

SKI canada



**PRINT OR
ONLINE**

**Reaching the Largest
Alpine Ski Audience in Canada**

Photo: BRUNO LONG

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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 2016/17

VOL 45 #1: 2017 FALL ANNUAL BUYER'S GUIDE

publishes week of August 22, 2016

* on newsstands week of September 5, 2016

The country's most-used equipment bible, *Ski Canada's* 2017 Buyer's Guide is all new this year with Technical Editor Ryan Stuart at the helm. What's hot in shops this season? The keenest skiers learn here.

Also in this issue:

- » From **Marmot Basin**, in Jasper, Alberta, Part I of the 35th annual ***Ski Canada Test powered by Audi***
- » Testers' favourites from three categories: **Big Mountain Freeride, High Performance All-Mountain & Slalom**

PLUS

- » **Lakes, Andes and volcanoes:** Portillo and Corralco, Chile
- » **On patrol at Fernie**
- » **Living winter to winter:** confessions of a hemisphere-hopping ski instructor
- » ***Ski Canada* readers go all inclusive at Club Med La Plagne, France**
- » **How ski resorts have adapted to handle challenging snow years**

SKI CANADA HAS GONE DIGITAL
 Last season's issues and all future issues will be available on 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.



VOL 45 #2: FALL 2016 (OCT/NOV)

publishes week of October 10, 2016
 * on newsstands week of October 24, 2016

HIGHLIGHTS

- » The Test's best **On-Piste Cruisers** and **Adventure All Mountain** skis
- » From **Marmot Basin**, Part II of the *Ski Canada Test*, powered by **Audi**
- » **Assiniboine Lodge**: Alberta's snowy secret
- » **Living the dream**: *Ski Canada* chats with **Selkirk Snowcat Skiing's** new owners
- » **Roadtrip**: Red, Revie and Whitewater
- » **Who's up first?** Valemount or Jumbo?
- » **Alpine Touring** Tremblant
- » **Jackson Hole**, Wyoming
- » **Addelboden**, Switzerland
- » **St Anton**, Austria
- » **World Survey**: How much do ski instructors make?

VOL 45 #3: DECEMBER 2016 (DEC/JAN)

publishes week of November 14, 2016
 * on newsstands week of November 28, 2016

HIGHLIGHTS

- » The **Marmot Basin *Ski Canada Test*** powered by **Audi**: 22 Easy Cruisers and from **Mike Wiegele Helicopter Skiing**, the best skis for powder
- » **Kicking Horse's John Parry** knows how to pray for snow
- » After 56 years of ownership **Mont Sutton's Boulanger** brothers pass the papers
- » Turning the kids on to the backcountry at **Valkyr Adventures**
- » What can you do with **€350 million**? Build a swank ski resort on a volcano in Turkey
- » **Big Sky**, Montana
- » **Cat ski Chatter Creek** and **K3**
- » What's new in **knees**
- » **Ski Better** with Tips from *Ski Canada's* Ski School



VOL 45 #4: WINTER 2017 (FEB/MAR)

publishes week of January 30, 2017
 * on newsstands week of February 13, 2017

HIGHLIGHTS

- » **The Best of Skiing in Canada** – Our annual look at what we love about skiing at home: Awards, accolades...and a few bricks
- » **Sol Mountain Lodge**
- » **Big things to come** at **Mother Whistler**
- » **A quick Swiss Roadtrip**: Arosa, Lenzerheide, Laax, Flims
- » **La Grave**: 100% expert offpiste, one gondola, no avalanche control, 2,300 vertical metre runs...the stuff of legends
- » **Testing the best powder skis** at **Wiegele World**
- » **More Ski Better Tips** from *Ski Canada's* Ski School

SKI CANADA MAGAZINE READER SURVEY

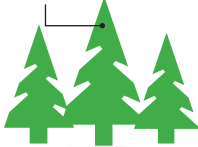
In April 2013 *Ski Canada* engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been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



