

ski
canada

50
years

**REACHING THE
LARGEST ALPINE
SKI AUDIENCE
IN CANADA**

reader demographics circulation online media Canadian ski market data

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50 YEARS OF SKI CANADA MAGAZINE

Ski Canada has been telling stories for 50 years and our 2021/22 publishing season promises plenty more to engage readers. With unprecedented pent-up demand, the ski and travel industries expect a roaring return to the world of skiing and *Ski Canada* will be ready to deliver that message. From what's in store in new gear to where to go play with it across the country, the U.S., the Alps and beyond. *Ski Canada's* mix of informative and entertaining stories, and award-winning photography, helps readers book a weekend or week away. Our tips teach more-confident turns and smarter backcountry experiences. In our anniversary year, a regular nostalgic look back at the best of skiing culminates with our special edition 50th Anniversary Issue.

DEPARTMENTS MOST ISSUES

- » **First Tracks:** The editor skis madly off in all directions
- » **Short Turns:** Pages and pages of news, gear, backcountry, real estate, gossip and plenty o' 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
- » **Style File :** this ain't no old school ski school - tips on technique that will up your skiing ability

VOL 50 #1: 2022 FALL ANNUAL BUYER'S GUIDE

publishes week of August 30, 2021

With most skiers saying they plan to emerge from the pandemic with a pent-up energy like never before, *Ski Canada* will be there to deliver the newest and best ideas about what's in shops this autumn. Our first issue of the season is always full of worthy distractions from the best of alpine skis put to the test on-slope, to fashion and accessories as well as some dream-worthy plans for where to ski this winter.

Also in this issue:

- » The cost of skiing: is our favourite sport really more expensive?
- » Who's better: Lake Louise or Marmot Basin?
- » The Best of Switzerland, a post-Covid planner
- » Will we ever see another major resort development in Canada?
- » A look back: Our cranky old bugger asks "Was skiing more fun in the day?"

**SKI CANADA
ALSO HAS A
DIGITAL EDITION**

All issues of Ski Canada magazine are available on pocketmags.com



VOL 50 #2 - FALL 2021 (OCT./NOV.)

publishes week of Oct. 11, 2021

HIGHLIGHTS

- » **Ski Canada's popular Powder Issue is back!** From gear to destinations to tips
- » Christmas in the Kootenays: two cat-skiing families choose powder as their present
- » Sharing your backyard: Canadian skiers get defensive about their secret stashes
- » Private powder at Callaghan Lodge
- » Backcountry in Huntsville, Ontario
- » Revelstoke at its best
- » Back to Tremblant
- » Adventure psychology and backcountry decisions
- » A history of grooming
- » From the Alps to Asia Canada joins more than 20 other Club Med villages
- » A look back: Our cranky old bugger on getting schooled in ski culture

**VOL 50 #3 - DECEMBER/JANUARY 2022
50TH ANNIVERSARY SPECIAL ISSUE!**

publishes week of Nov. 22, 2021

- » Ian Merringer takes a nostalgic look back at the highlights and humour of Ski Canada's first half a century
- » Tales of a cat-ski guide at Castle Mountain
- » A return to Quebec's Eastern Townships
- » A bros trip to Sun Peaks
- » A day in Zillertal, Austria
- » Another at Alps d'Huez, France
- » So much Gatineau
- » A look back: Our cranky old bugger asks "Where's my 25-year-old body?"
- » On-slope Tips to Ski Betterment

**VOL 50 #4 - WINTER 2022 (FEB./MARCH)
WINTER 2022 OLYMPICS**

publishes week of January 31, 2022

- » Your **Olympics Primer**: who, where and what to watch
- » From Syrian refugee to ski instructor
- » Borders are open and it's back to Utah
- » A look back: Our cranky old bugger on the history of chalets and cabins
- » Talking with North Shore Dawn Patrol, Dave Butler and whatever happened to Peter Chrzanowski?
- » Rescuing Mt Baldy (and before things went sideways)
- » The world's largest ski resort: Trois Vallées

SKI CANADA MAGAZINE READER SURVEY

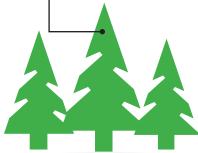
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and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



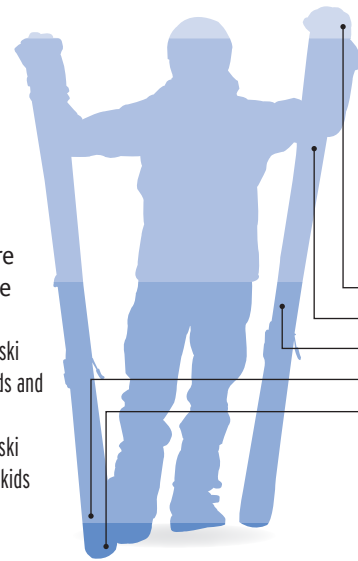
They ski a lot **56%** ski more than 21 days each ski season



