

# ski canada

## SKI CANADA MAGAZINE READER SURVEY, APRIL 2013

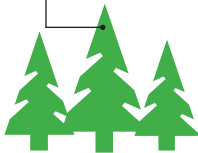
In April 2013 *Ski Canada* engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been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

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

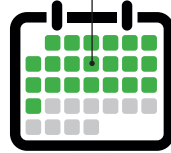
AVERAGE **25 SKI DAYS** EACH SEASON

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

They ski the entire mountain  
**64%** ski off-piste;  
**61%** trees



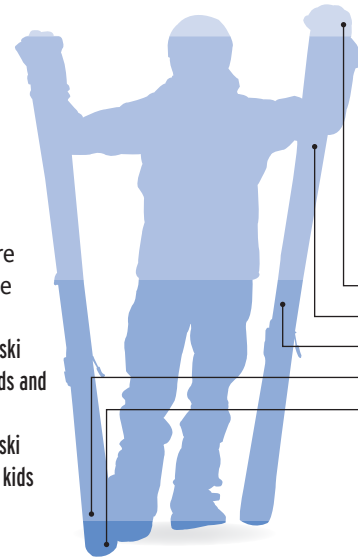
They ski a lot  
**56%** ski more than 21 days each ski season



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>  |

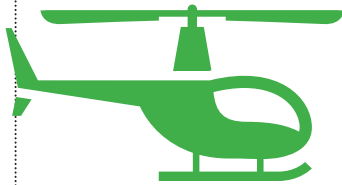
*I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews*

*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!*

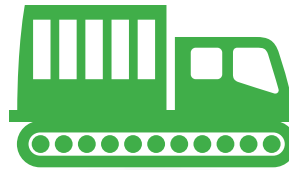


MORE THAN A THIRD OF READERS OWN OR RENT A SKI CHALET OR CONDO

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



HELI-SKIING **24%**



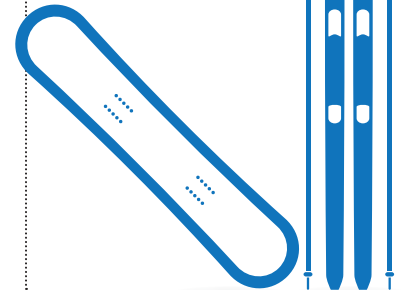
CATSKIING **24%**

NOT YET, BUT PLAN TO SOMEDAY **64%**

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 SKI TOUR  
**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%**

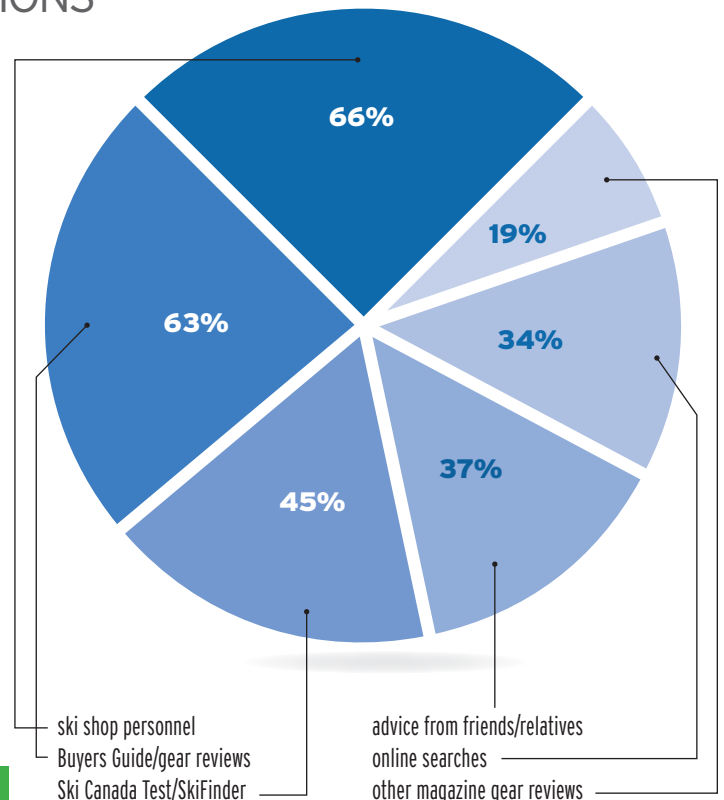
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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



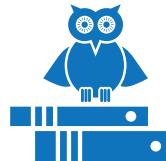
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



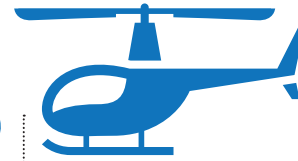
**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