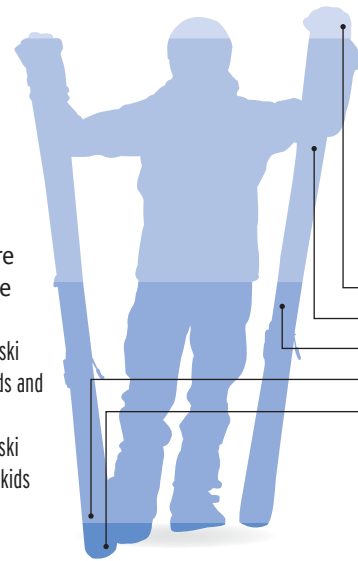
They ski a lot **56%** ski more than 21 days each ski season



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

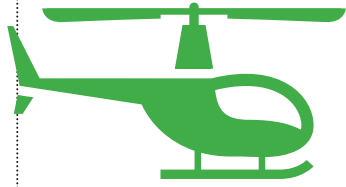
I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews

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!

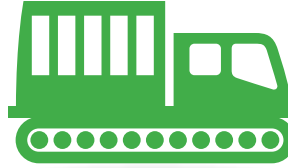


MORE THAN A THIRD OF READERS OWN OR RENT A SKI CHALET OR CONDO

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



HELI-SKIING **24%**



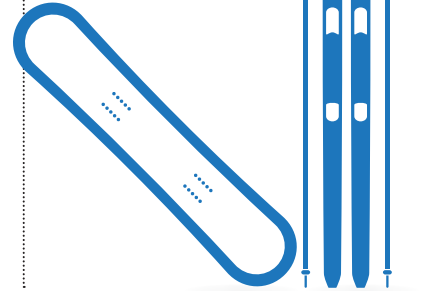
CATSKIING **24%**

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%**

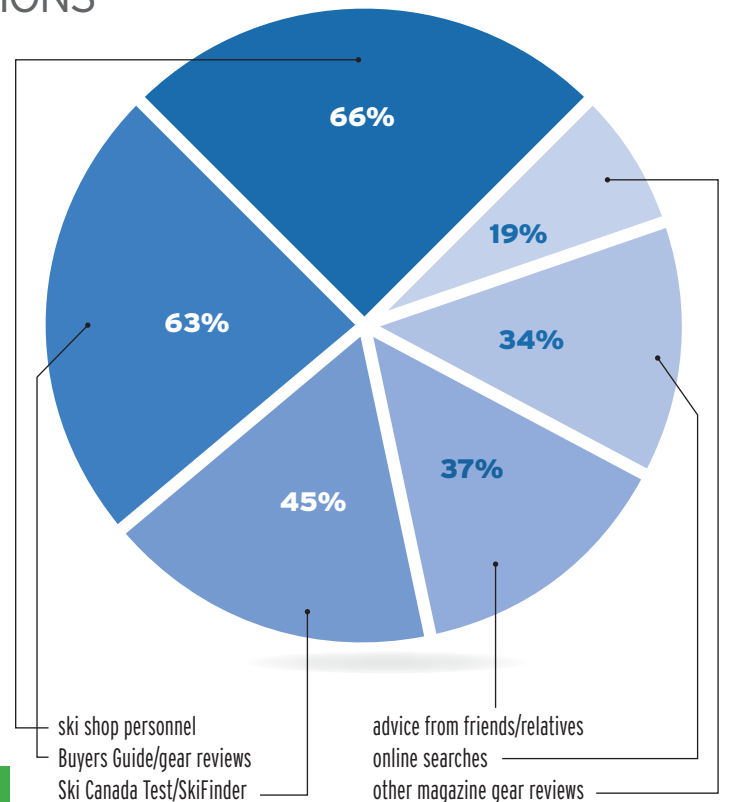
HIGH END **63%**
HIGH END **73%**
HIGH END **63%**

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.

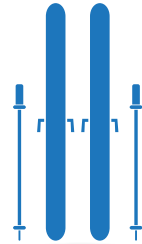
It is a good, informative magazine and it is Canadian!!!

