

# ski canada



PRINT OR  
ONLINE

Reaching the Largest  
Alpine Ski Audience in Canada

reader demographics

circulation

online media

Canadian ski market data



#### HEAD OFFICE

Paul Green  
North America toll free 1-888-666-9754  
Phone: 416-595-1252  
Email: info@skicanadamag.com

#### SALES & PROMOTIONS WEST

David Harkley  
Phone: 604-894-3600  
Email: dave@skicanadamag.com

#### PRO MEDIA COMMUNICATIONS EAST

Jeff Yamaguchi  
Phone: 416-508-2382  
Email: jeff@skicanadamag.com

#### EDITORIAL OFFICE

Iain MacMillan  
North America toll free 1-888-301-3348  
Phone: 416-538-2293  
Email: mac@skicanadamag.com

#### TECHNICAL EDITOR

Ryan Stuart  
Email: ryan@skicanadamag.com

#### ART DEPARTMENT

Norm Lourenco  
Jennifer Neal  
Phone: 416-653-2221  
Email: design@skicanadamag.com  
www.k9-sd.com

#### CIRCULATION MANAGER

Jon Spencer  
Phone: 1-800-263-5295  
Email: skicanada@cdsglobal.ca

#### DEPARTMENTS, MOST ISSUES

- » **First Tracks** The editor skis madly off in all directions
- » **Short Turns** News, gossip and 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
- » **Western View** George Koch stirs the pot
- » **Competition** From WC alpine to freestyle to freeski, Jim Morris is there
- » **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

#### EDITORIAL OUTLINE FOR 2017/18

##### **VOL 46 #1: 2018 FALL ANNUAL BUYER'S GUIDE**

publishes week of August 21, 2017

\* on newsstands week of September 6, 2017

Canada's most influential alpine ski magazine begins the season with the biggest, most comprehensive buyer's guide to new gear for 2018. **New this year!** Technical editor Ryan Stuart, together with ski testers across the country provide onslope reviews of the best **All Mountain skis** from **Mont Avila, Quebec, Blue Mountain, Ontario, Whitewater and Whistler, B.C.**

Also in this issue:

- » Oakland Ross finds some hidden gems deep in **Quebec's Saguenay**
- » George Koch plays hotel manager in **Disentis, Switzerland**, welcoming a noisy group of Ski Canada readers midwinter
- » Ian Merringer and family head to **Big White and Silver Star**
- » Five easy-to-remember fitness tips to get your ready for winter



### 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 46 #2: FALL 2017 (OCT/NOV)

publishes week of October 9, 2017

\* on newsstands week of October 23, 2017

#### HIGHLIGHTS

- » The best Freeride skis for 2018 reviewed by *Ski Canada* Testers at **Whitewater and Whistler**
- » **Jasper's** characters
- » **Kimberley's** charms
- » Roadtrip to **Stowe**
- » Backcountry to **Purcell Lodge**
- » *Ski Canada* group trip **Saalbach, Austria**
- » Testing **Helly Hansen** gear at **Red Mountain and Whitewater**
- » **Martin Olson**: In praise of narrow skis

### VOL 46 #3: DECEMBER 2017 (DEC/JAN)

publishes week of November 13, 2017

\* on newsstands week of November 27, 2017

#### HIGHLIGHTS

- » Backcountry: **Boulder Hut**
- » **Lake Louise's** **Guy Clarkson**
- » **Crans-Montana, Switzerland**
- » **Park City, Utah**
- » A **Smartwool** cat at **Retallack**
- » **Ski Better**: Tips on technique
- » **JaPOW!** Armpit-deep in **Japan**
- » The best skis for the backcountry and beyond for 2018 reviewed by *Ski Canada* Testers at **Whitewater and Whistler**



### VOL 46 #4: WINTER 2018 (FEB/MAR)

publishes week of January 30, 2018

\* on newsstands week of February 12, 2018

#### HIGHLIGHTS

- » **California Dreaming**: the best of **Tahoe**
- » Pleased by **Panorama**
- » **Revelstoke's** **Bison Lodge**
- » Quebec's **Charlevoix** and a stop in at **Bromont**
- » More tips on technique from **Marmot Basin**
- » The best of **Garmisch, St Moritz and Seefeld**



## SKI CANADA MAGAZINE READER SURVEY

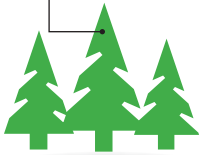
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and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



