

# SKI canada



**PRINT OR  
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
- » **Gear & Gadgets** fashion, the best in gear, from helmets to gloves, eyewear to boot-warmers...and beyond
- » **Western View** George Koch stirs the pot
- » **Competition** From WC alpine to freestyle to freeski, Jim Morris is there
- » **Tech Talk** technical editor Marty McLennan on the popular mechanics of skiing
- » **Gear & Gadgets** Hot new products for alpine skiers
- » **Style File** This ain't no old school ski school
- » **Crosshairs** Extend your dream time admiring the best of Ski Canada's award-winning photographers
- » **Dr. John's ER** Medical advice for skiers
- » **Road Trips** Checking in on local ski areas

#### EDITORIAL OUTLINE FOR 2015/16

##### BUYERS GUIDE 2016 ANNUAL VOL. 44 #1

published week of August 24, 2015  
on newsstands week of September 7, 2015

Our annual best-seller, Ski Canada's 2016 Buyer's Guide brings Canada's alpine ski gear review to the keenest skiers in the country. Technical Editor Marty McLennan, PhD, delivers the most comprehensive overview of what's new in shops this season.

Also in this issue:

From Sun Peaks, B.C., Part I of the 34th annual Ski Canada Test Testers' favourites from three categories: Big Mountain, Expert All-Mountain & Slalom

#### HIGHLIGHTS

- » **ROADTRIP:** Big White, Silver Star & Sparking Hill Resort (without the kids in tow)
- » **Ski Canada Readers' Trip:** Verbier
- » **Selkirk Mountain Experience**
- » **Remembering Robson Gmoser**

## SKI CANADA HAS GONE DIGITAL

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.



### FALL (OCT./NOV. 2015) VOL. 44 #2

publishes week of October 12, 2015  
on newsstands week of October 26, 2015.

#### HIGHLIGHTS

- » The Sun Peaks Ski Canada Test: The best On-Piste Cruisers and Adventure All Mountain skis
- » Whom do we like better? Whistler vs. Vail
- » Whitewater's Coldsmoke Festival
- » Ski Canada Readers' Trip: All Inclusive Chamonix
- » ROADTRIP Southern Colorado: Telluride, Purgatory, Wolf Creek, San Juan Snowcats & Silverton
- » Introducing your kid to powder at Mike Wiegele Helicopter Skiing
- » Sugarbush
- » Sunshine Village

### DECEMBER/JANUARY (DEC. 2015/ JAN. 2016) VOL. 44 #3

publishes week of November 16, 2015  
on newsstands week of November 30, 2015

#### HIGHLIGHTS

- » The Sun Peaks Ski Canada Test: 22 Easy Cruisers and from Mike Wiegele Helicopter Skiing, the best skis for powder
- » ROADTRIP Eastern B.C.: Fernie, Panorama & Golden
- » Lech & Engelberg
- » Owl's Head & Orford
- » From Salt Lake City: Snowbird, Alta, Brighton, Solitude, Deer Valley, Park City, Canyons
- » Sit-skiing Selkirk Wilderness
- » Winter driving Montebello with Subaru
- » Confessions of a virgin snowcat tail-guide, Castle Mountain



### WINTER 2016 (FEB/MARCH 2016) VOL. 44 #4

publishes week of February 1, 2016  
on newsstands week of February 15, 2016

#### HIGHLIGHTS

- » The Best of Skiing in Canada – Awards, accolades...and a few bricks
- » Assiniboine Lodge
- » Horseshoe Valley
- » Adventure on Baffin Island
- » ROADTRIP Northern B.C.: Shames, Hudson Bay & the Hankin backcountry
- » James Bond's skiing through the years
- » Living the life: SC chats with million feet brothers Andy & Mike Traslin as they ski their way around the world

## SKI CANADA MAGAZINE READER SURVEY

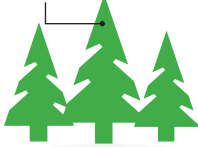
In April 2013 *Ski Canada* engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been 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; **61%** trees