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



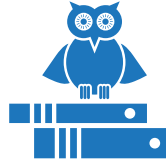
96%
SKI RESORTS



94%
SKI GEAR REVIEWS



85%
PHOTOGRAPHY



84%
SKI INSTRUCTION



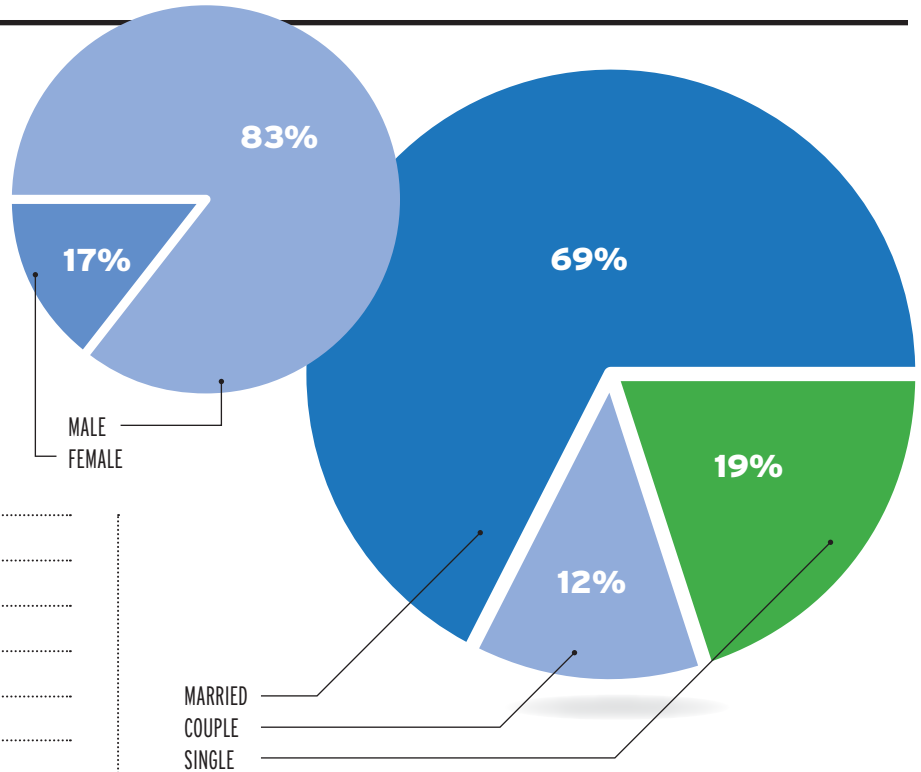
83%
COLUMNISTS



70%
CAT/HELISKI ARTICLES

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

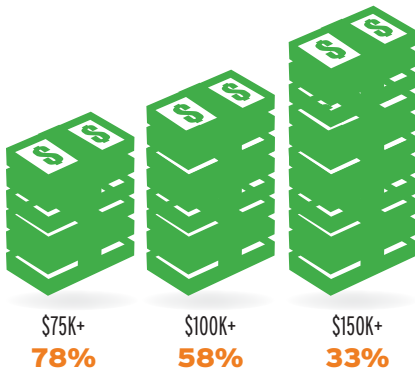
READER DEMOGRAPHICS



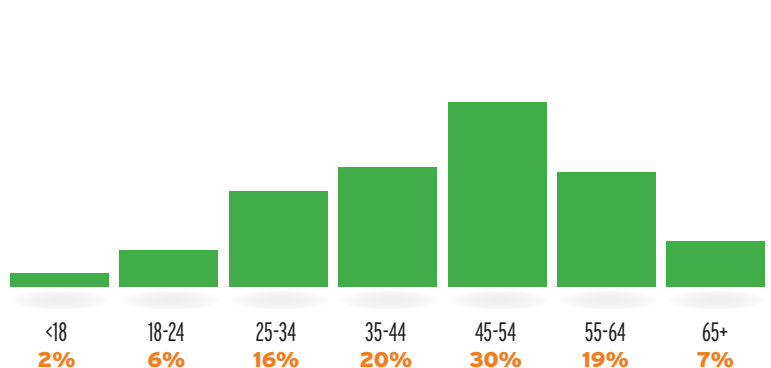
READER OCCUPATION

| | |
|--------------------|------------|
| 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