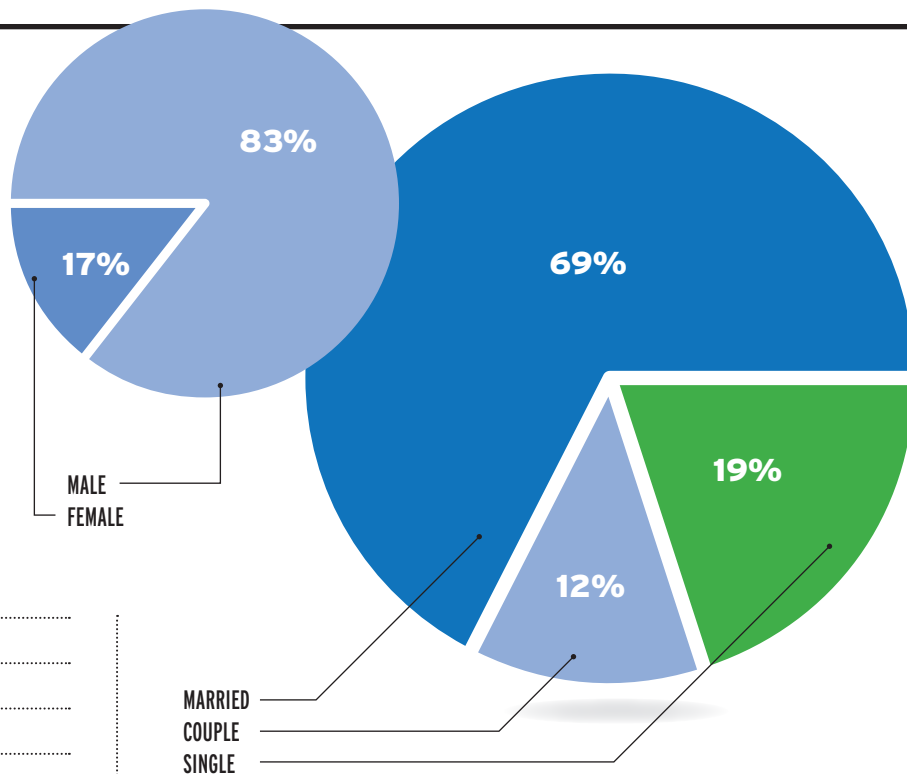
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

## READER DEMOGRAPHICS



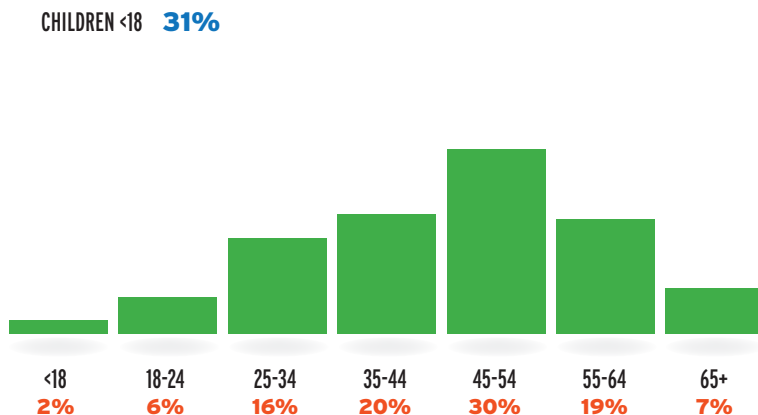
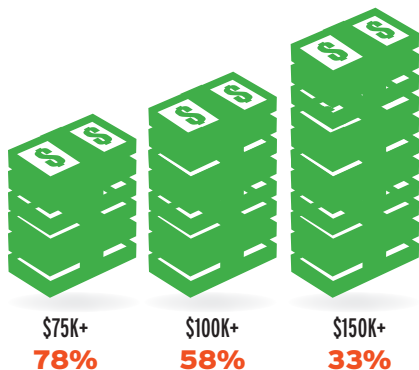
*Excellent ski tests and buyers guide. Good info on Canadian ski resorts*