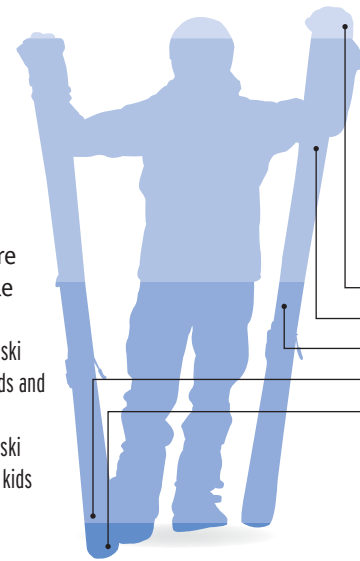
They ski a lot **56%** ski more than 21 days each ski season



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>

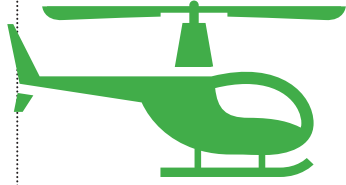
*I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews*

*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!*

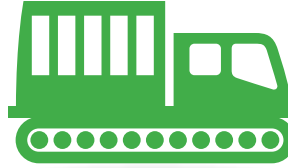


MORE THAN A THIRD OF READERS OWN OR RENT A SKI CHALET OR CONDO

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



HELI-SKIING **24%**



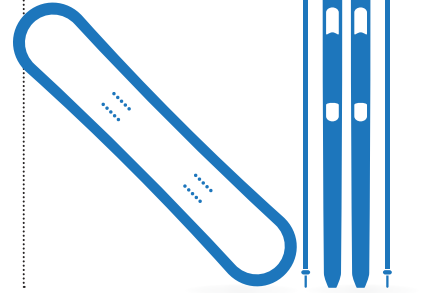
CATSKIING **24%**

**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%**

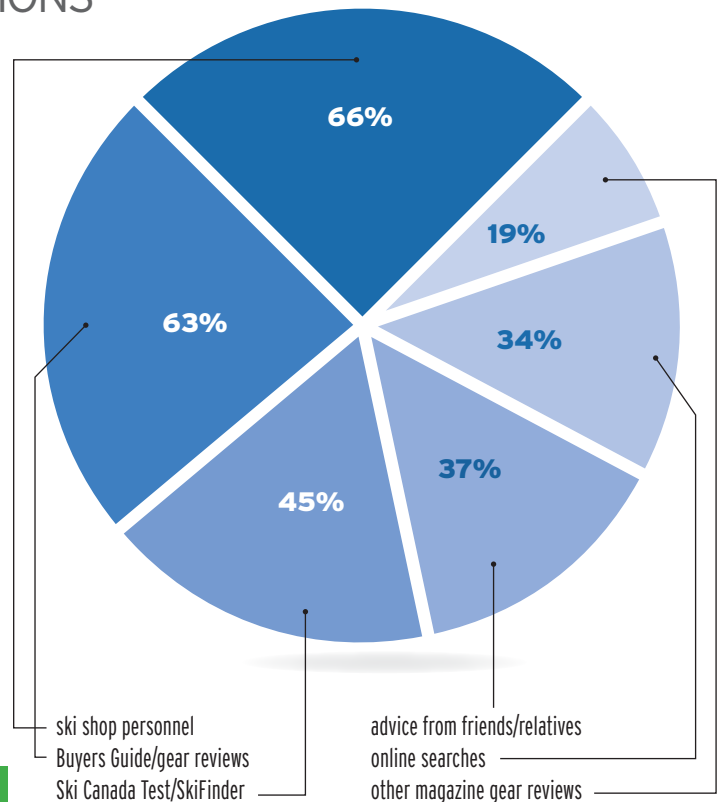
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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.



**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

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

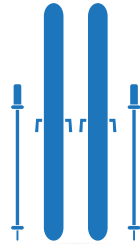
It is a good, informative magazine and it is Canadian!!!

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

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



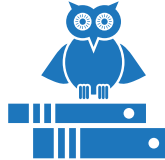
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