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	68%
ALBERTA	39%
QUEBEC	32%
ONTARIO	27%
U.S.	18%
U.S. WEST	18%
EUROPE	7%

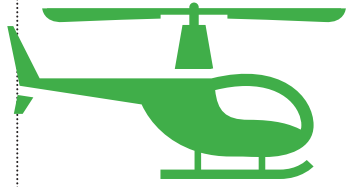
I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews

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!

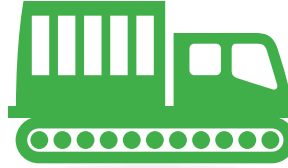


MORE THAN
A THIRD OF
READERS OWN OR
RENT A SKI CHALET
OR CONDO

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



HELI-SKIING **24%**



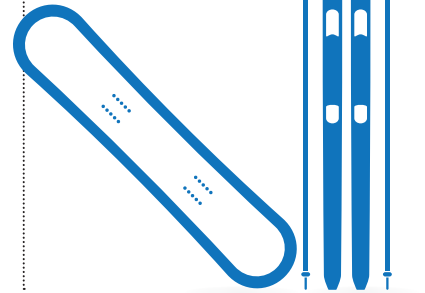
CATSKIING **24%**

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%**

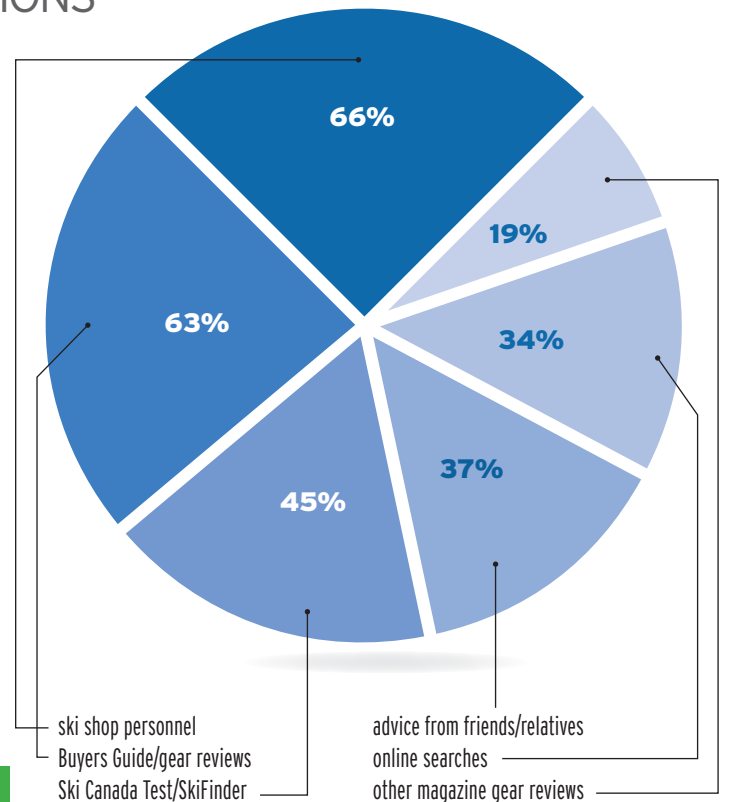
HIGH END **63%**
HIGH END **73%**
HIGH END **63%**

