

# ski canada

PRINT OR  
ONLINE

Reaching the Largest  
Alpine Ski Audience in Canada

Photo: ADAM STEIN


reader demographics

circulation

online media

Canadian ski market data





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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](http://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

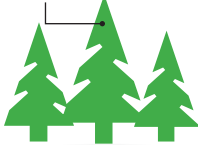
In April 2013 *Ski Canada* engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been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



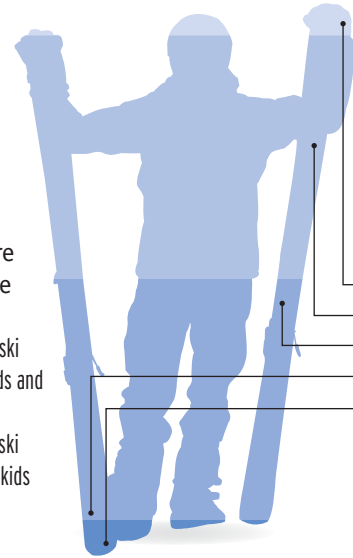
They ski a lot  
**56%** ski more than 21 days each ski season



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

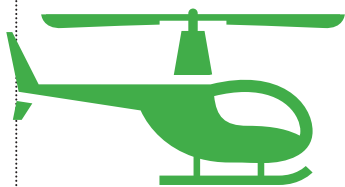
BC	<b>68%</b>
ALBERTA	<b>39%</b>
QUEBEC	<b>32%</b>
ONTARIO	<b>27%</b>
U.S. EAST	<b>18%</b>
U.S. WEST	<b>18%</b>
EUROPE	<b>7%</b>

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

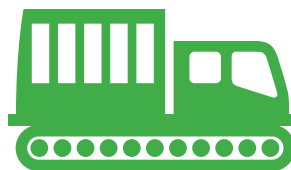
*Ski Canada* mag, as long as it stays committed to Cdn content and reviews of Cdn ski hills from coast to coast and doesn't get too elitist, will remain as an important conduit to ski industry for me I really enjoyed the magazine! All articles were fantastic!

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%**



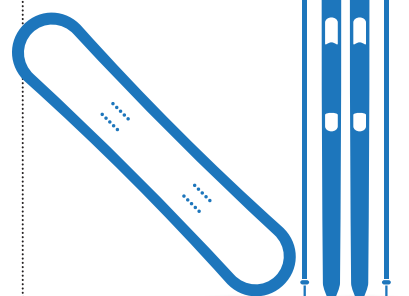
CATSKIING **24%**

**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%**

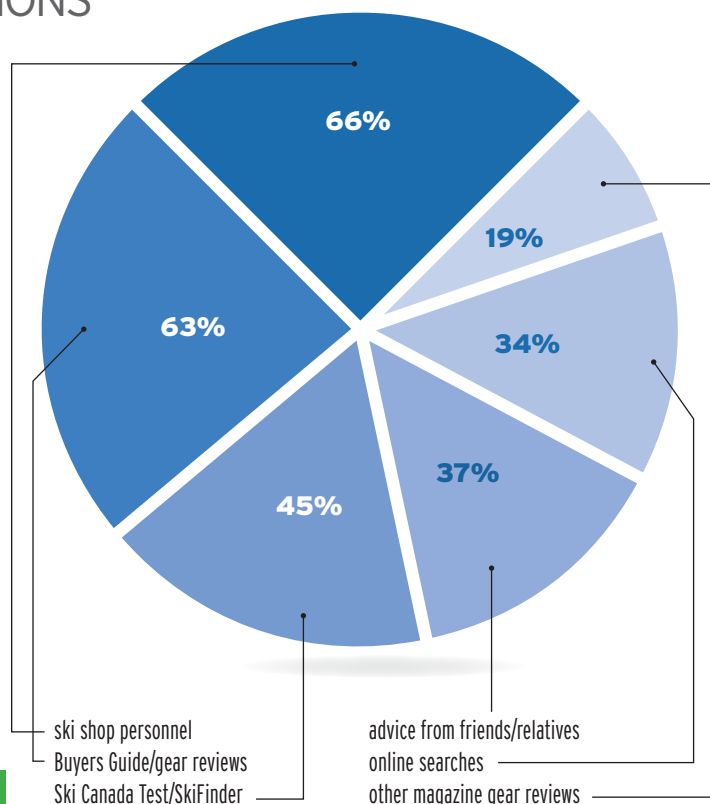
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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.*

