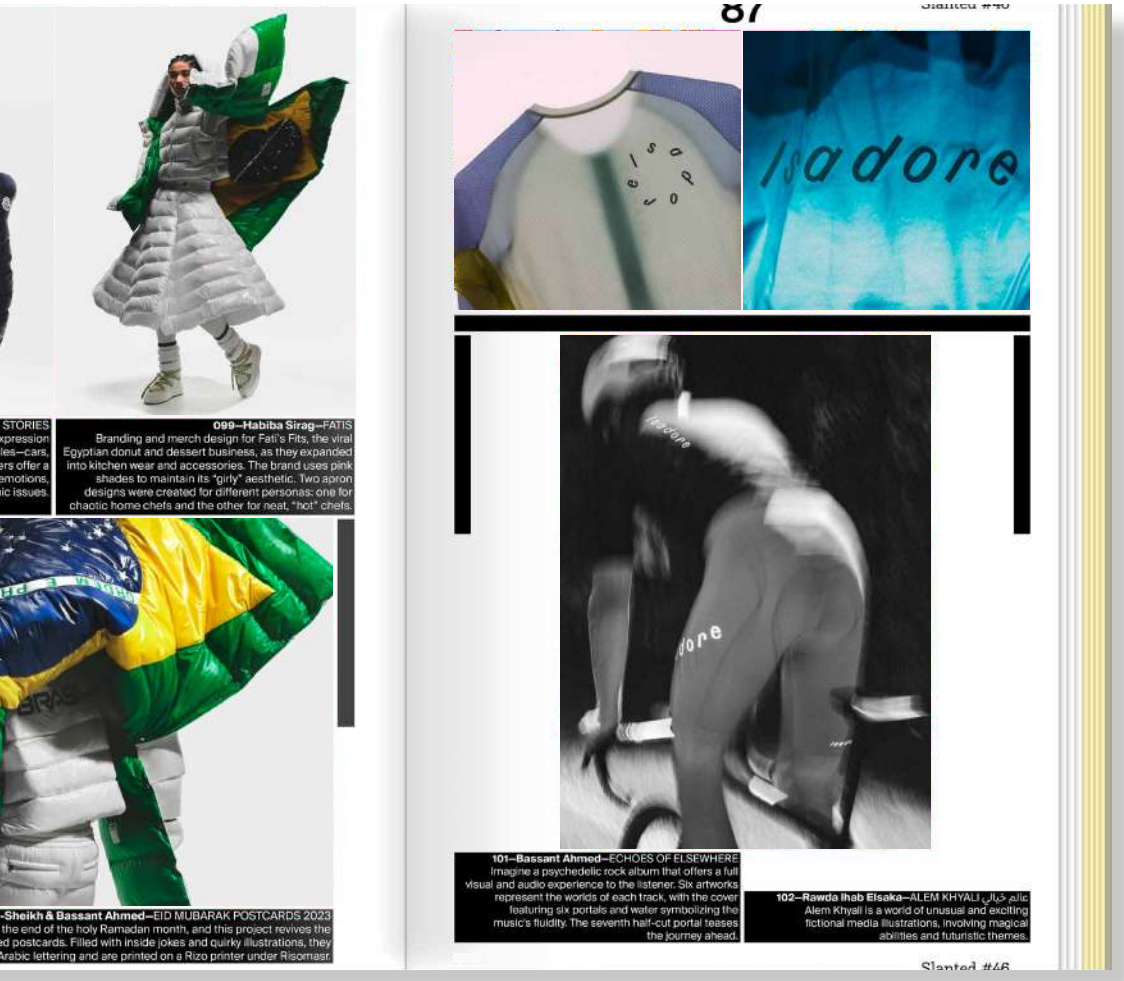
Slanted Magazine #49–Sports

This edition explores how Sport's visual ecosystem—team identities, event systems, athletic merchandise, stadium environments, digital platforms—operates as a living laboratory for design.

It examines emerging typographies created specifically for athletic contexts, how contemporary designers approach the sacred geometry of heritage brands, the role of color theory and spatial design in shaping experience, and how sport has become a vehicle for localized artistic expression that achieves global reach.