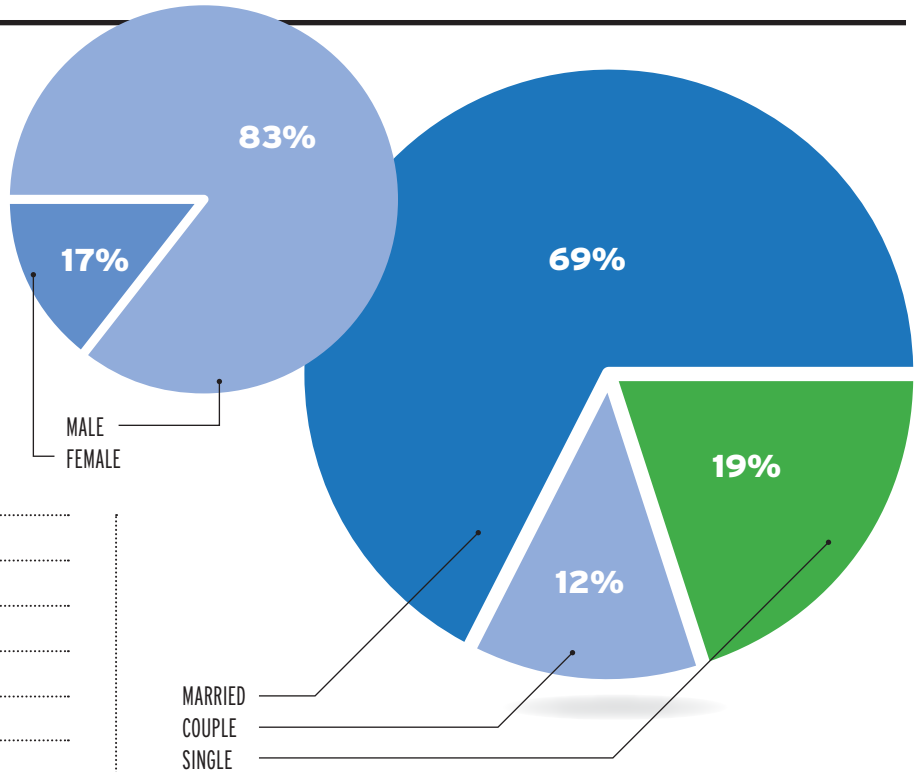
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

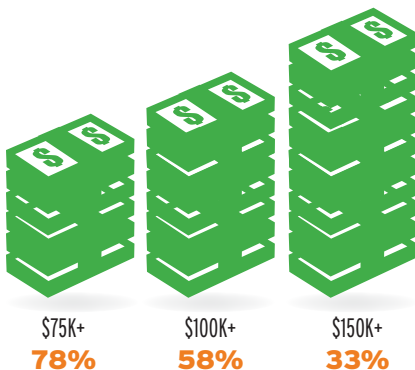
## READER DEMOGRAPHICS



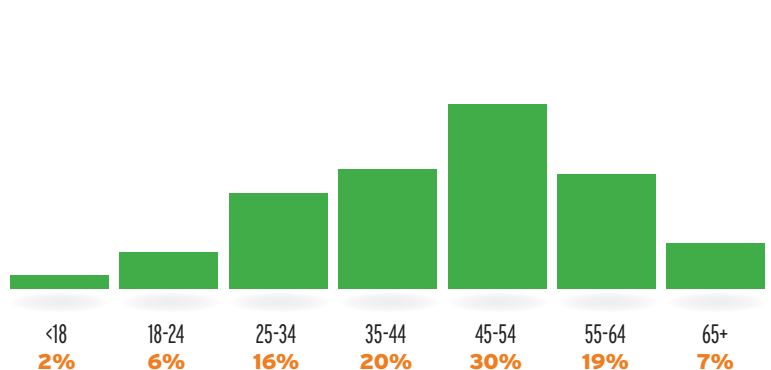
## READER OCCUPATION

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

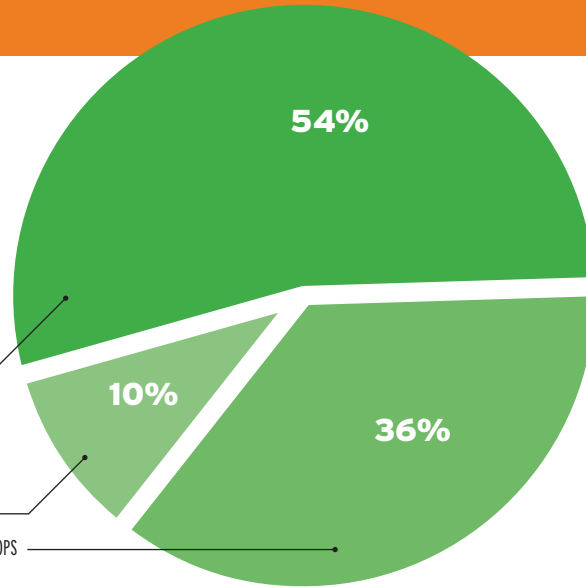
snowsports magazine in Canada:  
average copies mailed/sold per issue