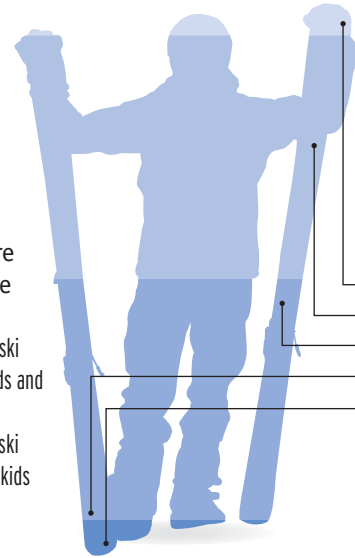
They ski a lot **56%** ski more than 21 days each ski season



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

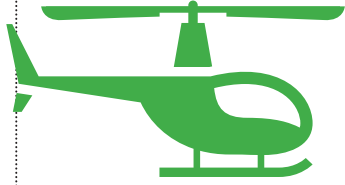
BC	<b>68%</b>
ALBERTA	<b>39%</b>
QUEBEC	<b>32%</b>
ONTARIO	<b>27%</b>
U.S. EAST	<b>18%</b>
U.S. WEST	<b>18%</b>
EUROPE	<b>7%</b>

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

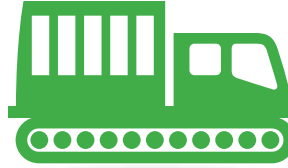
*Ski Canada* mag, as long as it stays committed to Cdn content and reviews of Cdn ski hills from coast to coast and doesn't get too elitist, will remain as an important conduit to ski industry for me I really enjoyed the magazine! All articles were fantastic!

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%**



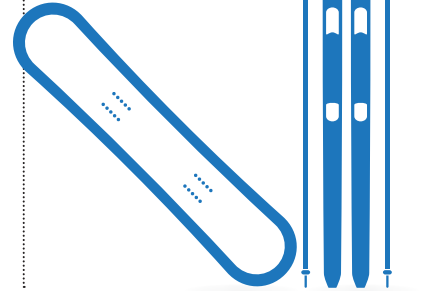
CATSKIING **24%**

**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%**

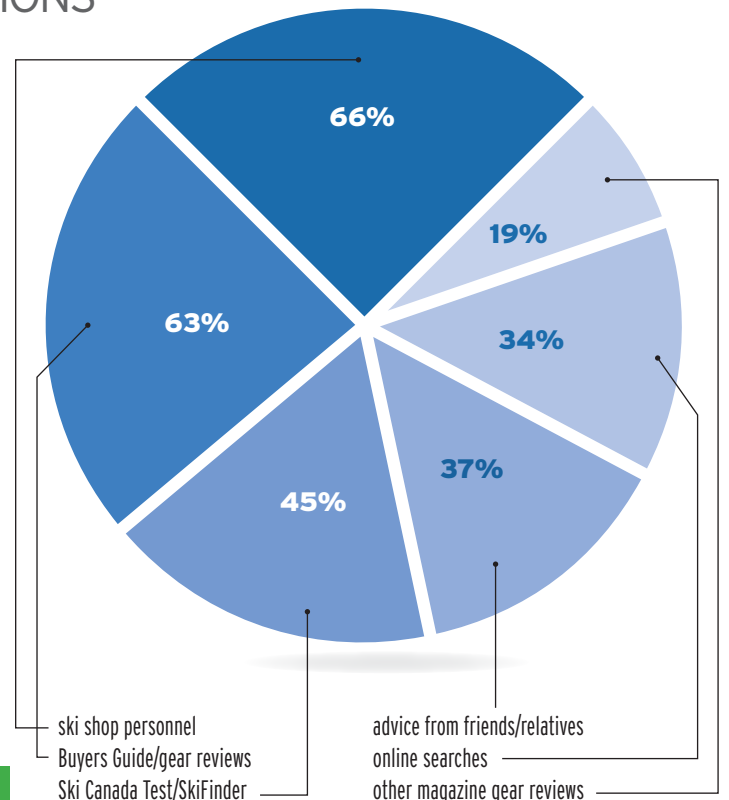
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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.*

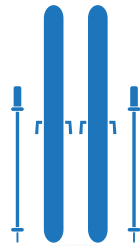
*It is a good, informative  
magazine and it is  
Canadian!!!*