From underground design studios to international sporting bodies, the work being made today reveals sport not as a constraint on design, but as its very generative problem.

editorial scope



Showcasing sport's diverse design landscape—from emerging typographies to established institutional identities, across formats and scales.

Covering a wide spectrum: graphic design, type systems, visual branding, digital platforms, photography, and spatial experience.

Exploring the stories behind the work: athletic heritage, creative processes, and local perspectives reshaping global visual culture.

Featuring real-world projects and voices that define sport's dynamic and evolving design landscape.

Slanted Multiplies

magazine	5–8K issues
books	~12–15 per year
online platform	1.1 mio. (apr 2026)
facebook	58.6K followers
instagram	143K followers
x	8.8K followers
newsletter	32K subscribers

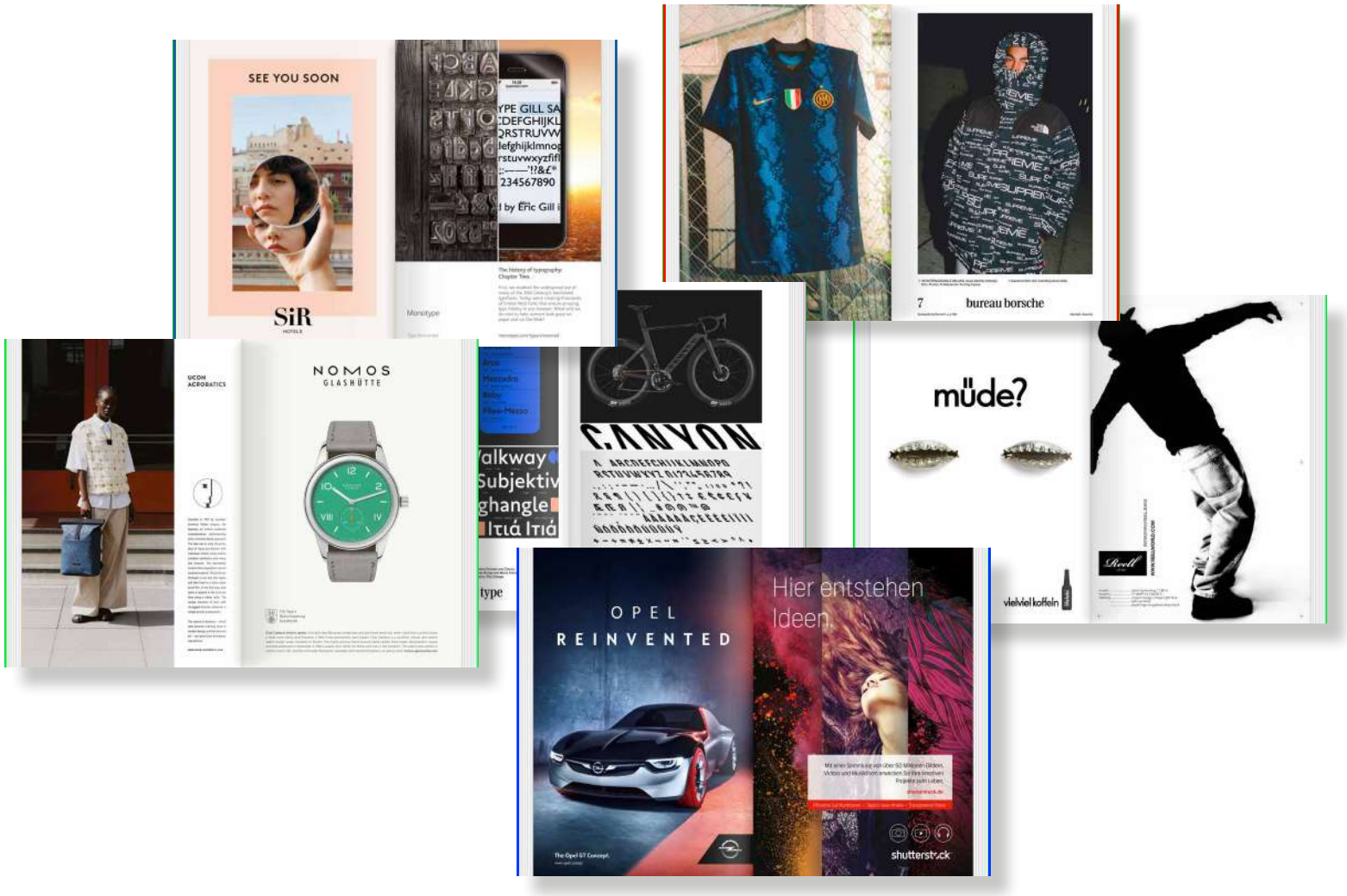
Audience Reach

- ↗ Global readership of designers, typographers, developers, artists, and educators from 141 countries
- ↗ Highly engaged community in print, digital, social media and events
- ↗ Readers motivated by discovery, experimentation, and practical inspiration
- ↗ Collaborations with renowned designers, studios, and brands
- ↗ Regularly featured in design media, on conferences, and exhibitions worldwide
- ↗ International distribution

Collaborate With Us!

advertising

Place your products or brand in front of a highly targeted creative audience: designers, academics, content creators.



Collaborate With Us!

editorial integration

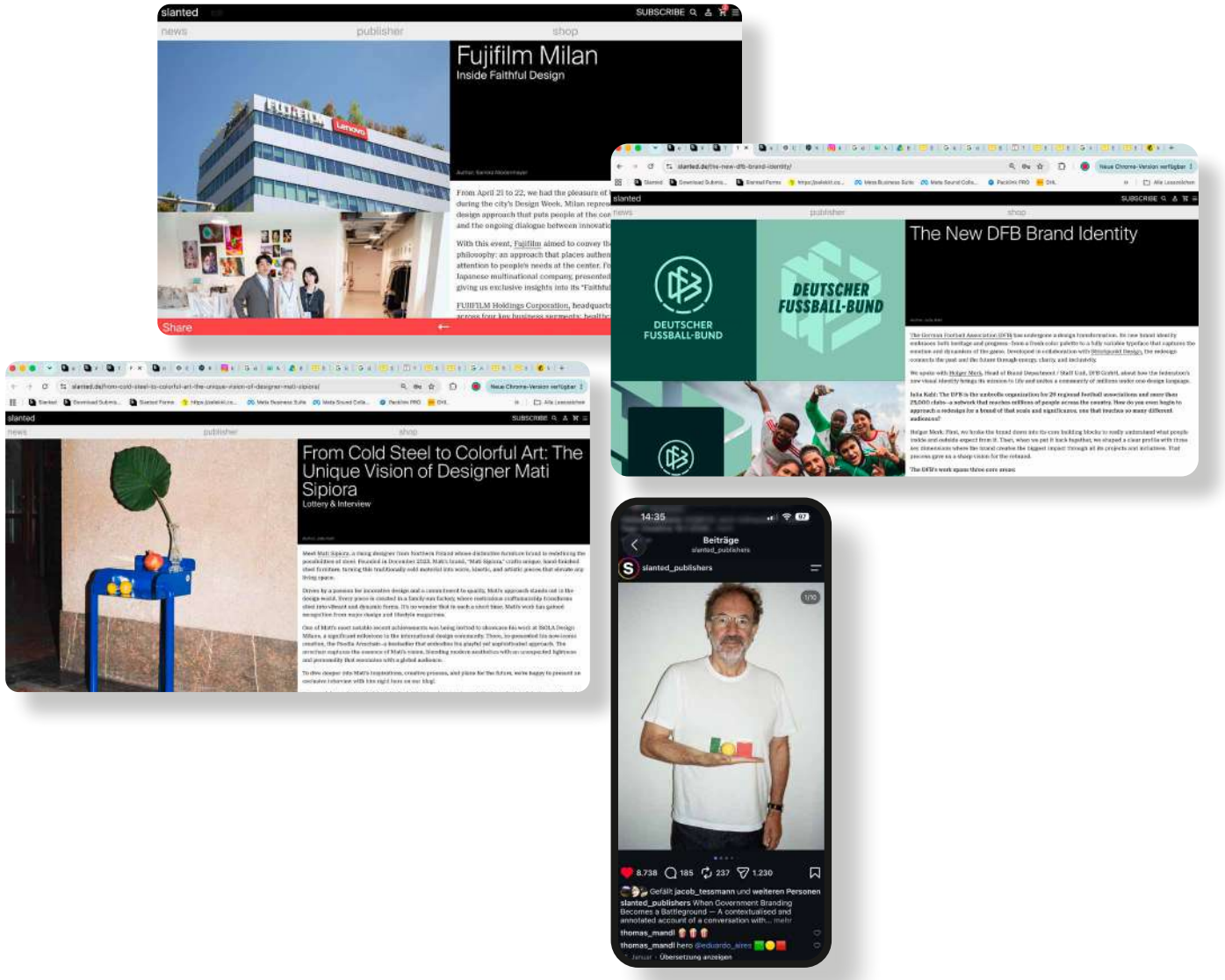
Showcase your company or services in a design-sports relationship's context that connects you directly with creative community and decision-makers.