**30,233**

average total readers per issue

**150,000+**

CCAB March 2014 annual statement



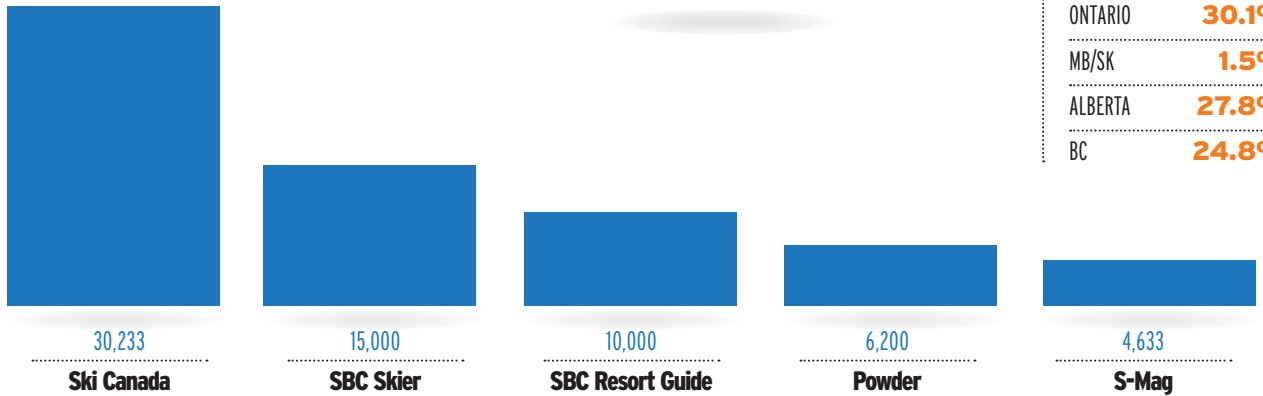
## GEOGRAPHIC DISTRIBUTION

ATLANTIC	1.8%
QUEBEC	13.1%
ONTARIO	30.1%
MB/SK	1.5%
ALBERTA	27.8%
BC	24.8%

**#1**  
PAID  
CIRCULATION

**#1**  
SUBSCRIPTIONS

**#1**  
NEWSSTAND  
SALES



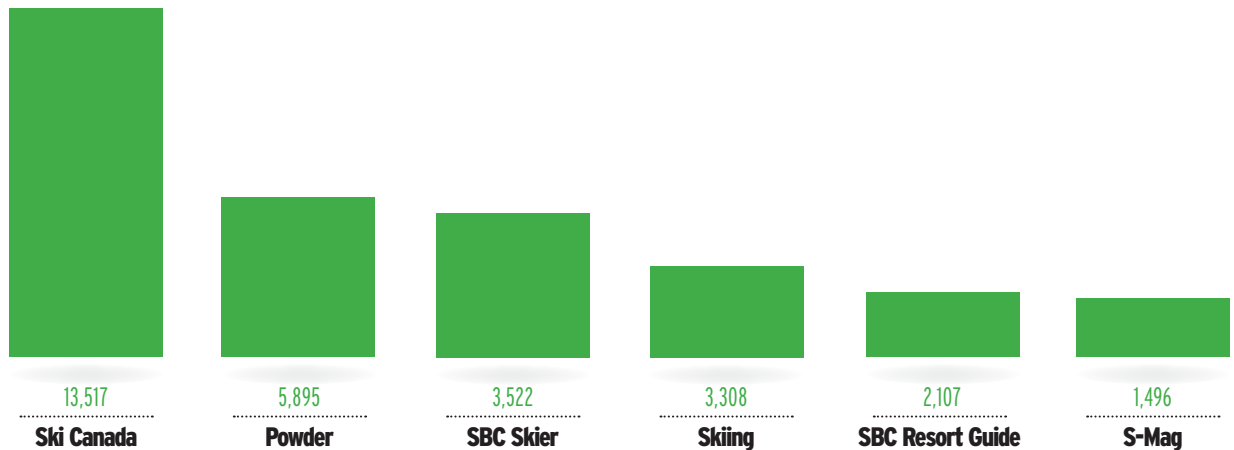
SOURCE: Ski Canada CCAB Statement 12 months average ending March 2014; Ski ABC Statement Canadian circulation; Powder estimates from Canadian newsstand reports; SBC Skier & Resort Guide estimates, including newsstand sales fall 2013. No audit statements available.