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



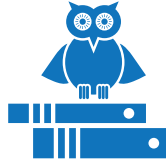
96%
SKI RESORTS



94%
SKI GEAR REVIEWS



85%
PHOTOGRAPHY



84%
SKI INSTRUCTION



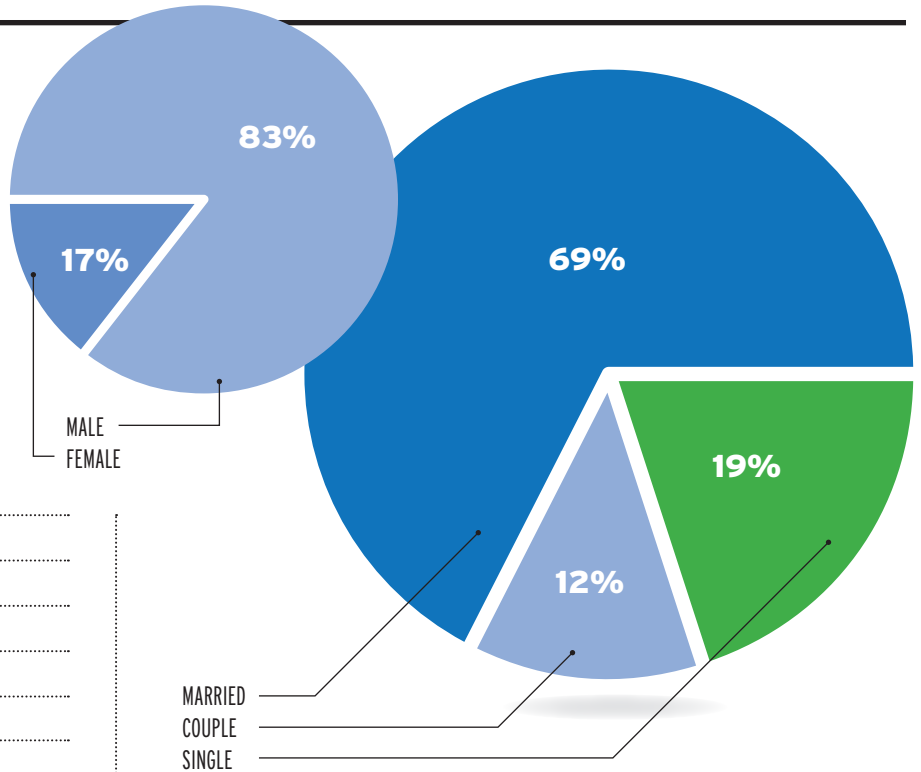
83%
COLUMNISTS



70%
CAT/HELISKI ARTICLES

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

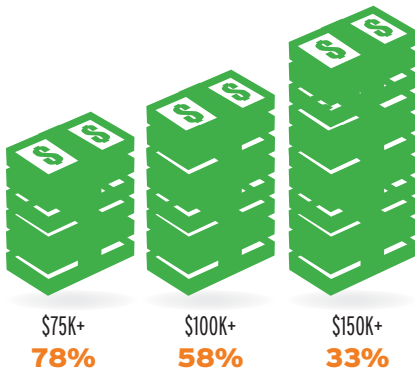
READER DEMOGRAPHICS



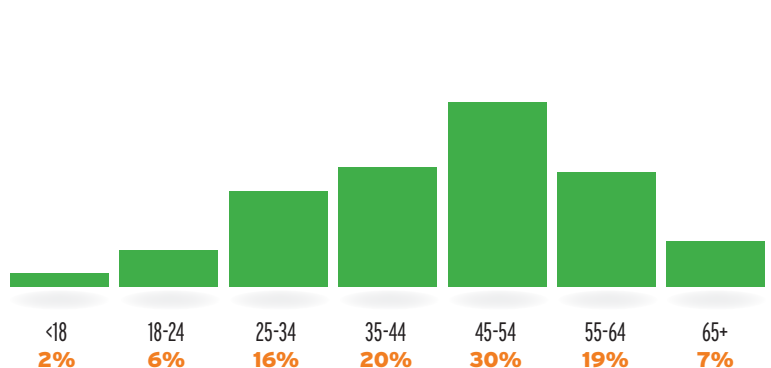
READER OCCUPATION

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

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.

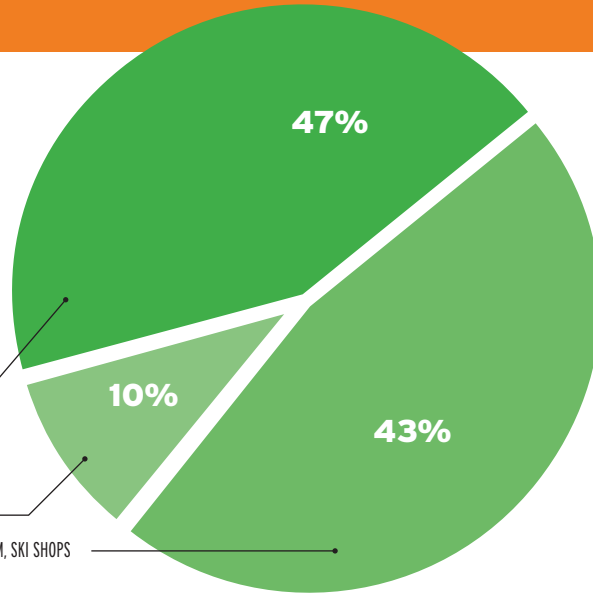
#1 CIRCULATION

snowsports magazine in Canada:

average total readers per issue

100,000+

SOURCE: CMCA annual statement of paid & audited circulation



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

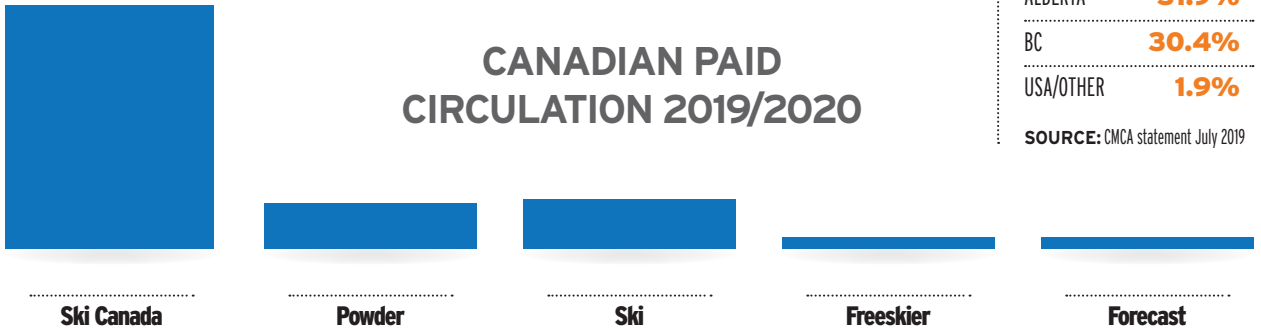
GEOGRAPHIC DISTRIBUTION

ATLANTIC	1.6%
QUEBEC	9.2%
ONTARIO	23.5%
MB/SK	1.3%
ALBERTA	31.9%
BC	30.4%
USA/OTHER	1.9%

SOURCE: CMCA statement July 2019

CANADIAN PAID CIRCULATION 2019/2020

#1 PAID CIRCULATION
#1 SUBSCRIPTIONS
#1 NEWSSTAND SALES

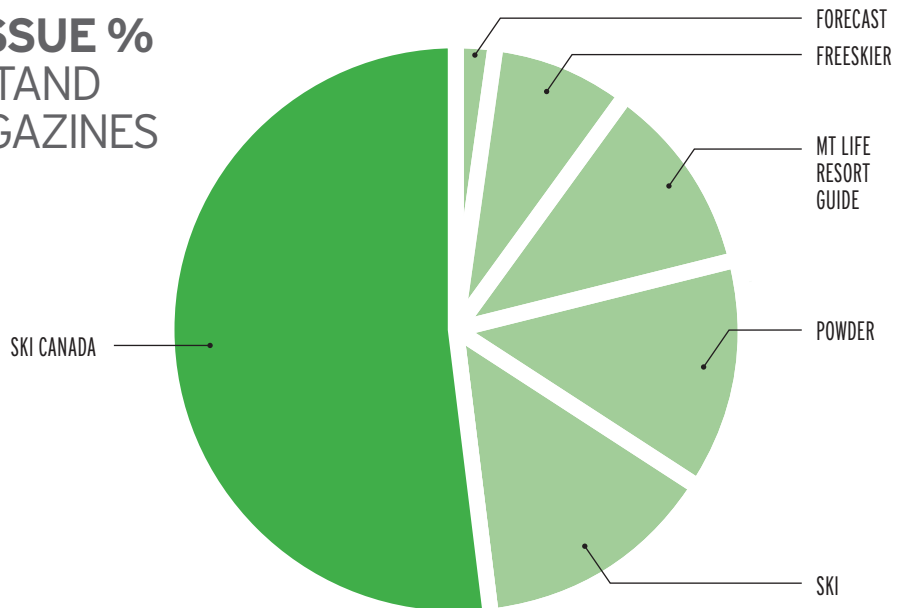


SOURCE: Ski Canada CCAB statement 12 months average per issue ending March 2017. All other magazines estimated Cdn paid circulation including newsstand sales.

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

98% PAID CIRCULATION INCLUDING NEWSSTAND SALES & SUBSCRIPTIONS.

SKI CANADA MAGAZINE SOLD MORE THAN ALL OTHERS COMBINED.