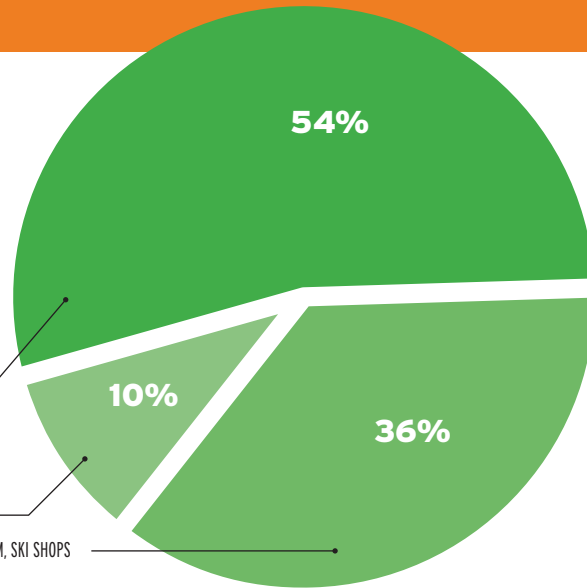
snowsports magazine in Canada:
average copies mailed/sold per issue

30,000

average total readers per issue

150,000+

CCAB March 2015 annual statement



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

GEOGRAPHIC DISTRIBUTION

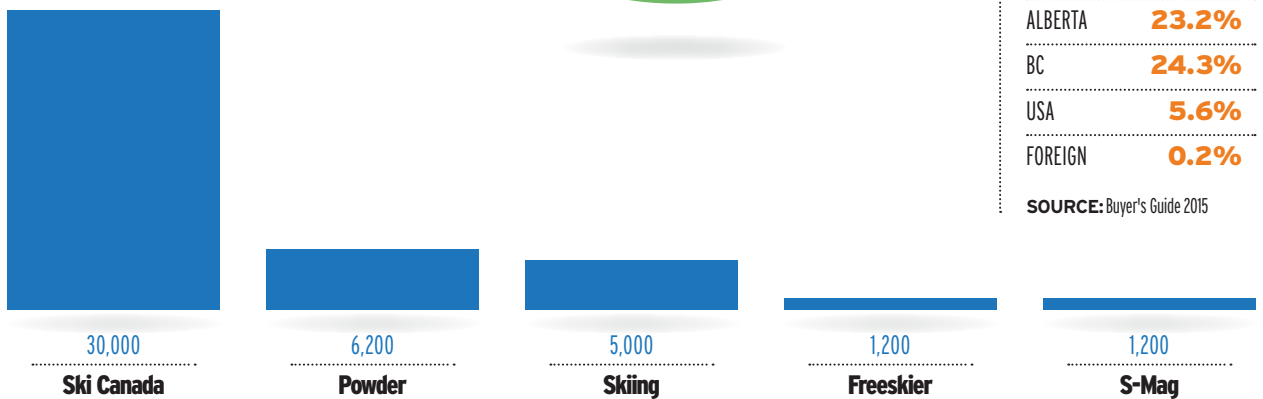
| | |
|----------|-------|
| ATLANTIC | 1.7% |
| QUEBEC | 13.1% |
| ONTARIO | 30.9% |
| MB/SK | 1.0% |
| ALBERTA | 23.2% |
| BC | 24.3% |
| USA | 5.6% |
| FOREIGN | 0.2% |

