

# SKI canada

## PRINT & ONLINE

Reaching the Largest  
Alpine Ski Audience in Canada

reader demographics

circulation

online media

Canadian ski market data



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#### DEPARTMENTS, MOST ISSUES

- » **First Tracks** The editor skis madly off in all directions
- » **Short Turns** News, gossip and racy photos
- » **Dr. John's ER** Medical advice for skiers
- » **Road Trips** Checking in on local ski areas
- » **Gear & Gadgets** fashion, the best in gear, from helmets to gloves, eyewear to boot- warmers...and beyond
- » **Competition** From WC alpine to freestyle to freeski, Jim Morris is there
- » **Skill School** This ain't no old school ski school
- » **Crosshairs** Extend your dream time admiring the best of *Ski Canada's* award-winning photographers
- » **Caught & Shot** The last word

#### EDITORIAL OUTLINE FOR 2019/20

##### **VOL 48 #1: 2020 FALL ANNUAL BUYER'S GUIDE**

publishes week of August 26, 2019

\* on newsstands week of September 8, 2019

*Ski Canada's* annual gear guide influences more skiers than any other source. Ideas to details, our first issue of the year is full of worthy distractions from what's in shops for the season to the best of alpine skis put to the test on-slope, as well as some dream-worthy plans for where to ski this winter.

Also in this issue:

- » B.C. by RV: **Hemlock, Sasquatch, Apex, Baldy and Manning Park**
- » **Wiegele World** turns 50!
- » French Canada: **Mont-Sainte-Anne**
- » French Switzerland: **Val d'Anniviers**
- » Fitness tips to get you ready for winter



**SKI CANADA  
ALSO HAS A  
DIGITAL EDITION**

Last season's issues and all future issues will be available on [pocketmags.com](http://pocketmags.com)

*Ski Canada* mag can now be read on your PC, Mac, iPad, iPhone, Android device, Kindle Fire, Windows 8 device and Blackberry Playbook.



**VOL 48 #2: FALL 2019 (OCT/NOV)**

publishes week of September 30, 2019

\* on newsstands week of October 14, 2019

**HIGHLIGHTS**

- » Red Mountain
- » Castle Mountain
- » Owl's Head
- » Why I moved to Shames
- » Chatter Creek
- » Trois Vallées & Andermatt
- » Talking with Chad Sayers
- » More gear tested: backcountry
- » Tips from the gym, Tips for onslope

**VOL 48 #3: DECEMBER 2019 (DEC/JAN)**

publishes week of November 18, 2019

\* on newsstands week of December 2, 2019

**HIGHLIGHTS**

- » Banff in three parts
- » Pallisades, PQ
- » Mont Sutton
- » Revelstoke – Jake Sherman at the Revelstoke Review writes about working for a town paper in a ski town.
- » More Gear & Gadgets
- » Monterosa, Italy
- » Talking with Leah Evans
- » Tips from the gym, Tips for onslope



**VOL 48 #4: WINTER 2020 (FEB/MAR)**

publishes week of February 3, 2020

\* on newsstands week of February 10, 2020

**HIGHLIGHTS**

- » Fernie
- » Apex's Gunbarrel Saloon
- » Creating an avalanche bulletin
- » British chalet-girls in St Anton
- » My worst roadtrip
- » Hanging around Cortina d'Ampezzo
- » Tips on Technique Part III



## SKI CANADA MAGAZINE READER SURVEY

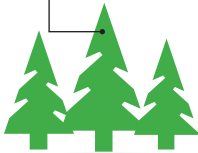
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and the results follow.

