

# SKI canada

MEDIA KIT  
2022/23

**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 51 years and our 2022/23 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.

### 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
- » **Plus:** Humour, profiles and assorted alpine shenanigans
- » **Crosshairs:** Extend your dream time admiring the best of *Ski Canada's* award-winning photographers

### VOL 51 #1: 2023 FALL ANNUAL BUYER'S GUIDE

publishes week of August 29, 2022

- » **Gear Up!** Canada's most extensive equipment and alpine ski gear and clothing reviews – including North America's longest-running magazine ski test.
- » **Plus:** 10 Classic Ski Films
- » **Good Kids:** Whistler Freeride Club
- » **Flying high** at Revelstoke's Moose Chalet
- » **Trading Places:** exchange your home, cabin, chalet, yacht...
- » **Across the Pond:** Zermatt, St Moritz, Saas-Fee, Engelberg and off the beaten track in Pralognan-la-Vanoise, France





**SKI CANADA  
ALSO HAS A  
DIGITAL EDITION**

All issues of Ski Canada magazine are available on [pocketmags.com](http://pocketmags.com)

**VOL 51 #2 – FALL 2022 (OCT./NOV.)  
THE POWDER ISSUE**

publishes week of Oct. 17, 2022

- » Freeride, off-piste, A-T, backcountry...we have you covered with what's in store this fall.
- » Head north, it's time to really ski B.C.: Powder King, Troll Mountain and Murray Ridge
- » A curious showdown: Big White vs. Red Mountain
- » Utah's Powder Mountain and Snow Basin Sundance and Deer Valley/Park City
- » Cat/Heli/A-T in North Macedonia/Kosovo/Albania
- » Quebec's Townships by RV
- » Kimberley: coming in hot
- » Kicking Horse: Helly Hansen's test centre
- » Whistler's museums

**VOL 51 #3 – DECEMBER/JANUARY 2023  
THE SKI RESORTS ISSUE**

publishes week of Nov. 28, 2022

- » Friends in Fernie
- » Vail Resorts takes Tahoe: Heavenly, Kirkwood, North Star
- » Marmot Basin, Jasper
- » Le Massif & Quebec City
- » An A-T day on Blackcomb Glacier with Mountain Hardwear
- » To the crater's edge: Sicily's Mount Etna
- » Freeride World Tour
- » No experience necessary: ski racing strikes back {Resorts included: Sun Peaks, Fernie, Lake Louise, Norquay, Silver Star, Kicking Horse, Hudson Bay Mountain Resort.}

**VOL 51 #4 – WINTER 2023 (FEB./MARCH)  
SKI CLINIC ISSUE**

publishes week of January 31, 2023

- » 7 Tips you'll remember
- » Tremblant Time
- » Meet Dr Marcia Clarke, national ski team fixer
- » More than just powder: the wines of Silver Star and Big White
- » Understanding our sport's carbon footprint
- » Retire early – and teach skiing!

## SKI CANADA MAGAZINE READER SURVEY

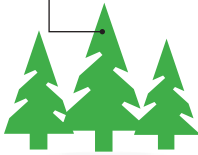
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and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



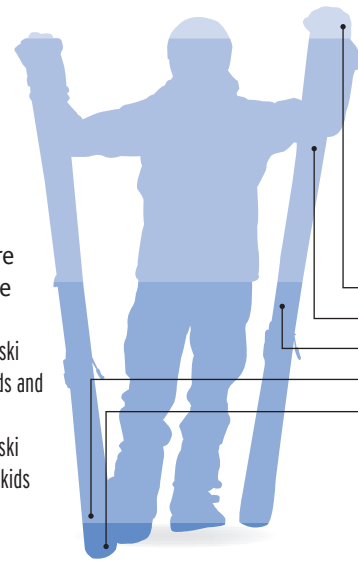
They ski a lot **56%** ski more than 21 days each ski season



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.	<b>18%</b>
U.S. WEST	<b>18%</b>
EUROPE	<b>7%</b>

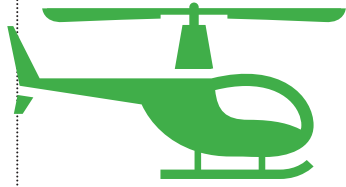
*I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews*