*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.*

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



## #1 CIRCULATION

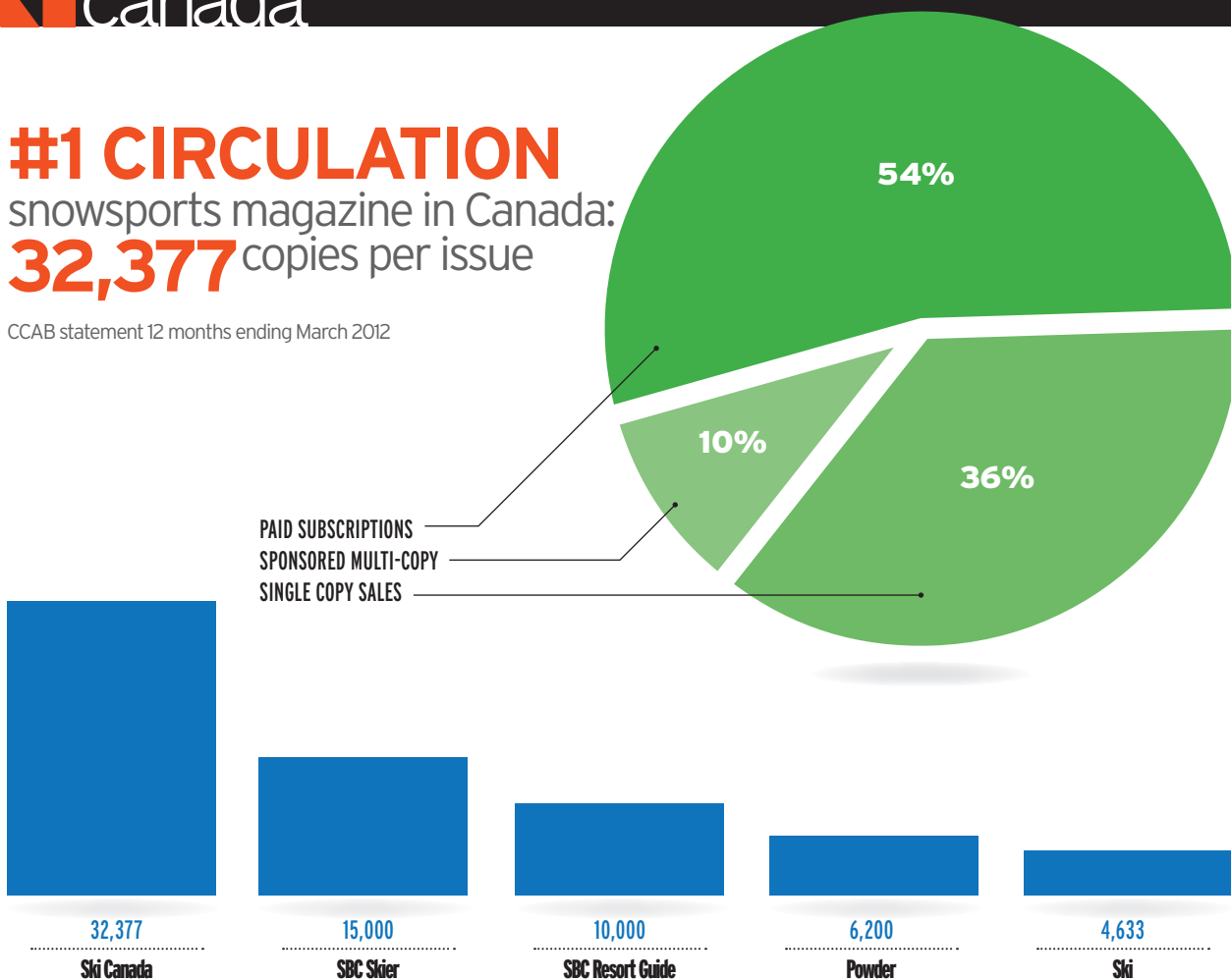
snowsports magazine in Canada:  
**32,377** copies per issue

CCAB statement 12 months ending March 2012

**#1**  
PAID  
CIRCULATION

**#1**  
SUBSCRIPTIONS

**#1**  
NEWSSTAND  
SALES



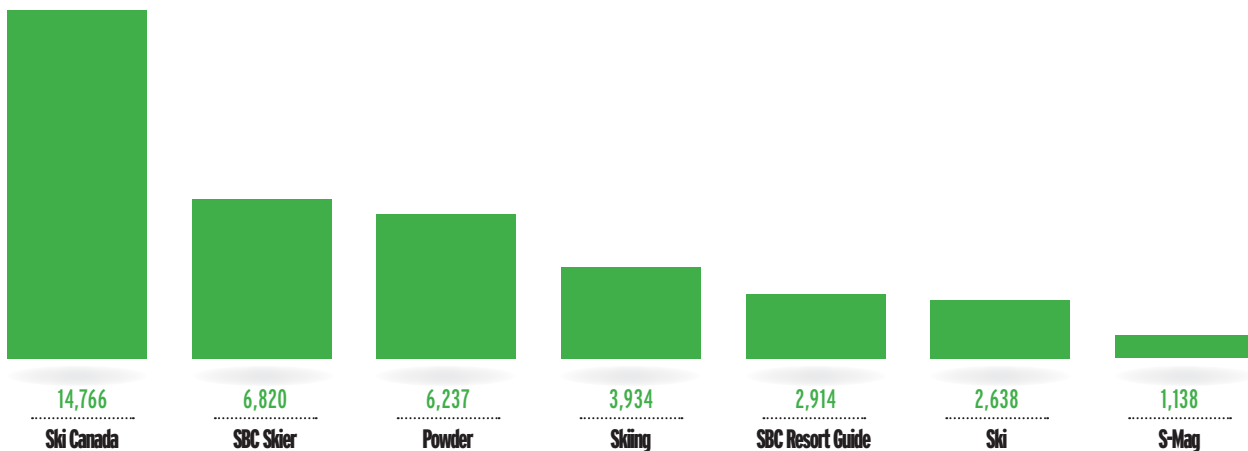
SOURCE: Ski Canada CCAB Statement 12 months average ending March 2012; Ski ABC Statement Canadian circulation; Powder estimates from Canadian newsstand reports; SBC Skier & Resort Guide estimates, including newsstand sales fall 2011. No audit statements available.

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

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

## NEWSSTAND SALES FALL & WINTER 2012/2013

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



\* Canadian Circulations Audit Board  
division of BPA International

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

## CONTACTS

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