The readers of **Ski Canada** magazine are at the core of the alpine ski market

AVERAGE **25 SKI DAYS** EACH SEASON

**89%** ADVANCED OR BETTER ABILITY; **47%** EXPERT

They ski the entire mountain **64%** ski backcountry;



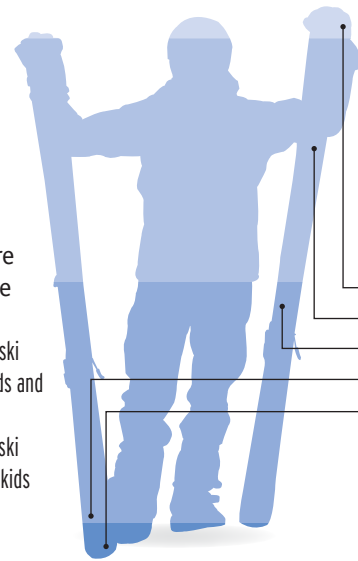
They ski a lot **56%** ski more than 21 days each ski season



Most buy season's passes They are committed to their sport



They are sociable skiers **63%** ski with friends and relatives; **32%** ski with their kids



**6%** RACER  
**45%** EXPERT  
**42%** ADVANCED  
**10%** INTERMEDIATE  
**1%** NOVICE

**86%** TAKE SKI VACATIONS **3 DAYS OR LONGER**

MANY **SKI CANADA READERS** TAKE MORE THAN ONE SKI VACATION EACH SEASON

**44%** TAKE 2 OR MORE

AVERAGE NUMBER OF DAYS ON SKI VACATION:

**6.5 DAYS**

5 or more trips a year **8%**



**2 TO 4 TRIPS A YEAR** **37%**



**1 TRIP A YEAR** **42%**



**SKI CANADA READERS SKI DESTINATIONS**

BC	<b>68%</b>
ALBERTA	<b>39%</b>
QUEBEC	<b>32%</b>
ONTARIO	<b>27%</b>
U.S. EAST	<b>18%</b>
U.S. WEST	<b>18%</b>
EUROPE	<b>7%</b>

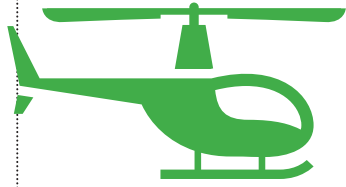
*I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews*

*Ski Canada mag, as long as it stays committed to Cdn content and reviews of Cdn ski hills from coast to coast and doesn't get too elitist, will remain as an important conduit to ski industry for me I really enjoyed the magazine! All articles were fantastic!*

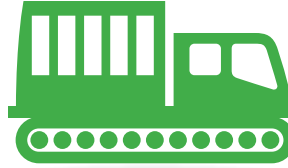


MORE THAN  
A THIRD OF  
READERS OWN OR  
RENT A SKI CHALET  
OR CONDO

## ONE IN FOUR HAVE GONE HELI-SKIING AND/OR CAT-SKIING



HELI-SKIING **24%**



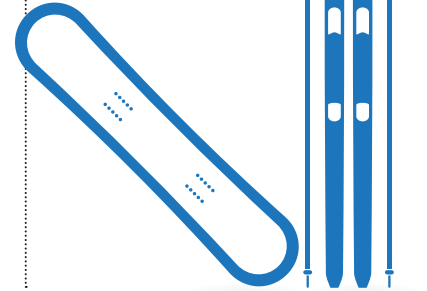
CATSKIING **24%**

**64%** PLAN TO IN THE NEAR FUTURE

HELI-SKIING (AVERAGE) = **1.25** TIMES IN THE PAST THREE YEARS  
SNOWCAT SKIING (AVERAGE) = **2.44** IN THE PAST THREE YEARS