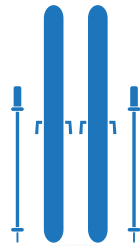
*It is a good, informative  
magazine and it is  
Canadian!!!*

*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



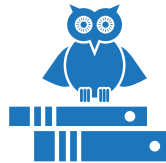
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



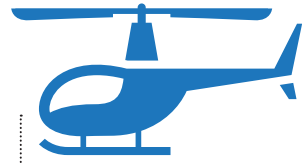
**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



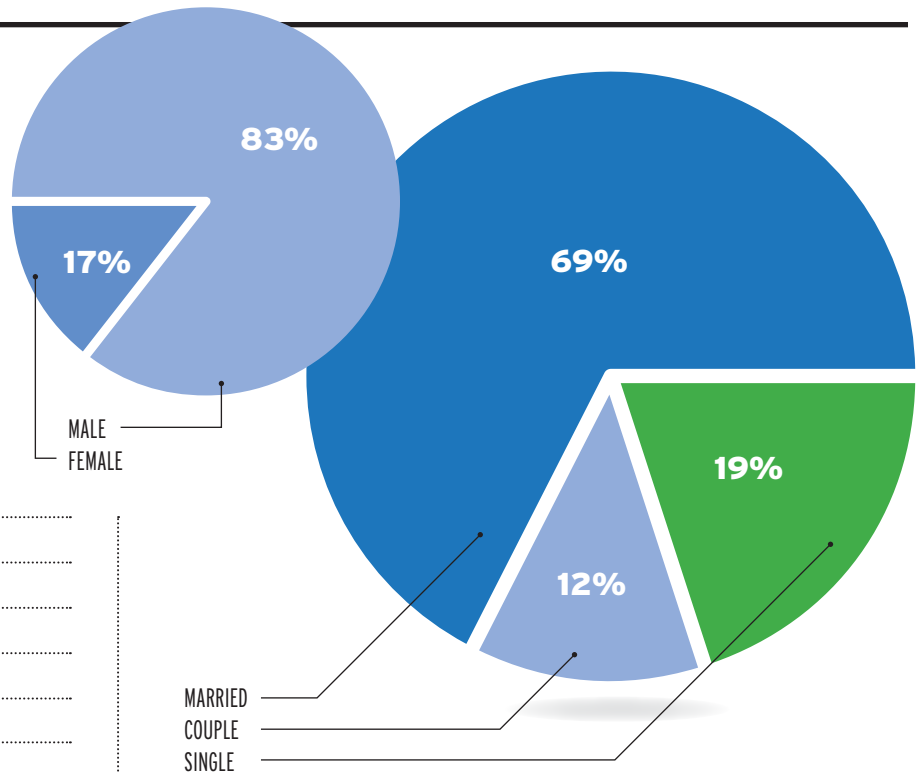
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