## NEWSSTAND SALES FALL & WINTER 2013/2014

**SKI CANADA** MAGAZINE SOLD MORE COPIES  
ON CANADIAN NEWSSTANDS LAST SKI SEASON  
THAN ANY OTHER SKI MAGAZINE.

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

Ski Canada's  
circulation  
is audited by  
**CCAB\*** It's your  
guarantee of  
performance.



SOURCE: National newsstand wholesaler reports compare four issues with similar on sale dates, except SBC Resort Guide annual issue only and S-Mag two issues only

\* Canadian Circulations Audit Board  
division of BPA International

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jeff@skicanadamag.com

# THE CANADIAN ALPINE SKI MARKET

The participation rate in snow sports (downhill ski, snowboard, cross-country) is **12.5% of the Canadian population** age 12 years and older or

# 3.67 million

SOURCE: PMB 2010

## ALPINE SKIERS ARE THE TOP INCOME EARNERS IN SPORT HOUSEHOLDS

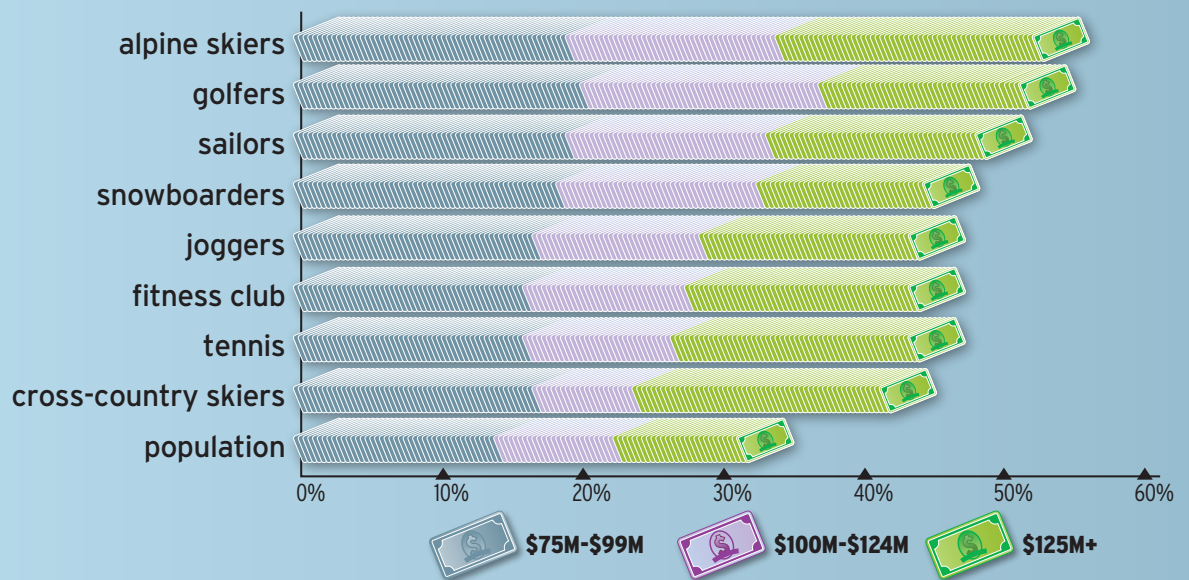
If skiers are measured by spending power, then **Ski Canada's** readers are an important target for most media plans. Alpine skiers, with golfers, have the highest average annual household incomes of any sport group measured by Print Measurement Bureau (PMB) 2010.

The average annual household income for households participating in alpine skiing is **\$101,849**.

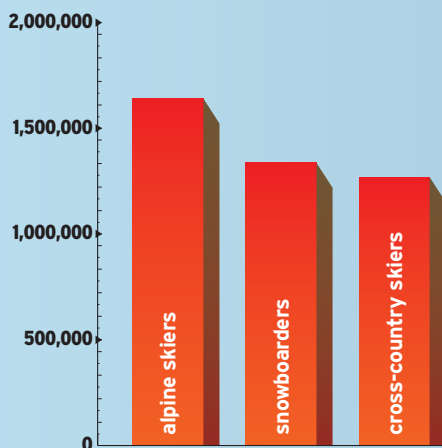
Alpine skiers can afford to buy what they want, and their lifestyle reflects a high level of consumer activity.