*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!*

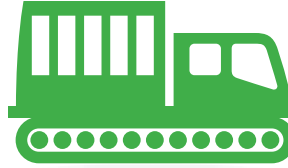


MORE THAN  
A THIRD OF  
READERS OWN OR  
RENT A SKI CHALET  
OR CONDO

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



HELI-SKIING **24%**



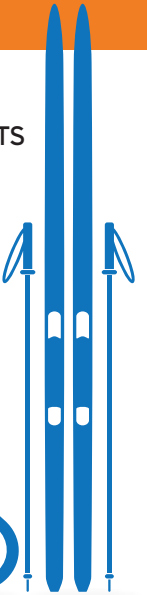
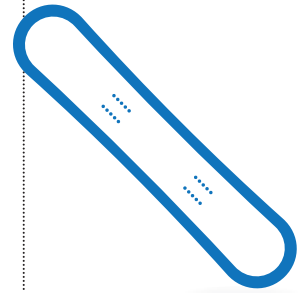
CATSKIING **24%**

**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%**

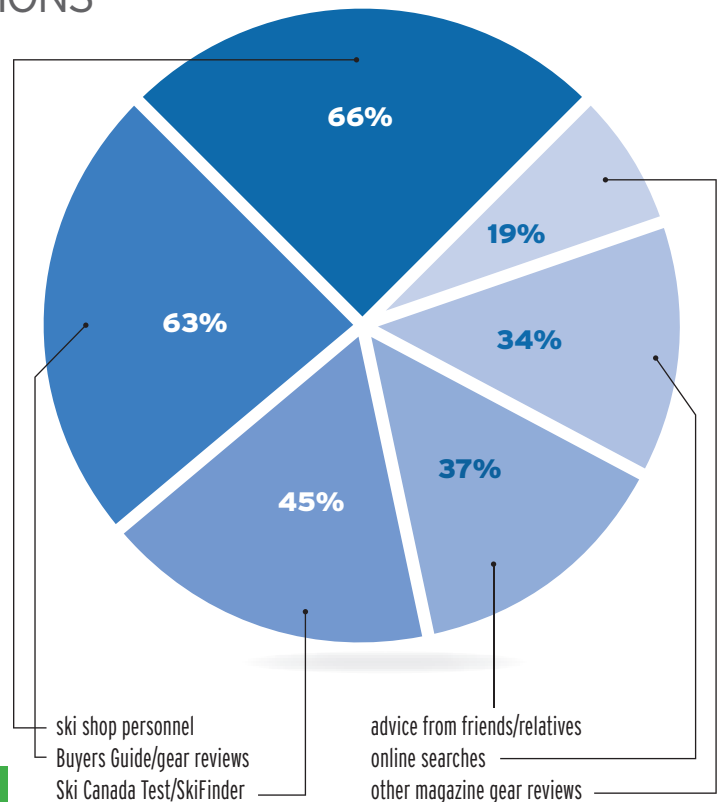
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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.

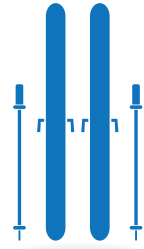
It is a good, informative  
magazine and it is  
Canadian!!!

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



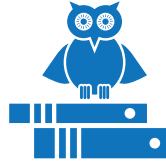
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