READERS ARE  
MULTI-SNOWSPORTS  
PARTICIPANTS

**32%** ALSO CROSS-COUNTRY  
**10%** ALSO SNOWBOARD



**Ski  
Canada**  
readers  
are BIG  
spenders  
in the  
ski gear  
market

**71%** BOUGHT  
ALPINE SKIS  
WITHIN THE  
PAST YEAR.

**79%** OF THOSE WHO BOUGHT WERE  
AT **HIGH END** OF RETAIL PRICING

SKIS **71%**  
APPAREL **62%**  
GLOVES **57%**

HIGH END **79%**  
HIGH END **57%**  
HIGH END **60%**

GOGGLES **56%**  
BOOTS **53%**  
HELMET **44%**

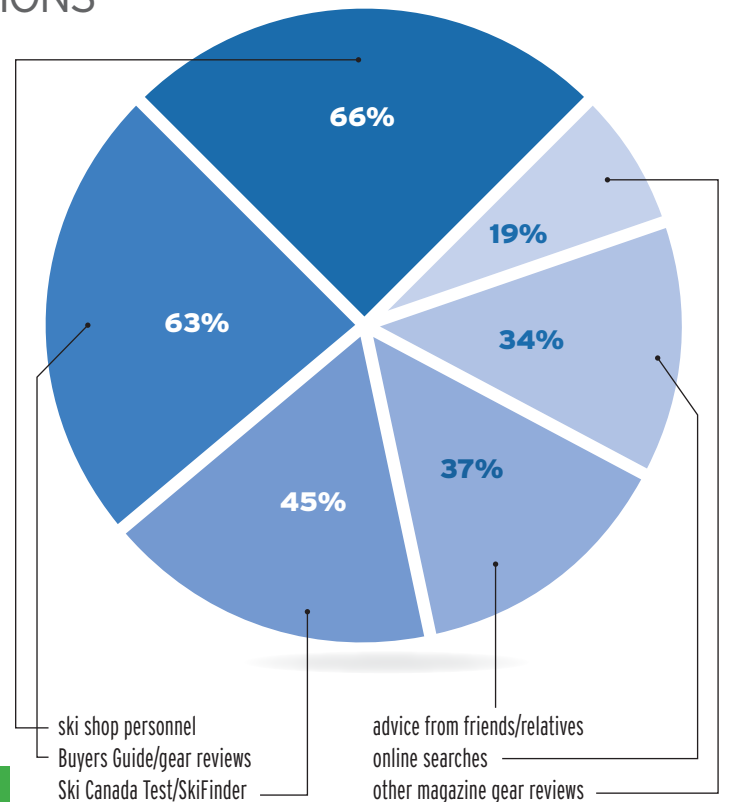
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

SUNGLASSES **26%**  
TECH ACCESSORIES **16%**  
AVALANCHE GEAR **8%**

HIGH END **64%**  
HIGH END **66%**  
HIGH END **72%**

## INFLUENCE PURCHASE DECISIONS

**TOP 3** INFLUENCES ON THEIR  
PURCHASE DECISIONS.



*Keeps passion  
alive! Especially  
in non-skiing months.  
Reread often during  
these times. Left on  
table at cottage and/or  
at home.*

*It is a good, informative  
magazine and it is  
Canadian!!!*

*It has lots of general  
info plus Canada-specific  
info. It has a sense of  
humour - skiing is fun.*

**88%** OF SKI CANADA  
READERS BUY AT SKI  
SPECIALTY SHOPS



**62%**  
BOUGHT  
SKI APPAREL  
**57%** OF THESE  
"HIGH END"



**57%**  
BOUGHT  
GLOVES  
**60%** OF THESE  
"HIGH END"



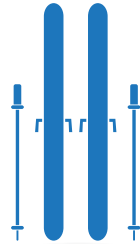
**56%**  
BOUGHT  
GOGGLES  
**63%** OF THESE  
"HIGH END"

**38%** FREQUENTLY GIVE  
ADVICE ON SKI EQUIPMENT AND  
SO FURTHER INFLUENCE  
PURCHASE DECISIONS

Readers rate the content of **Ski Canada** magazine very high



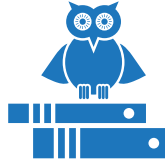
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