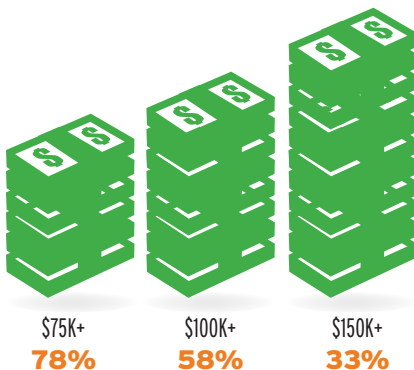
## READER DEMOGRAPHICS



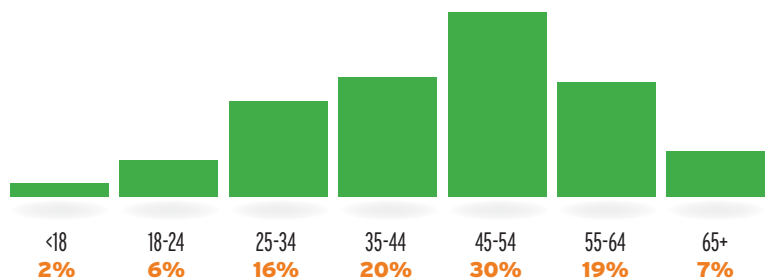
## READER OCCUPATION

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

**#1**  
PAID  
CIRCULATION

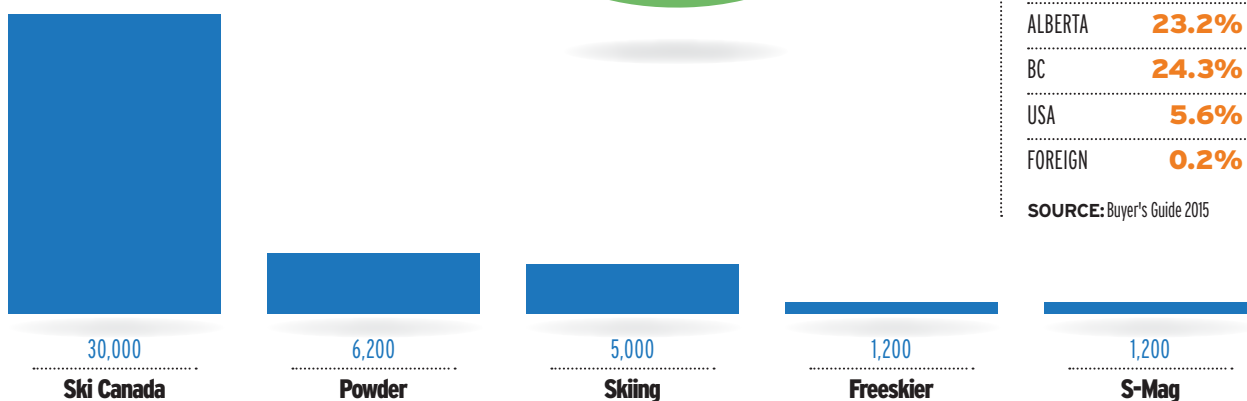
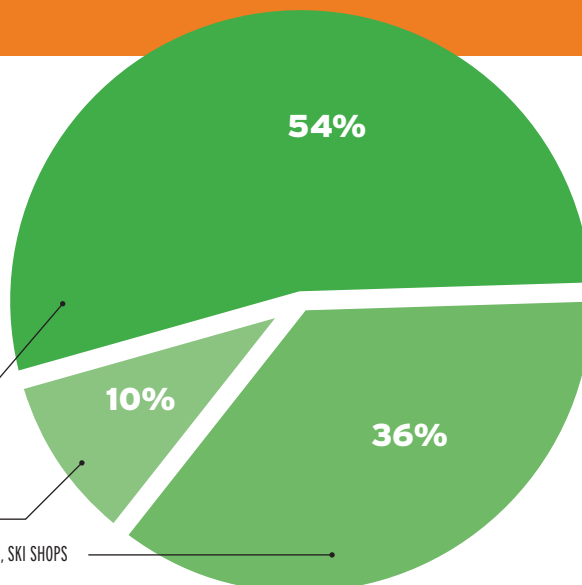
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**#1**  
SUBSCRIPTIONS