Not only are alpine skiers high income earners, the readers of **Ski Canada** magazine exceed the market stats. They ski frequently and travel often in pursuit of their sport, so it is no surprise that their household income exceeds the skier household average.

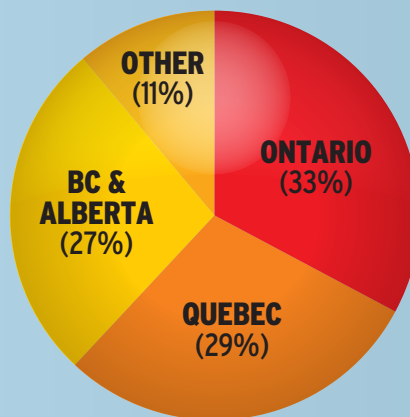
### COMPARISON OF AVERAGE ANNUAL HOUSEHOLD INCOME BY SPORT PARTICIPATION. ↴



### TOTAL SNOWSPORTS PARTICIPANTS



### GEOGRAPHIC DISTRIBUTIONS OF ALPINE SKIERS



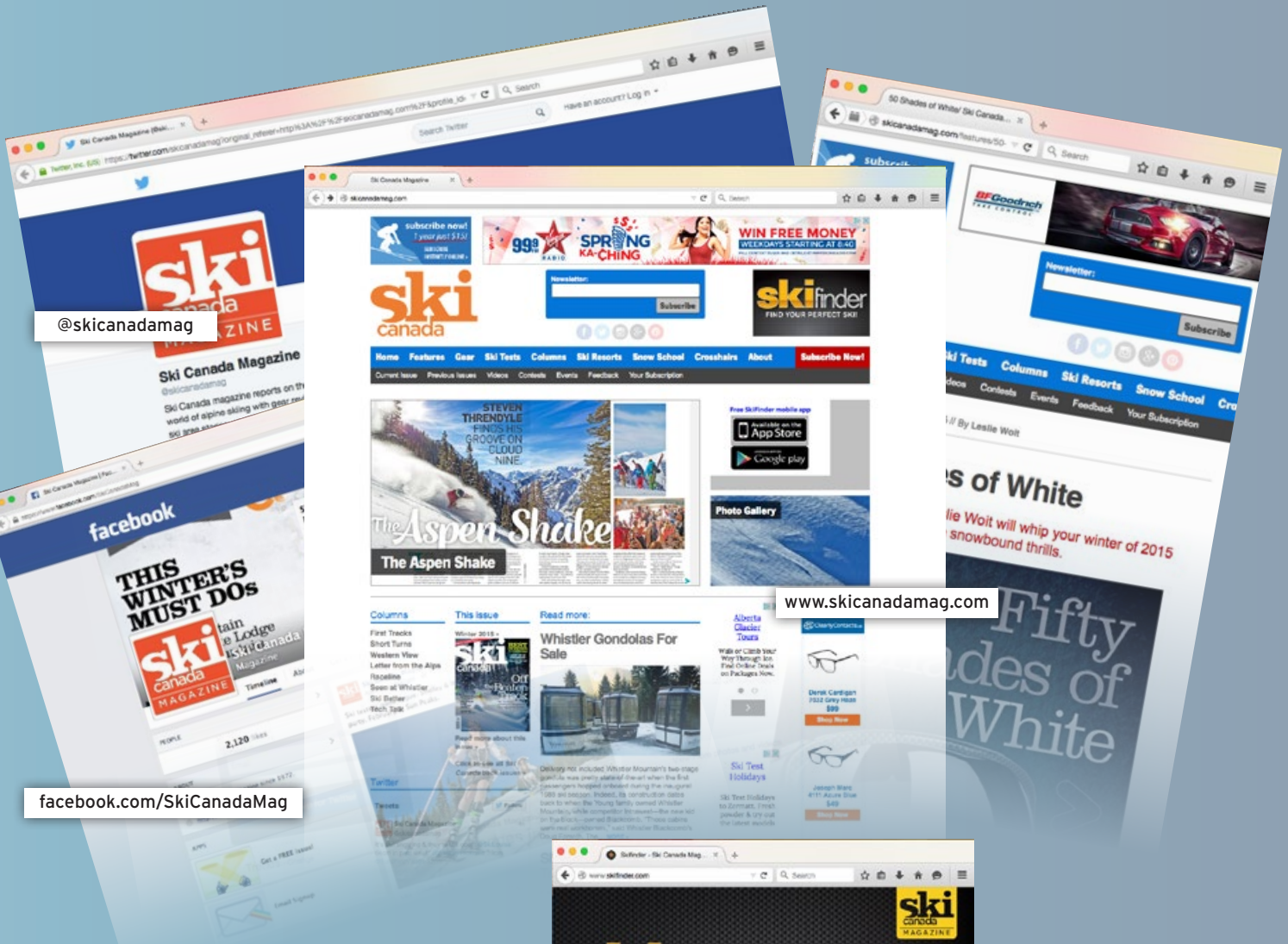
### NATIONAL ALPINE SKIER

- average age: **39 years**
- household income **\$100,000+** (45%)
- average household income: **\$101,849**

SOURCE: Canadian Ski Council



# WEB SITE & SOCIAL MEDIA



@skicanadamag

facebook.com/SkiCanadaMag

www.skicanadamag.com

www.skifinder.com

## WEB STATS

- Peak months are September through March
- Unique visits per month: 36,000+
- Total visits per month 48,000+
- Average monthly impressions: 150,000+
- Pages per visit avg. 4.5
- Traffic sources: search engines 71%; direct 20%; referred 9%

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

SOURCE: Google Analytics, March 2015

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

**Ski Finder:** plug in your characteristics such as gender, weight, ability, ski style and usual snow conditions to get a selection of skis tested by Ski Canada that best match your needs.

**CONTACT YOUR SKI CANADA REP FOR RATES**

# ADVERTISING RATES

Rates effective 2015/16 publishing season

SIZE	FREQUENCY DISCOUNTS			
	1X	2X	3X	4X
<b>DOUBLE PAGE SPREAD</b>	<b>\$8,980</b>	<b>\$8,540</b>	<b>\$7,640</b>	<b>\$7,180</b>