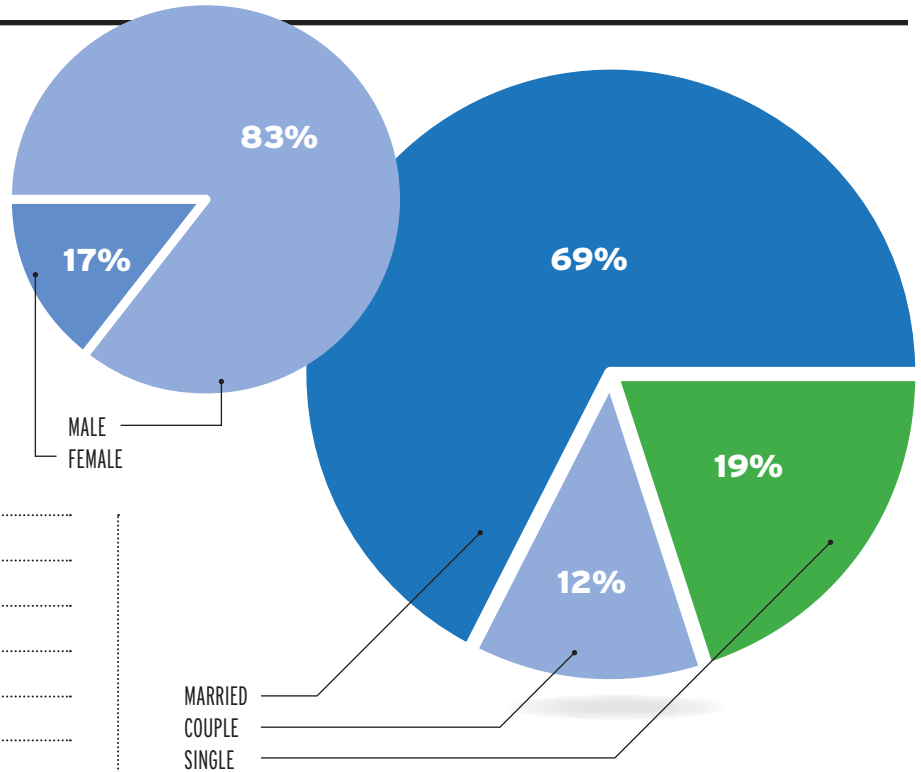
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

**85%** FIND THE **SKI CANADA TEST** REPORTS VERY USEFUL.

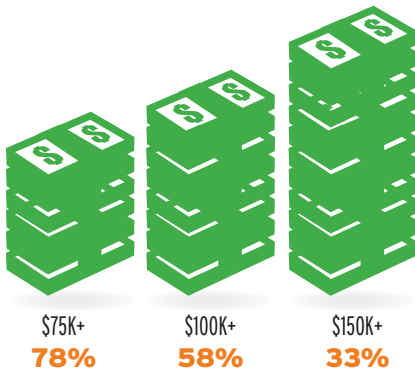
## READER DEMOGRAPHICS



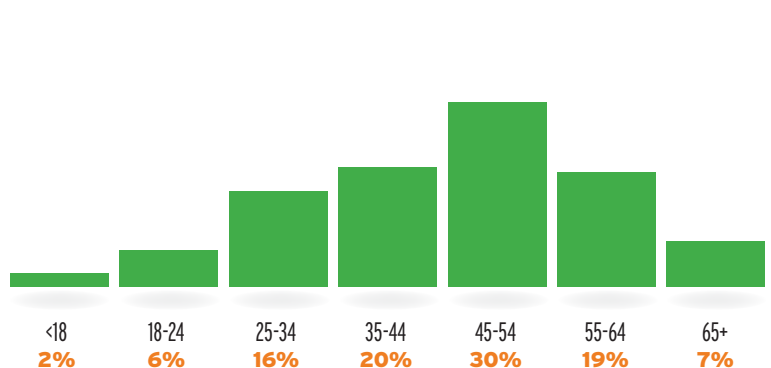
## READER OCCUPATION

MANAGERS, OWNERS	<b>40%</b>
EMPLOYEE	<b>20%</b>
SELF-EMPLOYED	<b>14%</b>
COLLEGE/UNIVERSITY	<b>7%</b>
OTHER/RETIRED	<b>20%</b>

## READER HOUSEHOLD INCOME



CHILDREN <18 **31%**



*Excellent ski tests and buyers guide. Good info on Canadian ski resorts*

*Keep it up! I love this magazine and have been a subscriber for many years!!*

*I have relied solely on the results of your ski tests, to base new ski purchases on, without fail, on numerous occasions. They are completely unbiased (I trust they are) and are extremely accurate to base purchase decisions on.*