*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



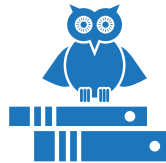
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



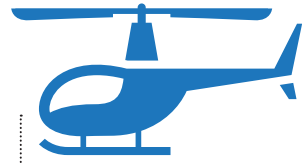
**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



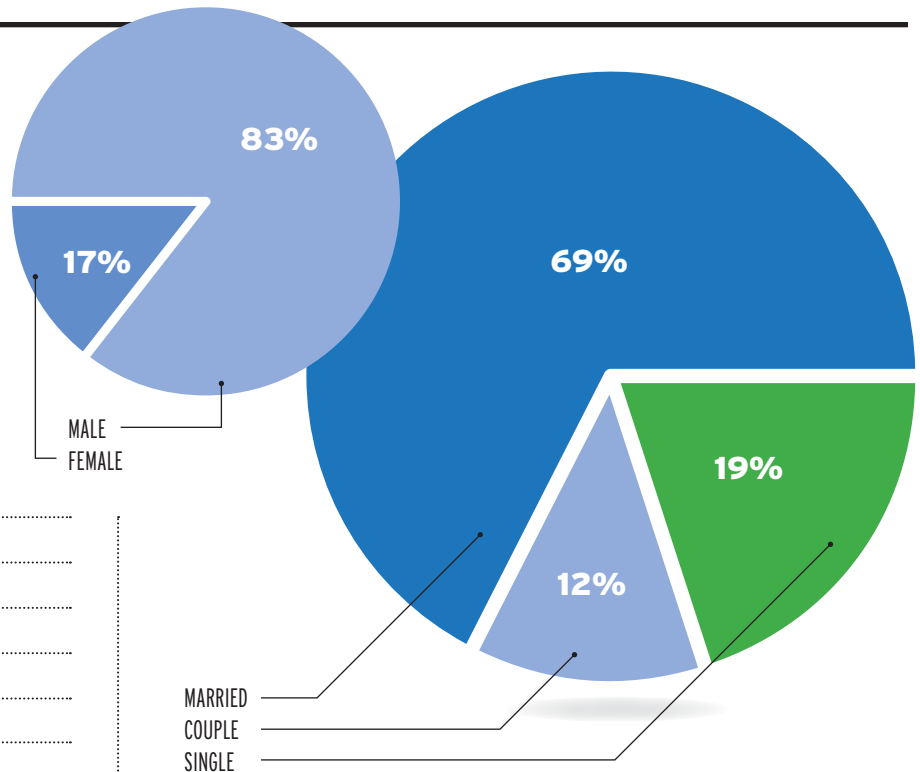
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