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**#1**  
NEWSSTAND  
SALES

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



**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.

## 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%

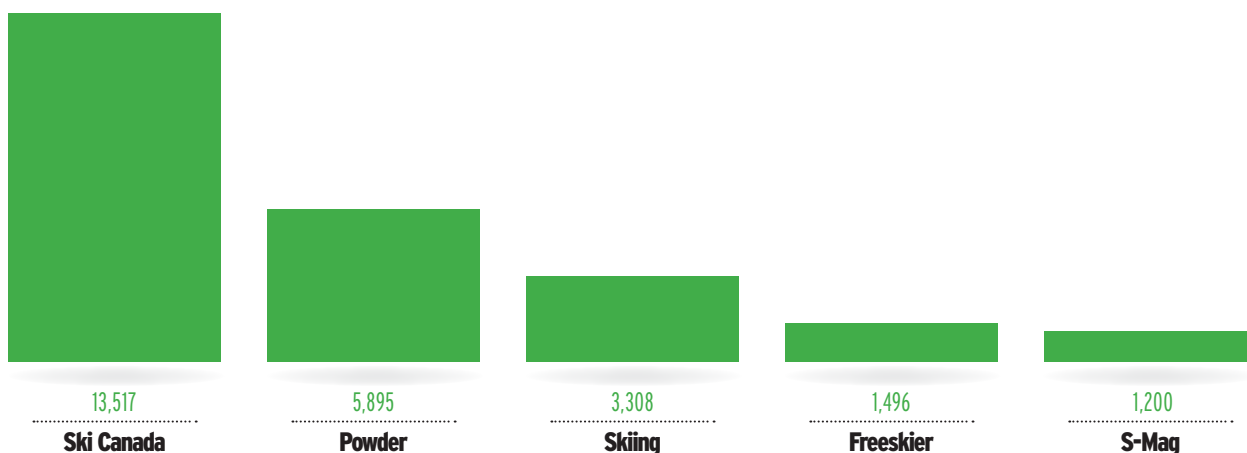
**SOURCE:** Buyer's Guide 2015

**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 2014/2015



**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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# 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

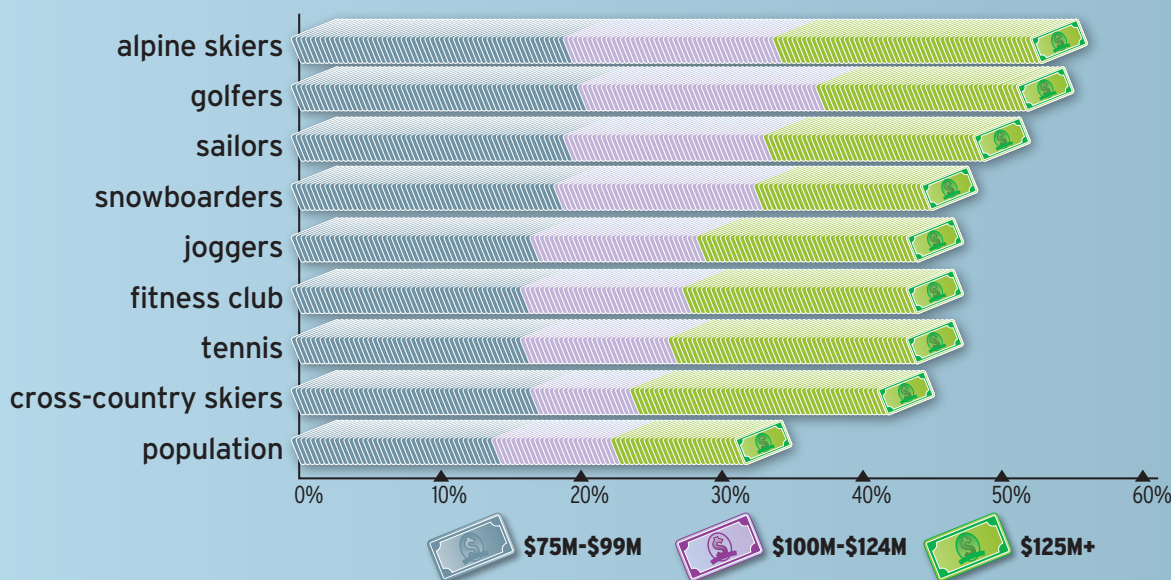
If skiers are measured by spending power, then **Ski Canada's** readers are an important target for most media plans. Alpine skiers, with golfers, have the highest average annual household incomes of any sport group measured by Print Measurement Bureau (PMB) 2010.

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

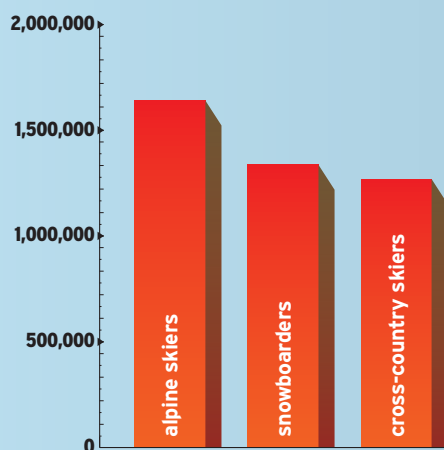
Alpine skiers can afford to buy what they want, and their lifestyle reflects a high level of consumer activity.

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.