*Buyers' guides are good, but we are price influenced since there are 4 of us skiing and costs can get quite ridiculous. Over-all the mag is excellent.*

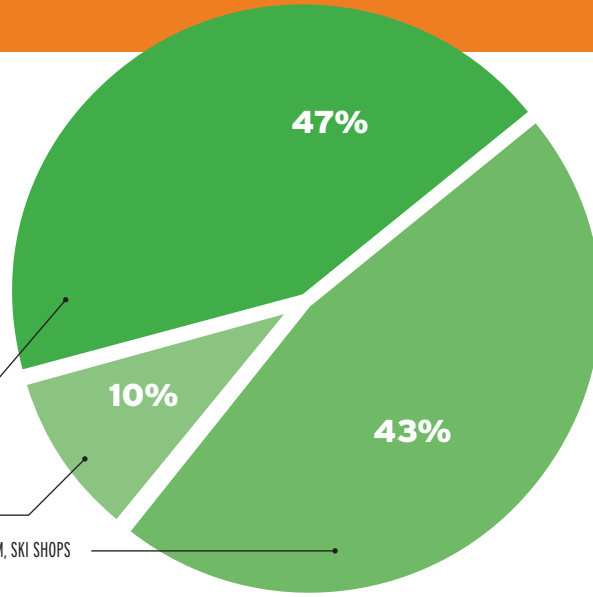
## #1 CIRCULATION

snowsports magazine in Canada:

average total readers per issue

# 100,000+

SOURCE: CCAB annual statement of paid & audited circulation



PAID SUBSCRIPTIONS  
SINGLE COPY SALES  
PAID OTHER SKI AREA HOTELS/LODGES IN ROOM, SKI SHOPS

### GEOGRAPHIC DISTRIBUTION

ATLANTIC	1.2%
QUEBEC	6.7%
ONTARIO	33.9%
MB/SK	1.0%
ALBERTA	25.2%
BC	29.2%
USA	2.6%
FOREIGN	0.2%

SOURCE: CCAB statement March 2016

### CANADIAN PAID CIRCULATION 2017/2018



SOURCE: Ski Canada CCAB statement 12 months average per issue ending March 2017. All other magazines estimated Cdn paid circulation including newsstand sales.

#1  
PAID  
CIRCULATION

#1  
SUBSCRIPTIONS

#1  
NEWSSTAND  
SALES

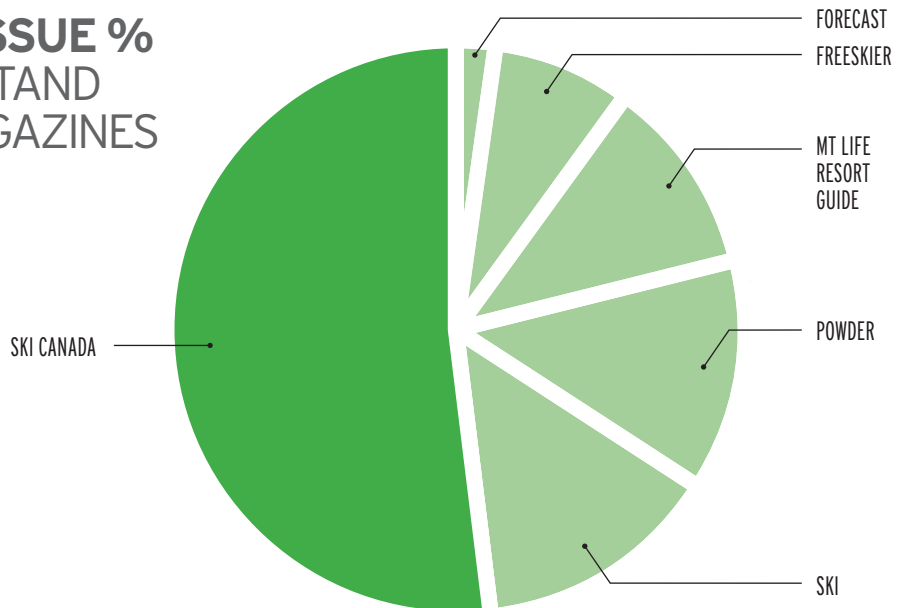
98%  
PAID  
CIRCULATION  
INCLUDING  
NEWSSTAND  
SALES & SUB-  
SCRIPTIONS.