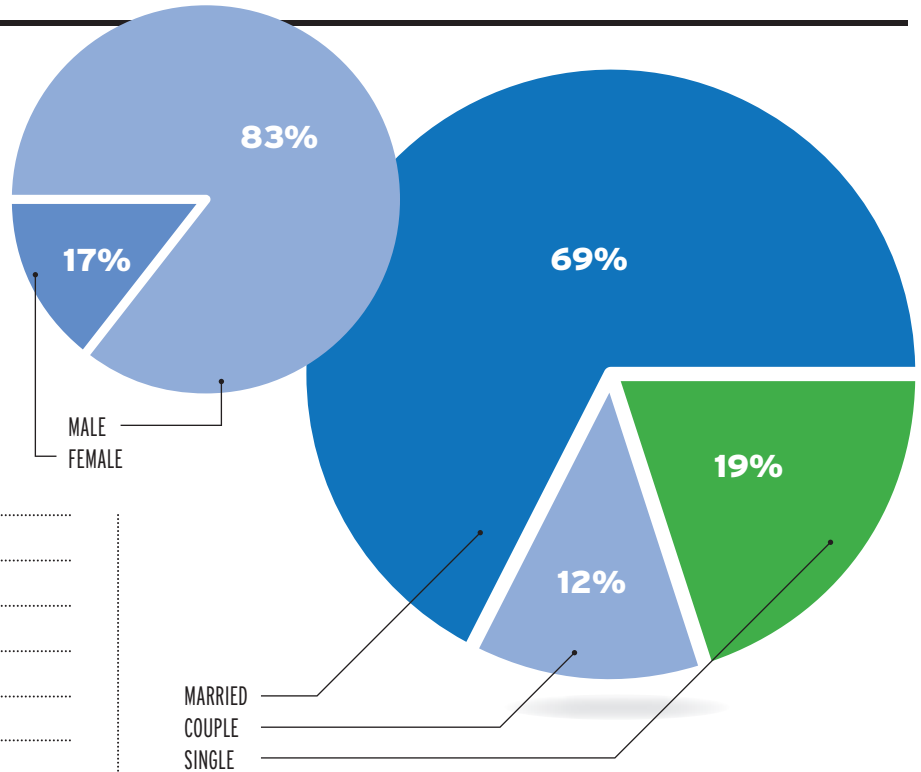
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

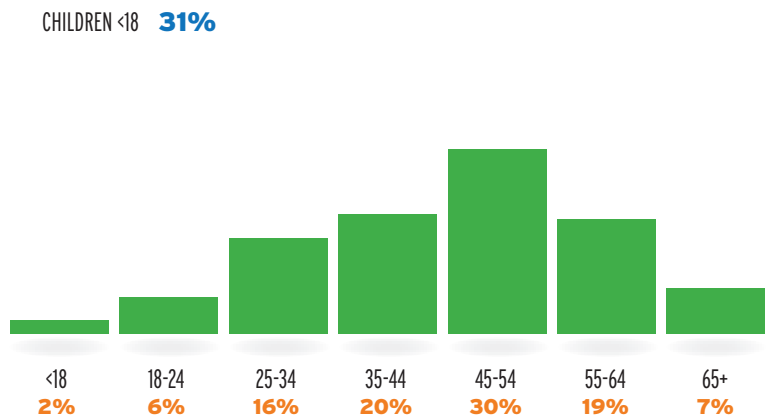
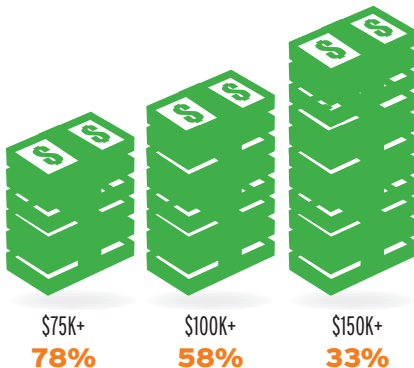
## READER DEMOGRAPHICS