SOURCE: Buyer's Guide 2015

#1
PAID
CIRCULATION

#1
SUBSCRIPTIONS

#1
NEWSSTAND
SALES

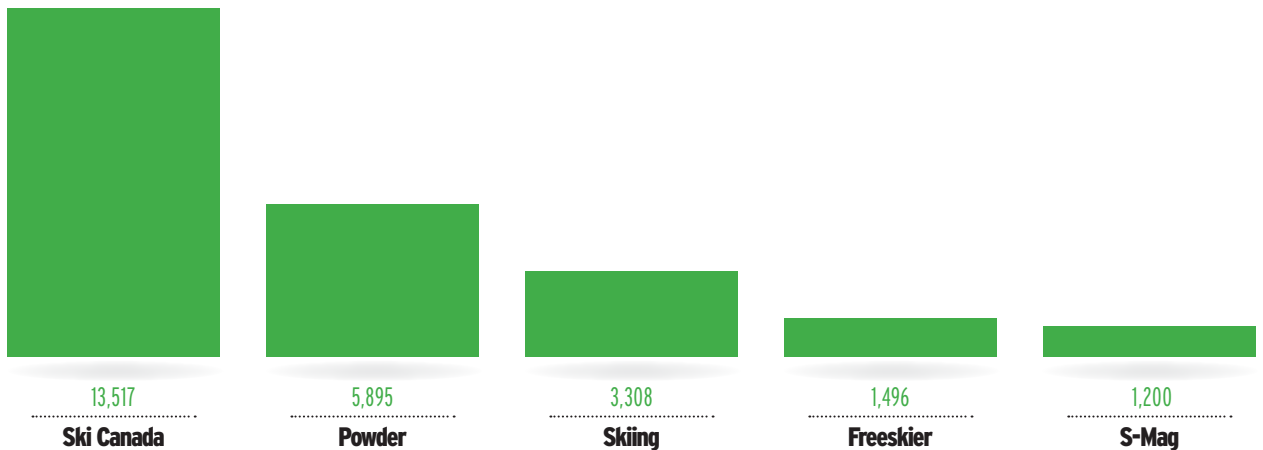


SOURCE: Ski Canada CCAB Statement 12 months average ending March 2015; Ski ABC Statement Canadian circulation; Powder estimates from Canadian newsstand reports. SBC Skier and SBC Resort Guide did not publish in 2015/2016.

NEWSSTAND SALES FALL & WINTER 2014/2015

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

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



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 S-Mag two issues only.

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PROMEDIA COMMUNICATIONS
Jeff Yamaguchi
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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

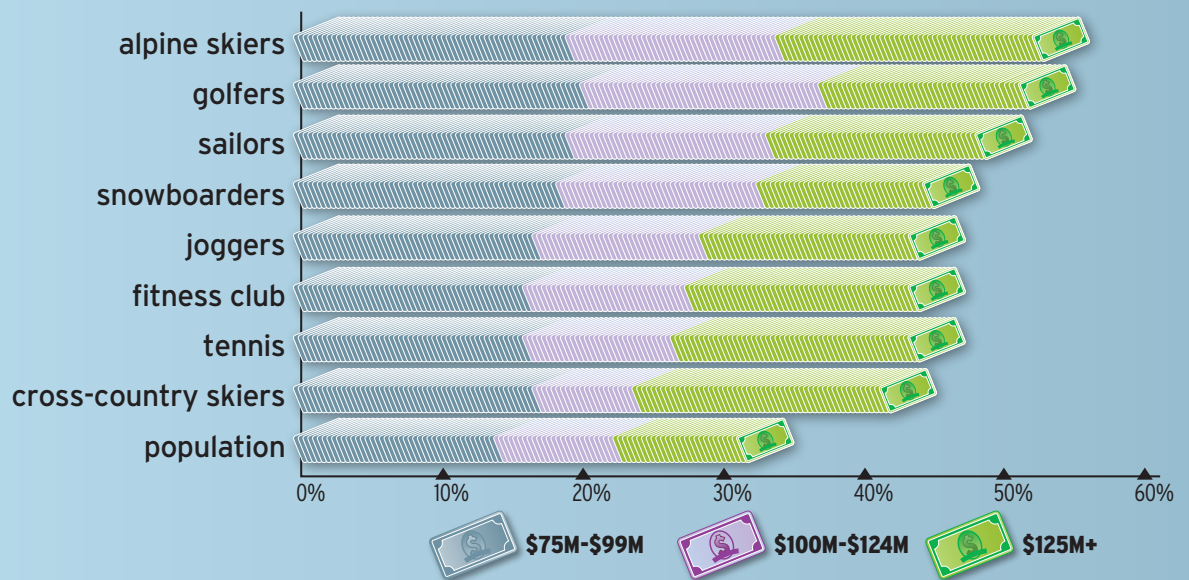
If skiers are measured by spending power, then **Ski Canada's** readers are an important target for most media plans. Alpine skiers, with golfers, have the highest average annual household incomes of any sport group measured by Print Measurement Bureau (PMB) 2010.