Collaborate With Us!

visibility beyond print

Exposure through Slanted's online blog, and social media channels.

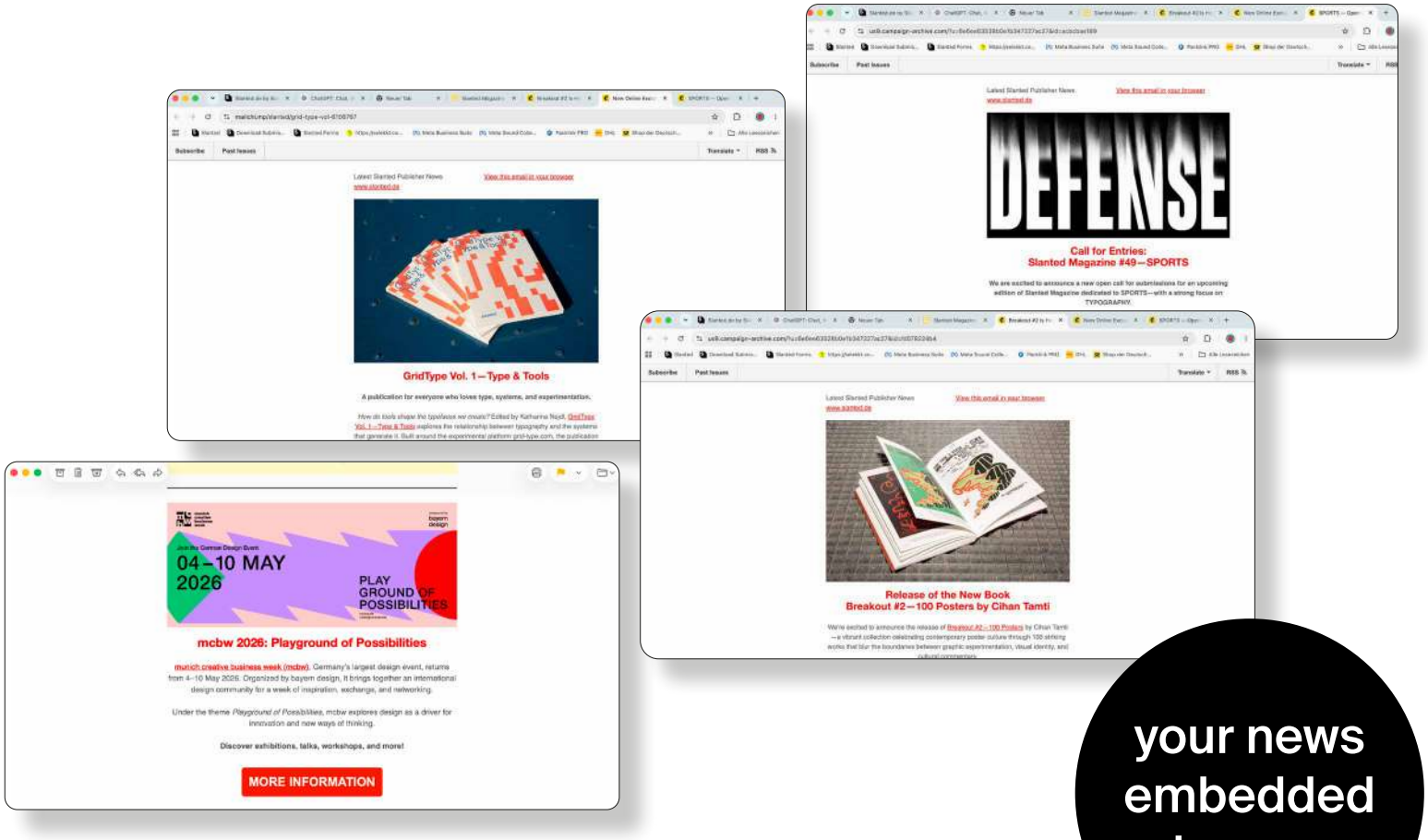


→ Fujifilm
→ DFB
→ Mati Sipiora
→ Studio Eduardo Aires

Collaborate With Us!

Newsletter

Exposure through Slanted's newsletters.

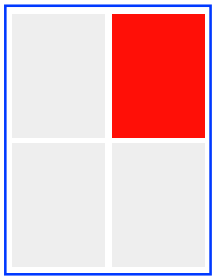


your news embedded in ours

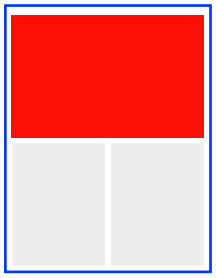
→ mcbw
→ Call for Entries #49 Sports
→ Grid Type
→ Breakout #2

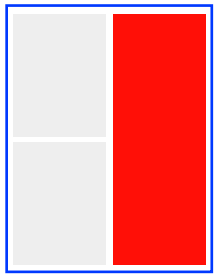
Slanted Magazine #49 Sports

Print Special Price List

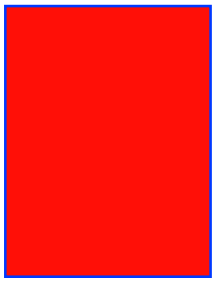


1/4 page, 67.5 mm wide × 110 mm high
CMYK / € 400.– (Regular price: € 1,100.–)
BW / € 330.– (Reg. price: € 900.–)





1/2 page, 140 mm wide × 110 mm high
1/2 page, 67.5 mm wide × 225 mm high
CMYK / € 680.– (Reg. price: € 1,800.–)
BW / € 560,– (Reg. price: € 1,450.–)



1/1 page, 160 mm wide × 240 mm high
CMYK / € 1,000.– (Reg. price: € 3,000.–)
BW / € 800.– (Reg. price: € 2,400.–)

Book multiple ads and receive 5 % discount!

Newsletter Special Price List

Our newsletter is sent out maximum twice per month and reaches about 32k design lovers that subscribed over the last 21 years.

The subscribers are interested in our news and therefore do have an intense look at it.

The newsletter is based on our own news and latest publications, which are presented in three to five equally sized articles. A maximum of two of these articles can be offered as advertorial space.

Text: max. 650 characters
incl. blanks, 1 link
Image: 1,200 × 800 px
(horizontal format)

→ Subscribers (10 / 06 / 25): 32,068
→ Opening rates: 48.4 %
→ Clicks per unique open: 2.1 %
€1,200 → €500*

*The promotional price applies only with a print ad order. Interested in discounted digital services for cultural and arts institutions? Let us know— we'll create a custom offer for you!