Ski Canada's  
circulation  
is audited by  
CMCA\*

\* Canadian Media Circulations Audit

### AVERAGE PER ISSUE % OF TOTAL NEWSSTAND SALES BY SKI MAGAZINES IN CANADA

**SKI CANADA MAGAZINE**  
SOLD MORE THAN ALL  
OTHERS **COMBINED.**



SOURCE: COAST-TO-COAST NEWSSTAND SERVICES

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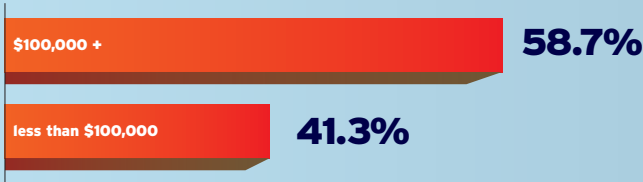
# THE CANADIAN ALPINE SKI MARKET

## MARKET SIZE

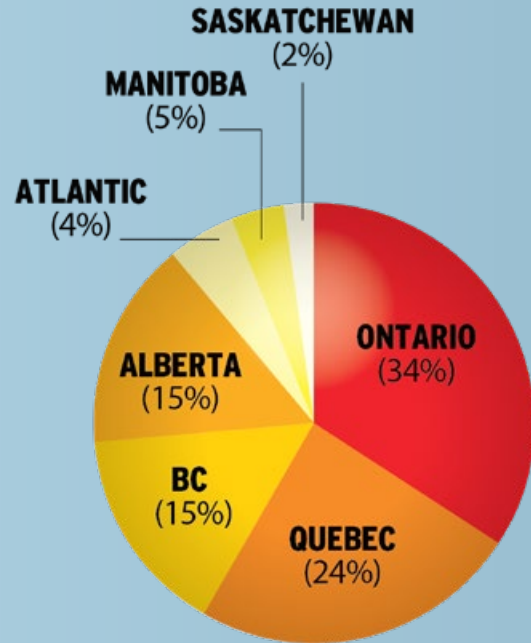
- **2,910,000** Canadians 12 year+ are alpine skiers
- **18,818,000** total skier visits in Canada (incl snowboarders)\*
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- Average age **41.8 years**
- **59%** male

\* a skier visit is one skier/snowboarder participating on one day

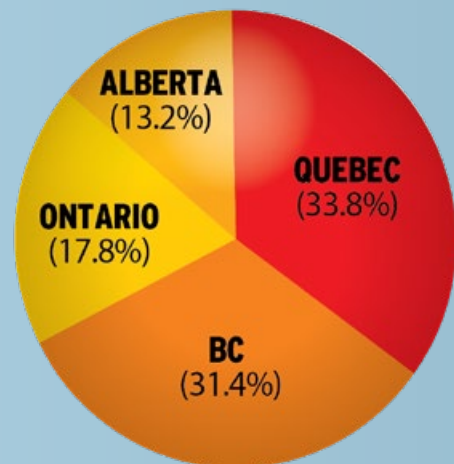
## HOUSEHOLD INCOME



## MARKET SHARE OF ALPINE SKIERS BY PROVINCE



## GEOGRAPHIC DISTRIBUTION OF SKIER VISITS





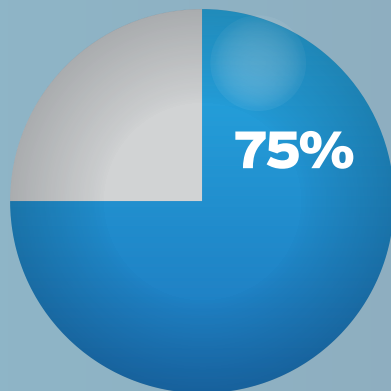
# SKI CANADA MAGAZINE ON MULTIPLE PLATFORMS: PHYSICAL, MOBILE AND DIGITAL

Each issue of **Ski Canada** magazine is available as a digital edition via **Pocketmags.com**. But research shows that the most effective medium continues to be hardcopy - a physical magazine.