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

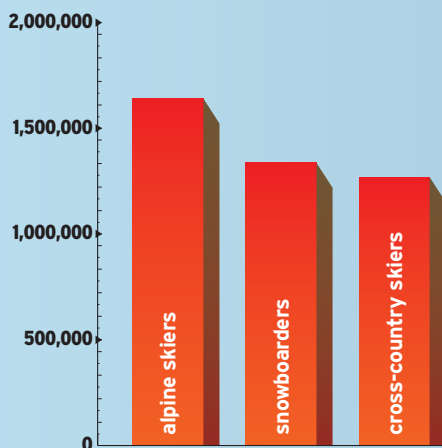
Alpine skiers can afford to buy what they want, and their lifestyle reflects a high level of consumer activity.

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.

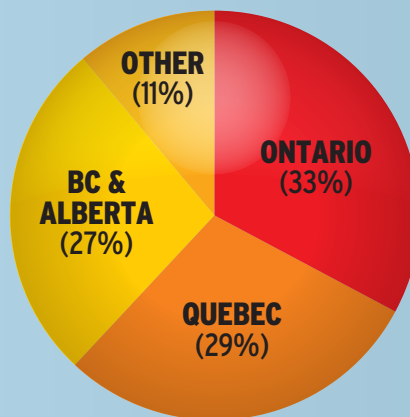
COMPARISON OF AVERAGE ANNUAL HOUSEHOLD INCOME BY SPORT PARTICIPATION. ↴



TOTAL SNOWSPORTS PARTICIPANTS



GEOGRAPHIC DISTRIBUTIONS OF ALPINE SKIERS

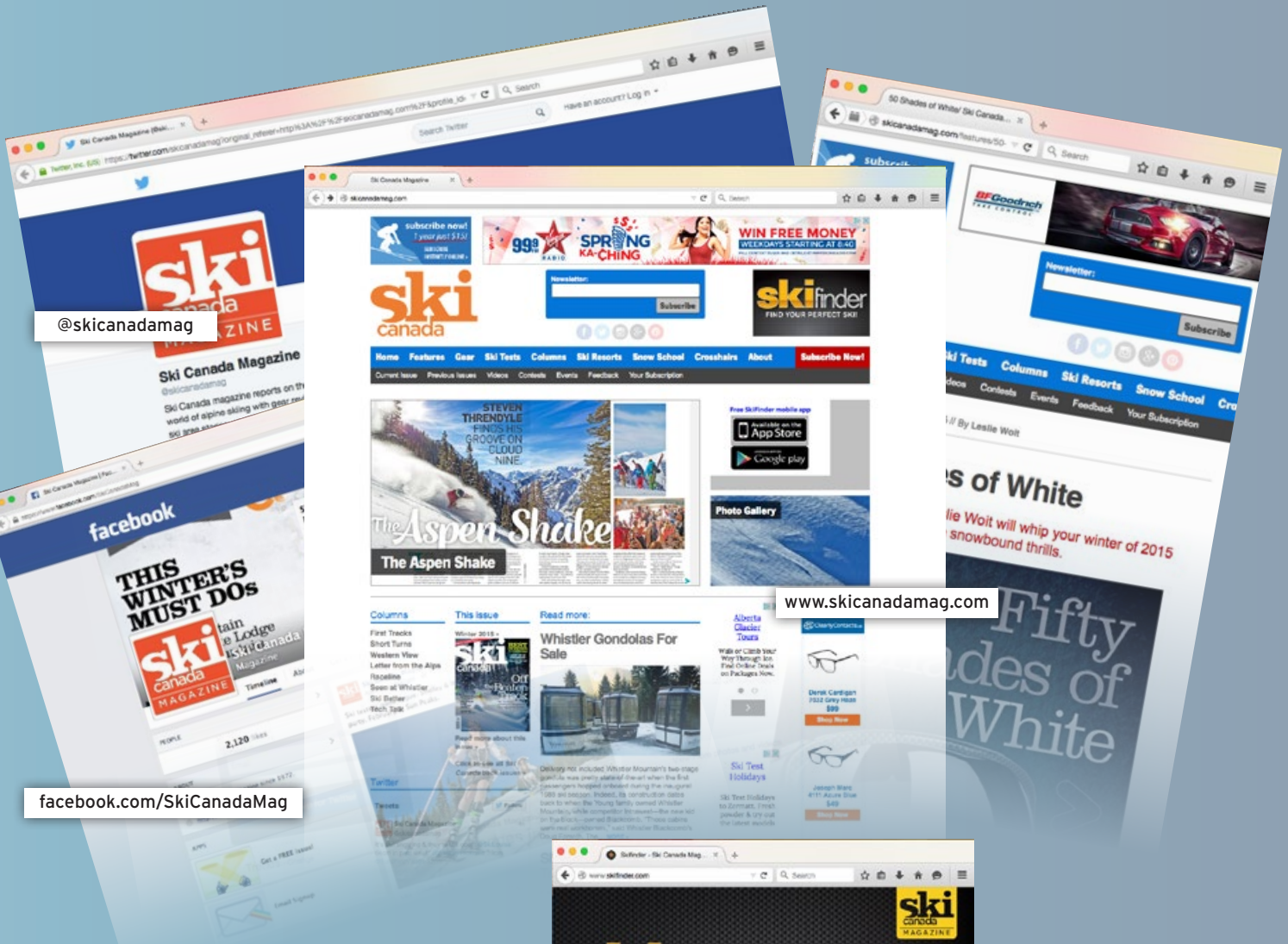


NATIONAL ALPINE SKIER

- 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

Effective issues dated Buyer's Guide 2017 (Fall 2016) through Winter 2017

| 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 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 2017 VOL 45 #1 FALL/WINTER ANNUAL | JULY 29, 2016 | AUGUST 12, 2016 | WEEK OF AUGUST 22, 2016 | WEEK OF SEPTEMBER 5, 2016 |