SOURCE: COAST-TO-COAST NEWSSTAND SERVICES

Ski Canada's circulation is audited by **CMCA***

* Canadian Media Circulations Audit

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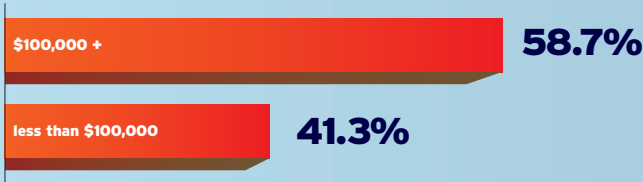
THE CANADIAN ALPINE SKI MARKET

MARKET SIZE

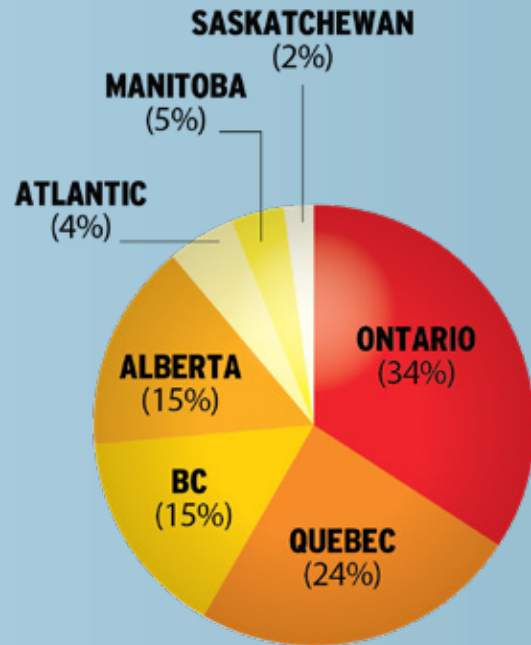
- **2,910,000** Canadians 12 year+ are alpine skiers
- **18,818,000** total skier visits in Canada (incl snowboarders)*
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- Average age **41.8 years**
- **59%** male

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

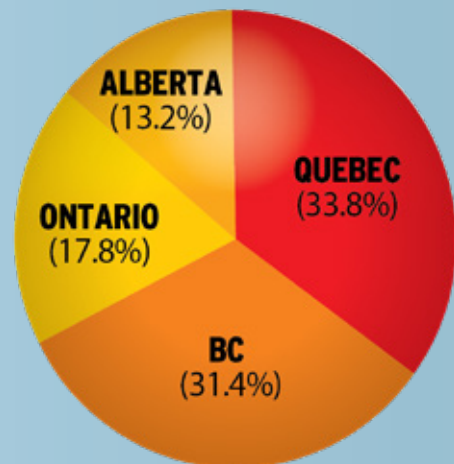
HOUSEHOLD INCOME



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.



SOCIAL MEDIA CHANNELS



SkiCanadaMag



@skicanadamag



@skicanadamagazine



ADVERTISING RATES

Effective issues dated Buyer's Guide 2022 (fall annual 2021) through Winter 2022

SIZE	FREQUENCY DISCOUNTS			
	1X	2X	3X	4X
DOUBLE PAGE SPREAD	\$9,341	\$8,874	\$7,940	\$7,473
FULL PAGE	\$5,190	\$4,930	\$4,411	\$4,152
2/3	\$4,307	\$4,092	\$3,661	\$3,446
1/2	\$3,477	\$3,303	\$2,955	\$2,782
1/3	\$2,335	\$2,219	\$1,985	\$1,868
1/6	\$1,142	\$1,085	\$970	\$913
1/12	\$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
BUYER'S GUIDE 2021 VOL 50 #1 FALL/WINTER ANNUAL	AUGUST 4, 2021	AUGUST 9, 2021	WEEK OF AUGUST 30, 2021	WEEK OF SEPTEMBER 6, 2021
FALL 2021 OCTOBER/NOVEMBER VOL 50 #2	SEPTEMBER 15, 2021	SEPTEMBER 20, 2021	WEEK OF OCTOBER 11, 2021	WEEK OF OCTOBER 18, 2021
DECEMBER/ JANUARY 2022 VOL 50 #3	NOVEMBER 1, 2021	NOVEMBER 5, 2021	WEEK OF NOVEMBER 22, 2021	WEEK OF NOVEMBER 29, 2021
WINTER 2021 VOL 50 #4	JANUARY 10, 2022	JANUARY 14, 2022	WEEK OF JANUARY 31, 2022	WEEK OF FEBRUARY 7, 2022

* 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: **32,500**

Average pageviews per month: **70,000**

Unique visitors per month: **32,000**

Average pages per session: **1.29**

Duration on site: **3.23 minutes**

Demographics

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

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

Traffic sources: **search engines 80%**; **direct 16%**; **social 3%**

#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	1	\$1,620
Big Box	300 x 300	2	\$1,400
Skyscraper	125 x 600	3	\$1,400
Vertical Banner	125 x 240	4	\$745
Square Button	125 x 125	Left Column	\$325



BUYER'S GUIDE



FALL



DECEMBER/JANUARY



WINTER