Slanted Magazine #49—Sports Timeline and Specifics

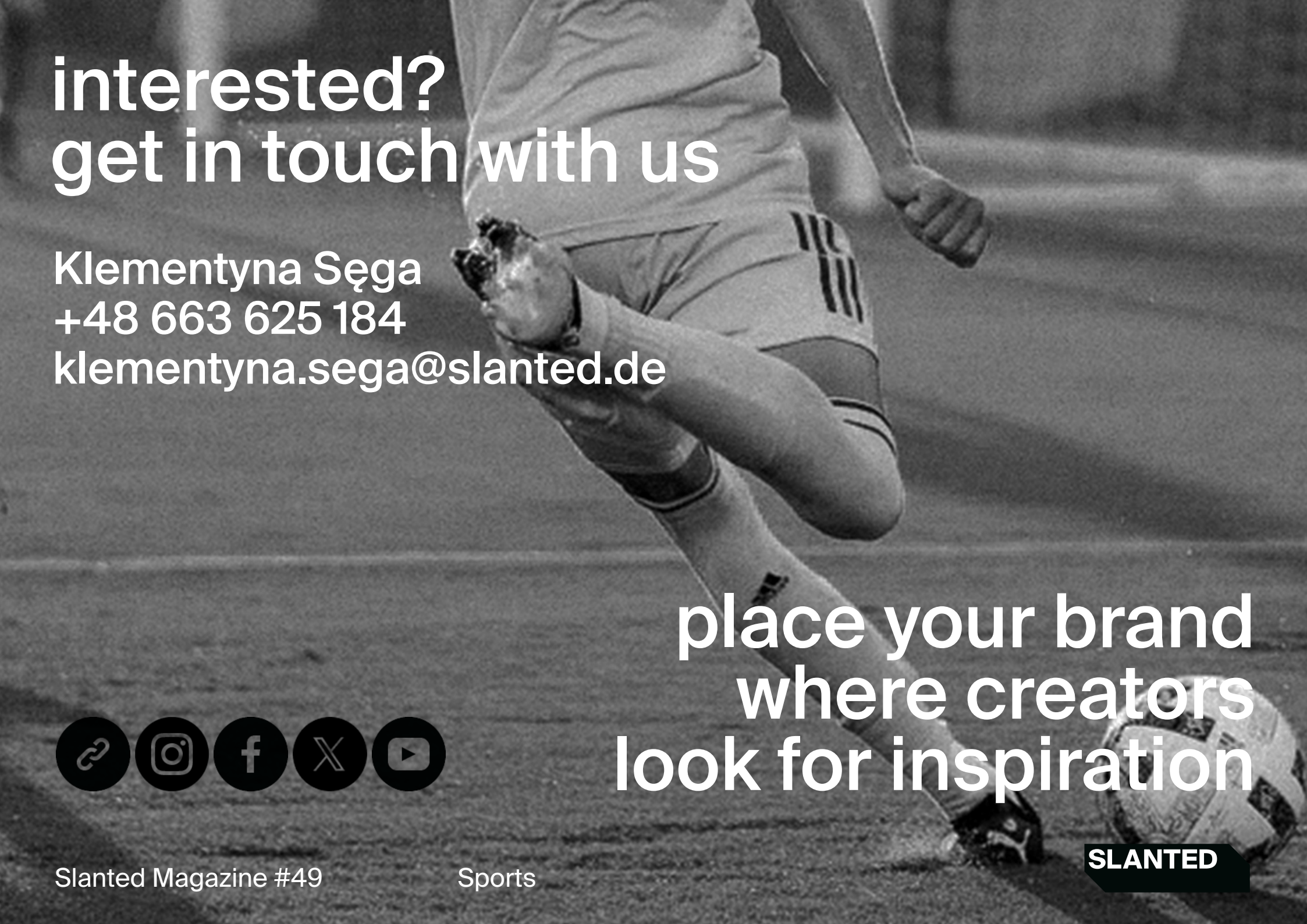
Key information

→ Release: end of April 2027
Ad close 01/31/2027
Deadline Artwork 02/15/2027

Read more about the Call for Entries here.

Technical facts

→ Format: 160 × 240 mm
→ Print run: based on issue's theme, 6,000–8,000
→ Volume: 224–288 pages, 8-page cover
→ Print: Offset
→ Workmanship: Softcover with open thread-stitching
→ Produced in Germany
→ ISSN: 1867-6510
→ Retail price: EUR 24.– (DE), GBP 27.– (UK), USD 32.– (US)



interested?
get in touch with us

Klementyna Sęga
+48 663 625 184
klementyna.sega@slanted.de

place your brand where creators look for inspiration

SLANTED