| FALL 2016 VOL 45 #2 | SEPTEMBER 23, 2016 | SEPTEMBER 30, 2016 | WEEK OF OCTOBER 10, 2016 | WEEK OF OCTOBER 24, 2016 |
| DECEMBER 2016 VOL 45 #3 | OCTOBER 28, 2016 | NOVEMBER 4, 2016 | WEEK OF NOVEMBER 14, 2016 | WEEK OF NOVEMBER 28, 2016 |
| WINTER 2017 VOL 45 #4 | JANUARY 16, 2017 | JANUARY 23, 2017 | WEEK OF JANUARY 30, 2017 | WEEK OF FEBRUARY 13, 2017 |

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

WEB STATS & RATES

Peak months are September through April

Average pageviews per month 245,000+

Unique visitors per month: 40,000+

Average pages per session: 4.79

Demographics

Male: 80%; Female: 20%

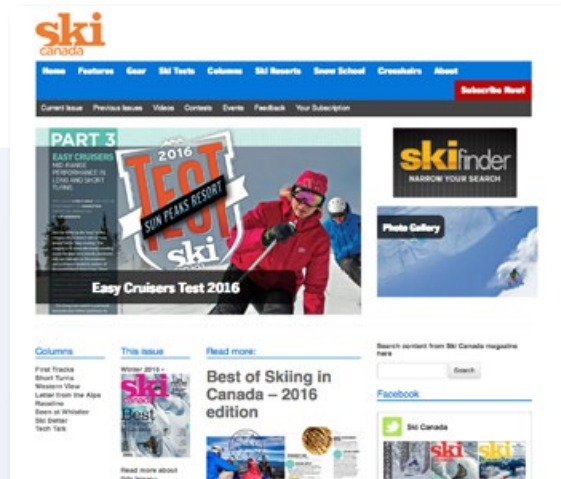
35-44 yr: 29%; 45-54 yr: 27%; 25-34 yr: 21%

Traffic sources: search engines 74%; direct 20%; referral 6%

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

source: Google Analytics, October 2015 to March 2016

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 |