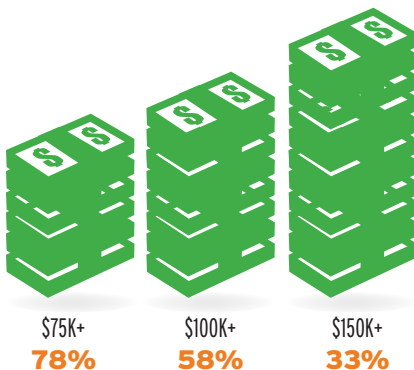
## READER DEMOGRAPHICS



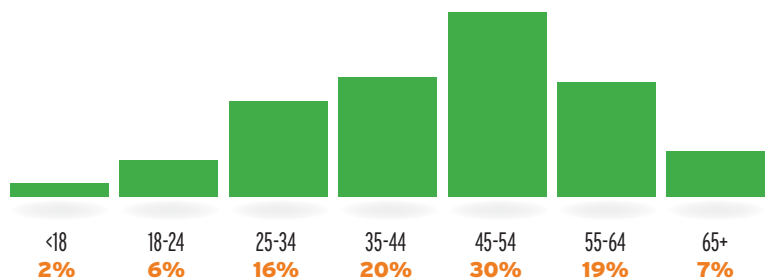
## READER OCCUPATION

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+**

SOURCE: CCAB annual statement  
of paid & audited circulation

**#1**

PAID  
CIRCULATION

**#1**

SUBSCRIPTIONS

**#1**

NEWSSTAND  
SALES

**98%**

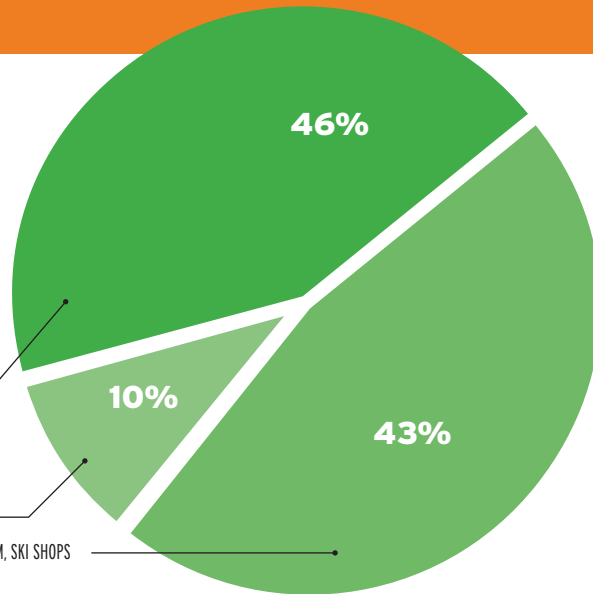
PAID  
CIRCULATION

INCLUDING  
NEWSSTAND  
SALES & SUB-  
SCRIPTIONS.

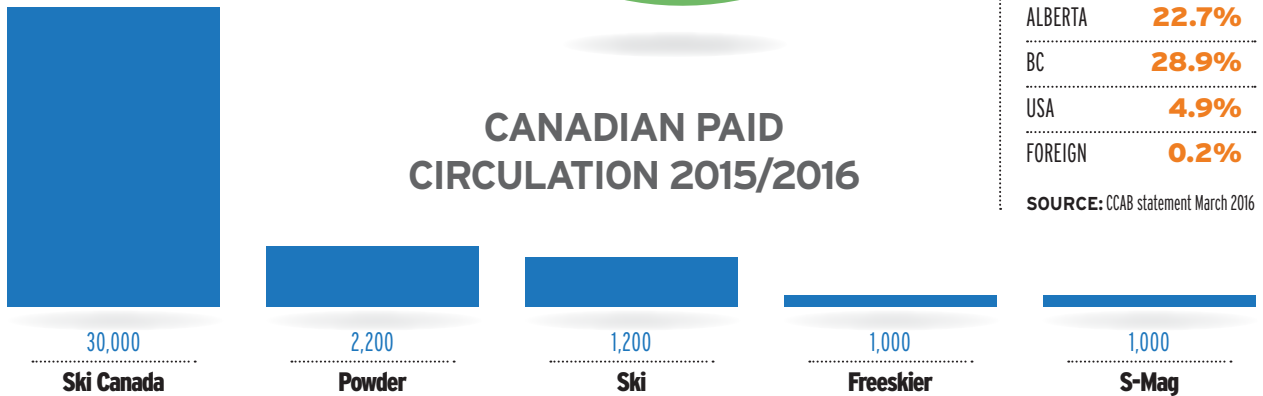
Ski Canada's  
circulation  
is audited by  
**CCAB\*** It's your  
guarantee of  
performance.

\* Canadian Circulations Audit Board  
division of BPA International

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



### CANADIAN PAID CIRCULATION 2015/2016



SOURCE: Ski Canada CCAB Statement 12 months average ending March 2016; Powder Cdn Canadian circulation from 2017 media kit; Ski, Freeskier and S-Mag estimates of Canadian paid circulation including newsstand sales.

### GEOGRAPHIC DISTRIBUTION

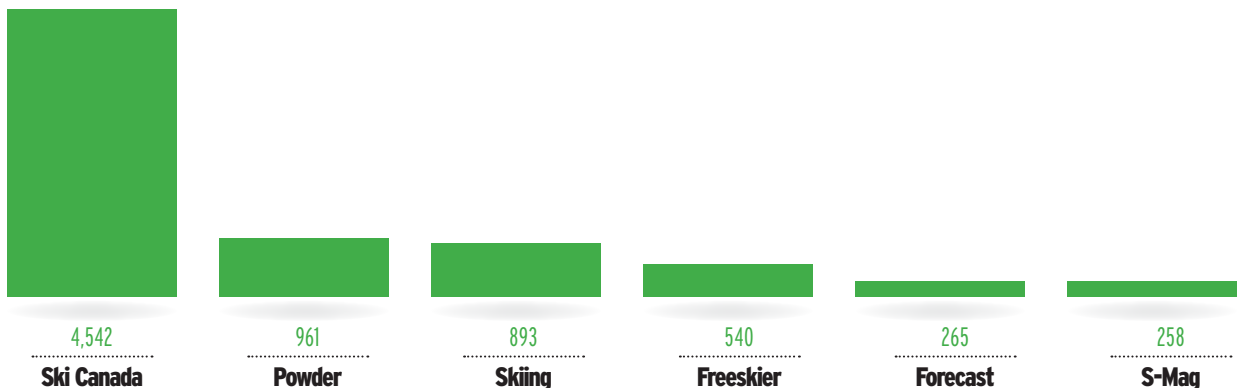
ATLANTIC	1.3%
QUEBEC	6.4%
ONTARIO	34.7%
MB/SK	1.1%
ALBERTA	22.7%
BC	28.9%
USA	4.9%
FOREIGN	0.2%