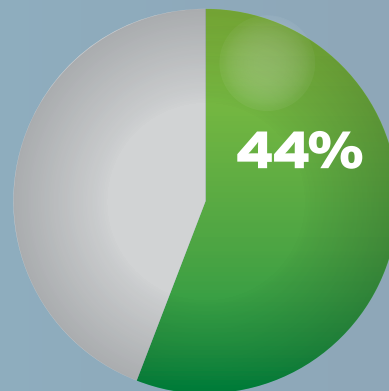


## UNAIDED BRAND RECALL

Digital editions offer convenience but research shows that readers of physical magazines spend more time with their magazine, read it more thoroughly and can recall advertising content better than in digital editions.



Physical



Digital

Effective issues dated Buyer's Guide 2020 (Fall annual 2019) through Winter 2020

SIZE	FREQUENCY DISCOUNTS			
	1X	2X	3X	4X
<b>DOUBLE PAGE SPREAD</b>	\$9,341	\$8,874	\$7,940	\$7,473
<b>FULL PAGE</b>	\$5,190	\$4,930	\$4,411	\$4,152
<b>2/3</b>	\$4,307	\$4,092	\$3,661	\$3,446
<b>1/2</b>	\$3,477	\$3,303	\$2,955	\$2,782
<b>1/3</b>	\$2,335	\$2,219	\$1,985	\$1,868
<b>1/6</b>	\$1,142	\$1,085	\$970	\$913
<b>1/12</b>	\$778	\$740	\$662	\$623

## TERMS & CONDITIONS

### CORPORATE RATES

Brands and services marketed by a single distributor or under a corporate umbrella can combine to maximize frequency discounts.

### CONTRACT RATES

Solstice Publishing Inc. will honour contracts which guarantee rates for any 12 month period regardless of any rate changes during the period. The protected rate must be contracted prior to the last issue of the magazine which carries that rate. Short rates will apply if any insertions in the contract are not honoured.

### SPLIT RUNS

Split runs by postal code FSA are available by region for supplied inserts only (not run-of-press).

**Minimum quantity 5,000.**

Ask your Ski Canada rep for details and quotes.

### PREMIUM POSITIONS

Inside front cover 20% premium

Outside back cover 25%

Inside back cover 15%

Guaranteed position 10%

### INSERTS AND OUTSERTS

Inserts supplied to specifications can be carried as bind-in material or polybag outserts. Rates depend upon page size, number of pages, weight and quantity. Quoted rates on request.

## ADVERTISING SPECIFICATIONS

SIZE	FORMAT	BLEED	TRIM	LIVE AREA*
DOUBLE PAGE SPREAD	N/A	464MM X 282MM	457MM X 276MM	444MM X 254MM
DOUBLE PAGE SPREAD	N/A	18 1/4 X 11 1/8	18 X 10 7/8	17 1/2 X 10
SINGLE PAGE	N/A	235MM X 282MM	226MM X 276MM	216MM X 254MM
SINGLE PAGE	N/A	9 1/4 X 11 1/8	9 X 10 7/8	8 X 10
2/3 PAGE	VERTICAL	6 1/8 X 11 1/8	5 7/8 X 10 7/8	5 1/4 X 10
1/2 PAGE	DIGEST	6 1/8 X 8 1/4	5 7/8 X 8	5 1/4 X 7 1/2
1/2 PAGE	VERTICAL	4 3/4 X 11 1/8	4 1/2 X 10 7/8	3 7/8 X 10
1/2 PAGE	HORIZONTAL	9 1/4 X 5 5/8	9 X 5 3/8	8 X 4 7/8
1/3 PAGE	SQUARE	6 1/8 X 5 1/8	5 7/8 X 4 7/8	5 1/4 X 4 7/8
1/3 PAGE	VERTICAL	3 3/8 X 11 1/8	3 1/8 X 10 7/8	2 1/2 X 10
1/6 PAGE	N/A	N/A	N/A	2 1/2 X 4 7/8
1/12 PAGE	N/A	N/A	N/A	2 1/2 X 2 5/16