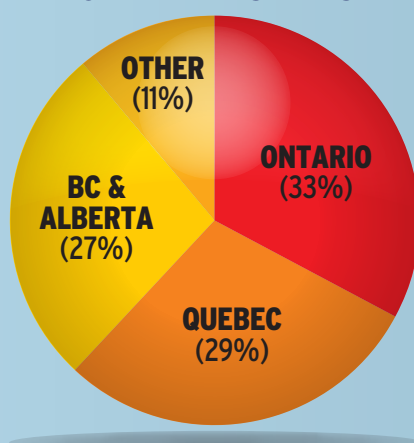
### COMPARISON OF AVERAGE ANNUAL HOUSEHOLD INCOME BY SPORT PARTICIPATION. ↴



### TOTAL SNOWSPORTS PARTICIPANTS



### GEOGRAPHIC DISTRIBUTIONS OF ALPINE SKIERS



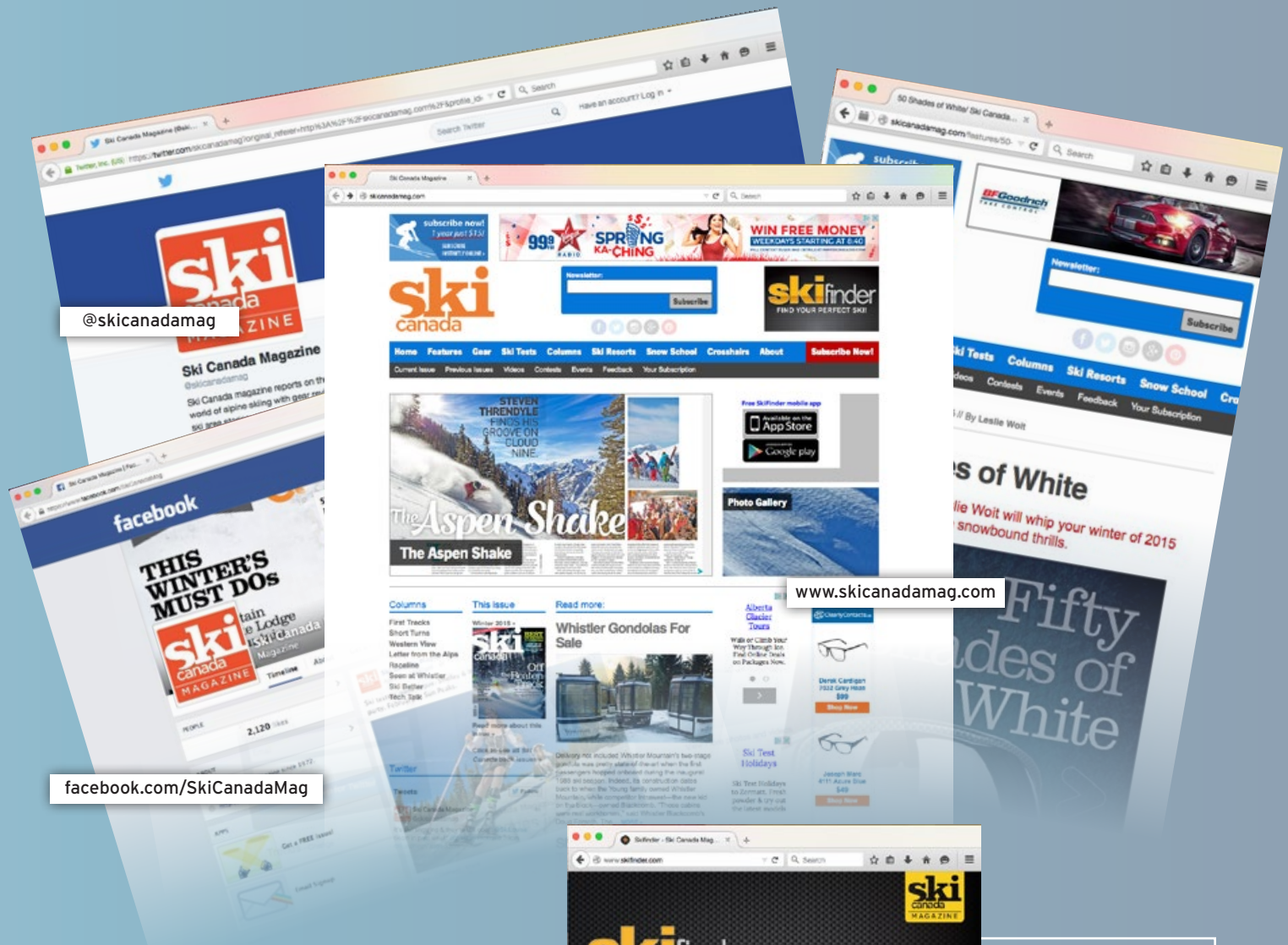
### NATIONAL ALPINE SKIER

- average age: **39 years**
- household income **\$100,000+** (45%)
- average household income: **\$101,849**