## 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



*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

**#1**  
PAID  
CIRCULATION

**#1**  
SUBSCRIPTIONS

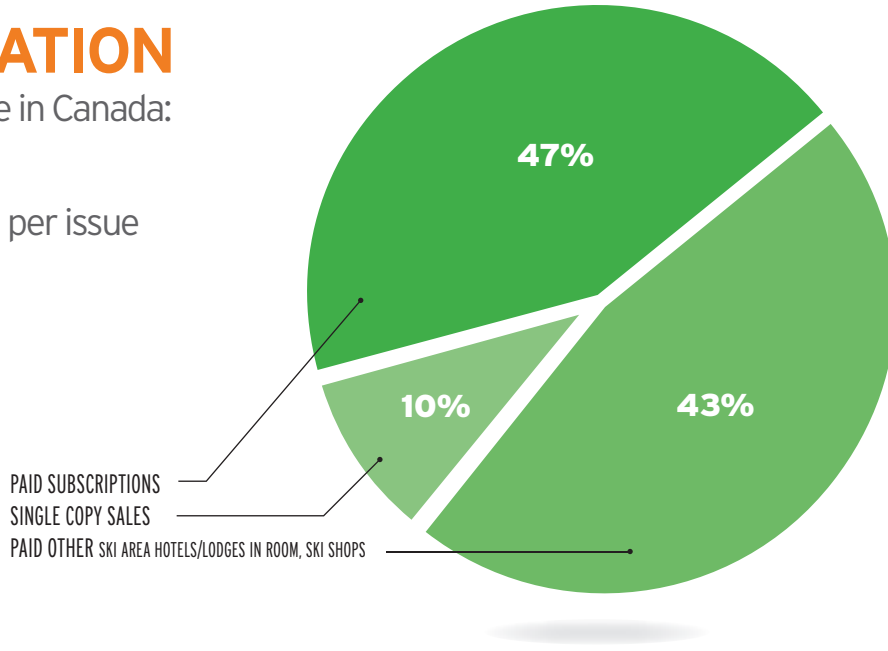
**#1**  
NEWSSTAND  
SALES

**98%**

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

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

\* Canadian Media Circulations Audit



**CANADIAN PAID CIRCULATION 2019/2020**

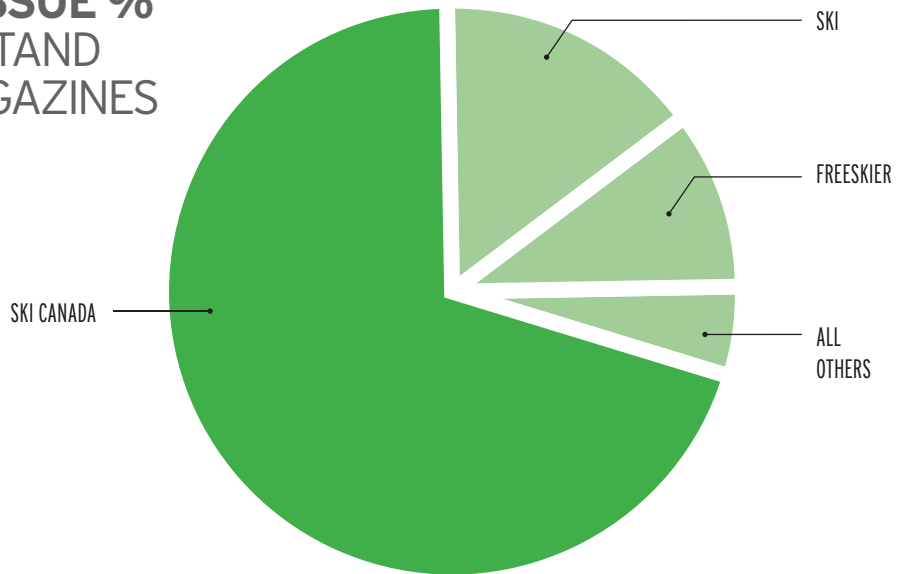
## GEOGRAPHIC DISTRIBUTION

ATLANTIC	<b>1.8%</b>
QUEBEC	<b>6.7%</b>
ONTARIO	<b>32.3%</b>
MB/SK	<b>1.2%</b>
ALBERTA	<b>26.9%</b>
BC	<b>27.6%</b>
USA/FRGN	<b>3.6%</b>

SOURCE: CMCA statement July 2019

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

**SKI CANADA MAGAZINE**  
SOLD MORE COPIES ON  
CANADIAN NEWSSTANDS  
THAN ALL OTHER  
SNOWSPORTS TITLES  
**COMBINED.**



SOURCE: COMAG MARKETING GROUP (CMG)

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Phone: 416-508-2382  
promedia@rogers.com