## ADVERTISING CLOSING DATES

ISSUE COVER DATE	SALES CLOSING DATE	MATERIALS DUE	PUBLISH WEEK	ON SALE
<b>BUYER'S GUIDE 2020</b> VOL 48 #1 FALL/WINTER ANNUAL	JULY 29, 2019	AUGUST 2, 2019	WEEK OF AUGUST 26, 2019	WEEK OF SEPTEMBER 8, 2019
<b>FALL 2019</b> VOL 48 #2	SEPTEMBER 10, 2019	SEPTEMBER 13, 2019	WEEK OF SEPTEMBER 30, 2019	WEEK OF OCTOBER 14, 2019
<b>DECEMBER 2019</b> VOL 48 #3	OCTOBER 21, 2019	OCTOBER 25, 2019	WEEK OF NOVEMBER 18, 2019	WEEK OF DECEMBER 2, 2019
<b>WINTER 2020</b> VOL 48 #4	JANUARY 7, 2020	JANUARY 10, 2020	WEEK OF FEBRUARY 3, 2020	WEEK OF FEBRUARY 10, 2020

\* STANDARD - NON-BLEED LIVE PAGE SPACE. A 5/8 INCH WHITE SPACE BORDER SURROUNDS THIS SPACE.



# WEB STATS & RATES

Peak months are November through March

Average sessions per month: **52,300**

Average pageviews per month: **133,600**

Unique visitors per month: **38,600**

Average pages per session: **2.58**

Duration on site: **3.06 minutes**

### Demographics

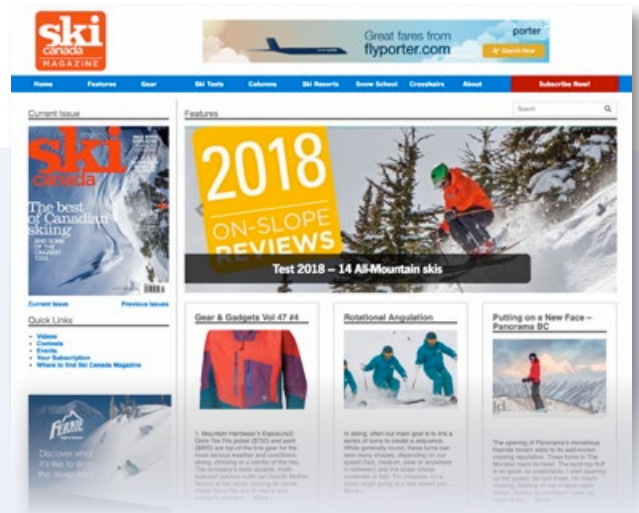
Male: **80%**; Female: **20%**

35-44 yr: **29%**; 45-54 yr: **27%**; 25-34 yr: **21%**

Traffic sources: **search engines 74%**; **direct 20%**; **referral 6%**

#1 ranked on Google for many ski keywords eg. ski tests

Ad slots appear on most pages in the website and web ads rotate evenly with other advertisers in the same ad slot.



NAME	SIZE PIXELS (width x depth)	LOCATION	COST/MONTH
Leaderboard	728 x 90	Top Banner	\$1,620
Skyscraper	125 x 600	Left Column	\$1,475
Vertical Banner	125 x 240	Left Column	\$745
Big Box	300 x 300	Left Column	\$1,475
Square Button	125 x 125	Left Column	\$325



BUYER'S GUIDE



FALL



DECEMBER



WINTER

