

# ALPINE SKIERS ARE THE TOP INCOME EARNERS IN SPORT HOUSEHOLDS

**HOUSEHOLD INCOME:** 74% of **Ski Canada** subscriber households have income over **\$75,000** per annum. 56% of alpine ski households have income over **\$75,000**.

**GENDER:** 82% of **Ski Canada** subscribers are male. 56% of alpine skiers are male.

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) 2006.

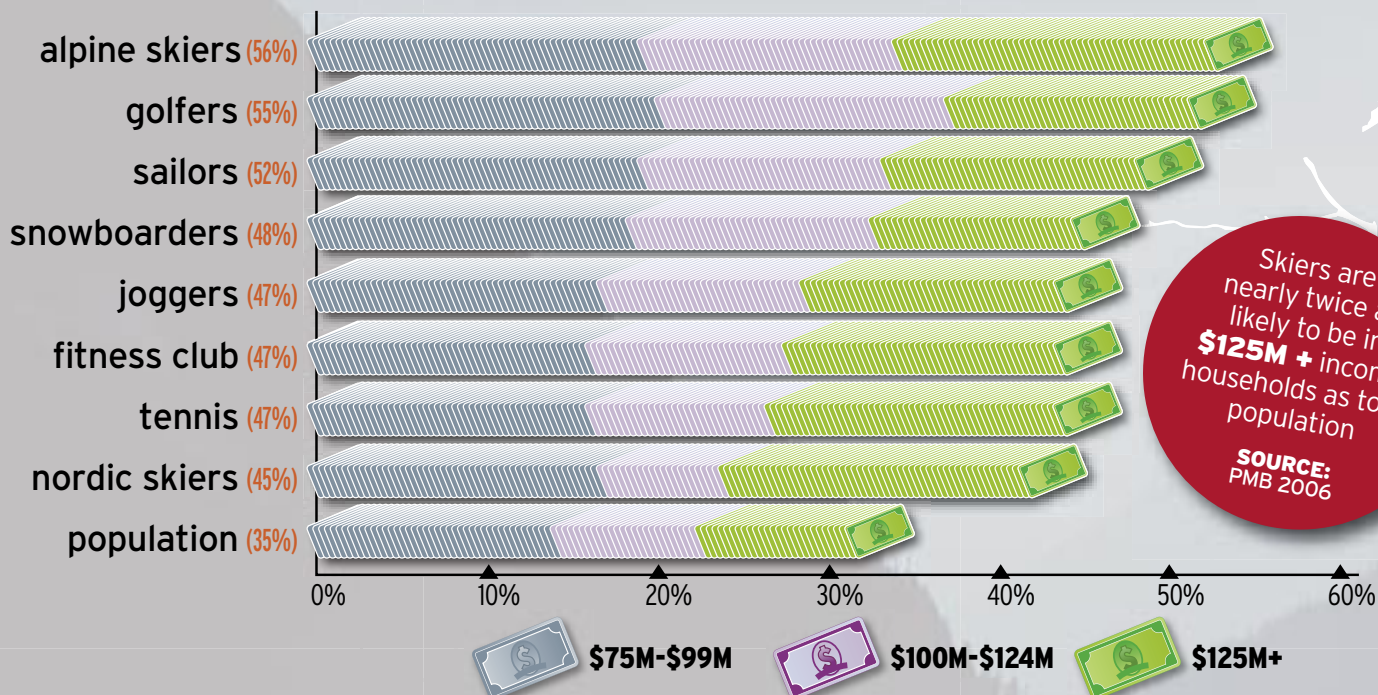
The average annual household income for households participating in alpine skiing is **\$85,979**.

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. A research study of **Ski Canada** subscribers found they had an average household income of more than \$90,000 per annum.

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

Alpine skiers rank #1 - 56% of skier households have HHI \$75,000 +



Skiers are nearly twice as likely to be in \$125M+ income households as total population

SOURCE: PMB 2006

**EDUCATION:** 55% of **Ski Canada** subscribers graduated from university. 31% of alpine ski market graduated university.

**OCCUPATION:** 63% of **Ski Canada** subscribers are in professional, owner or managerial occupations. 28% of alpine skiers are in these occupation categories.

**Ski Canada magazine** is the largest circulation snowsports magazine in Canada in paid circulation, newsstand sales and individually addressed copies. These markers are the measure of the value readers place in the content of the magazine. It's why **Ski Canada** runs more alpine ski, direct response and lifestyle advertising than any other snowsports publication in Canada.

**SOURCE:** Rotenberg Research Ski Canada Subscriber Study 2002. Income calculated for 2006 based on CPI inflation index. Print Measurement Bureau 2006 Canadian population 12 years + Canadian Ski Council: 2005-2006 Canadian Snow Industry in Review Facts and Stats

**PUBLISHER:** Paul Green toll free 1-888-666-9754 (local Toronto 416-595-1252) info@skicanadamag.com  
**WESTERN SALES MANAGER:** Dave Harkley 604-894-3600 integcom@telus.net  
**EDITOR:** Iain MacMillan toll free 1-888-301-3348 (local Toronto 416-538-2293) mac@skicanadamag.com  
**TECHNICAL EDITOR:** Martin Olson 250-260-2785 martin@skicanadamag.com