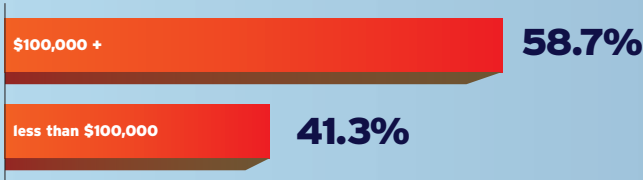
# THE CANADIAN ALPINE SKI MARKET

## MARKET SIZE

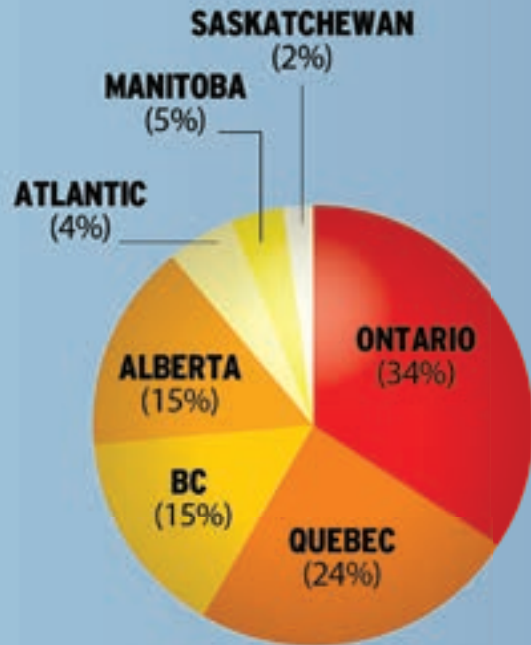
- **2,910,000** Canadians 12 year+ are alpine skiers
- **18,818,000** total skier visits in Canada (incl snowboarders)\*
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- Average age **41.8 years**
- **59%** male

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

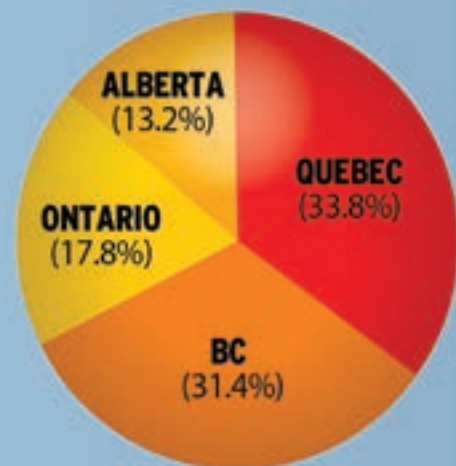
## HOUSEHOLD INCOME



## MARKET SHARE OF ALPINE SKIERS BY PROVINCE



## GEOGRAPHIC DISTRIBUTION OF SKIER VISITS





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

Every issue of **Ski Canada** magazine is available as a digital edition on multiple platforms. Subscribers can opt to receive a digital edition as well as the physical magazine by mail. Non-subscribers can purchase access through international digital platforms such as **Pocketmags** and **PressReader**.



## SOCIAL MEDIA CHANNELS



SkiCanadaMag



@skicanadamag



@skicanadamagazine



# ADVERTISING RATES

Effective issues dated Buyer's Guide 2023 (fall annual 2022) through Winter 2023

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

### 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.

### 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

FOR DIGITAL FILE SPECIFICATIONS GO TO [SKICANADAMAG.COM/ADVERTISE/#SPECS](http://SKICANADAMAG.COM/ADVERTISE/#SPECS)

## ADVERTISING CLOSING DATES

ISSUE COVER DATE	SALES CLOSING DATE	MATERIALS DUE	PUBLISH WEEK	ON SALE
<b>BUYER'S GUIDE 2023</b> VOL 51 #1 FALL/WINTER ANNUAL	AUGUST 9, 2022	AUGUST 15, 2022	WEEK OF AUGUST 29, 2022	WEEK OF SEPTEMBER 12, 2022
<b>FALL 2022</b> OCTOBER/NOVEMBER VOL 51 #2	SEPTEMBER 19, 2022	SEPTEMBER 26, 2022	WEEK OF OCTOBER 17, 2022	WEEK OF OCTOBER 31, 2022
<b>DECEMBER/ JANUARY 2023</b> VOL 51 #3	NOVEMBER 7, 2022	NOVEMBER 14, 2022	WEEK OF NOVEMBER 28, 2022	WEEK OF DECEMBER 5, 2022
<b>WINTER 2023</b> VOL 51 #4	JANUARY 10, 2023	JANUARY 17, 2023	WEEK OF JANUARY 31, 2023	WEEK OF FEBRUARY 7, 2023

\* 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