<b>FULL PAGE</b>	<b>\$4,990</b>	<b>\$4,745</b>	<b>\$4,242</b>	<b>\$3,990</b>
<b>2/3</b>	<b>\$4,142</b>	<b>\$3,935</b>	<b>\$3,520</b>	<b>\$3,106</b>
<b>1/2</b>	<b>\$3,393</b>	<b>\$3,224</b>	<b>\$2,884</b>	<b>\$2,545</b>
<b>1/3</b>	<b>\$2,246</b>	<b>\$2,133</b>	<b>\$1,909</b>	<b>\$1,684</b>
<b>1/6</b>	<b>\$1,098</b>	<b>\$1,043</b>	<b>\$933</b>	<b>\$823</b>
<b>1/12</b>	<b>\$749</b>	<b>\$711</b>	<b>\$636</b>	<b>\$561</b>

## 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 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 2016</b> VOL 44 #1 FALL/WINTER ANNUAL	JULY 27, 2015	AUGUST 10, 2015	WEEK OF AUGUST 24, 2015	WEEK OF SEPTEMBER 7, 2015
<b>FALL 2015</b> VOL 44 #2	SEPTEMBER 21, 2015	SEPTEMBER 28, 2015	WEEK OF OCTOBER 12, 2015	WEEK OF OCTOBER 26, 2015
<b>DECEMBER 2015</b> VOL 44 #3	OCTOBER 26, 2015	NOVEMBER 2, 2015	WEEK OF NOVEMBER 16, 2015	WEEK OF NOVEMBER 30, 2015
<b>WINTER 2016</b> VOL 44 #4	JANUARY 13, 2016	JANUARY 18, 2016	WEEK OF FEBRUARY 1, 2016	WEEK OF FEBRUARY 15, 2016

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

# WEB STATS & RATES

Peak months are September through March

Average pageviews per month 145,000+

Unique visitors per month: 36,000+

Total visits per month: 48,000+

Traffic sources: organic search 85%, direct 9%, referral 3%, social 2%  
 #1 ranked on Google for many ski keywords eg. ski tests  
 source: Google Analytics, October 2014 - March 2015



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	Right Side	\$1,475
Vertical Banner	125 x 240	Right Side	\$745
Big Box	250 x 300	Left Side	\$1,475
Square Button	125 x 125	Right Side	\$325