SOURCE: Canadian Ski Council



# WEB SITE & SOCIAL MEDIA



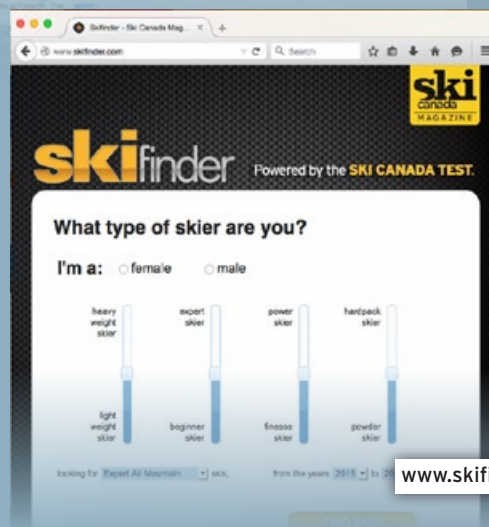
## WEB STATS

- 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
<b>DOUBLE PAGE SPREAD</b>	<b>\$9,341</b>	<b>\$8,874</b>	<b>\$7,940</b>	<b>\$7,473</b>
<b>FULL PAGE</b>	<b>\$5,190</b>	<b>\$4,930</b>	<b>\$4,411</b>	<b>\$4,152</b>
<b>2/3</b>	<b>\$4,307</b>	<b>\$4,092</b>	<b>\$3,661</b>	<b>\$3,446</b>
<b>1/2</b>	<b>\$3,477</b>	<b>\$3,303</b>	<b>\$2,955</b>	<b>\$2,782</b>
<b>1/3</b>	<b>\$2,335</b>	<b>\$2,219</b>	<b>\$1,985</b>	<b>\$1,868</b>
<b>1/6</b>	<b>\$1,142</b>	<b>\$1,085</b>	<b>\$970</b>	<b>\$913</b>
<b>1/12</b>	<b>\$778</b>	<b>\$740</b>	<b>\$662</b>	<b>\$623</b>

## 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
<b>BUYER'S GUIDE 2017</b> VOL 45 #1 FALL/WINTER ANNUAL	JULY 29, 2016	AUGUST 12, 2016	WEEK OF AUGUST 22, 2016	WEEK OF SEPTEMBER 5, 2016
<b>FALL 2016</b> VOL 45 #2	SEPTEMBER 23, 2016	SEPTEMBER 30, 2016	WEEK OF OCTOBER 10, 2016	WEEK OF OCTOBER 24, 2016
<b>DECEMBER 2016</b> VOL 45 #3	OCTOBER 28, 2016	NOVEMBER 4, 2016	WEEK OF NOVEMBER 14, 2016	WEEK OF NOVEMBER 28, 2016
<b>WINTER 2017</b> 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%**

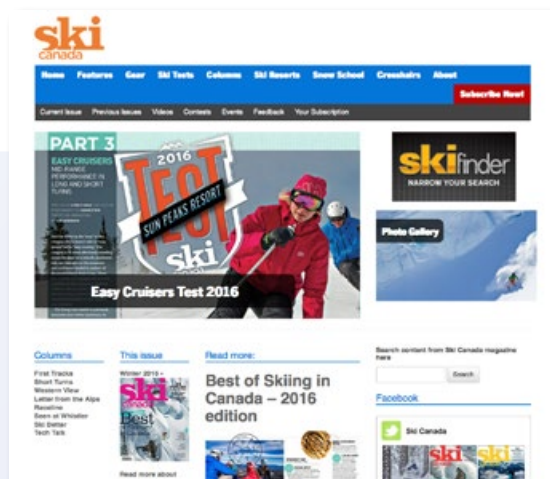
35-44 yr: **29%**; 45-54 yr: **27%**; 25-34 yr: **21%**

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