SOURCE: CCAB statement March 2016

## NEWSSTAND SALES

FIRST ISSUE FALL 2016 COPIES SOLD  
ON NEWSSTANDS ACROSS CANADA

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



SOURCE: COAST-TO-COAST NEWSSTAND SERVICES

## CONTACTS

### SALES & PROMOTIONS EAST

PAUL GREEN  
Phone: 888-666-9754  
info@skicanadamag.com

### SALES & PROMOTIONS WEST

DAVID HARKLEY  
Phone: 604-894-3600  
Fax: 604-894-3338  
dave@skicanadamag.com

### EAST SALES

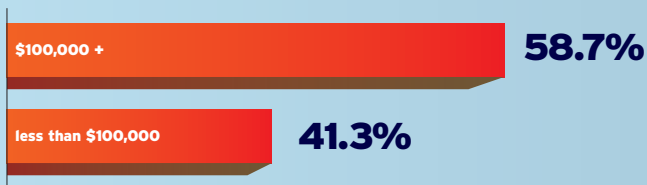
PROMEDIA COMMUNICATIONS  
Jeff Yamaguchi  
Phone: 416-508-2382  
jeff@skicanadamag.com

# THE CANADIAN ALPINE SKI MARKET

## MARKET SIZE

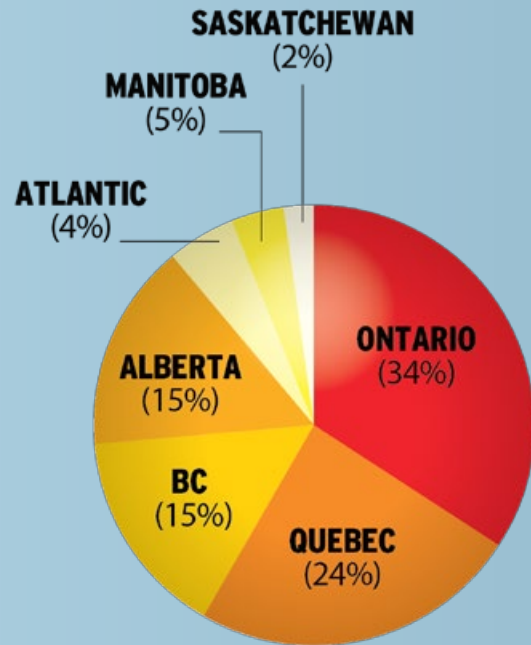
- **3,157,000** Canadians 12 year+ are alpine skiers
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- **59%** male
- **41%** female

## HOUSEHOLD INCOME

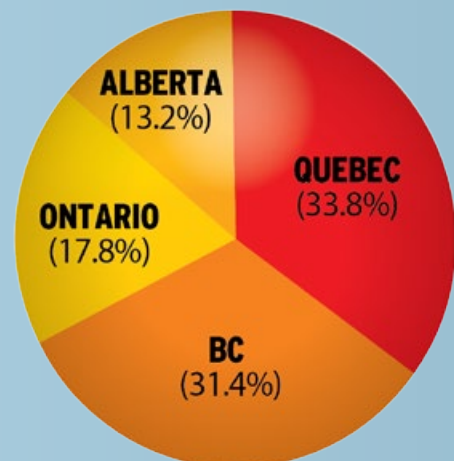


\* total skier visits in Canada (incl snowboarders) 16,549,000

## MARKET SHARE OF ALPINE SKIERS BY PROVINCE



## GEOGRAPHIC DISTRIBUTION OF SKIER VISITS



\* a skier visit is one trip to a ski area - a measure of frequency and volume



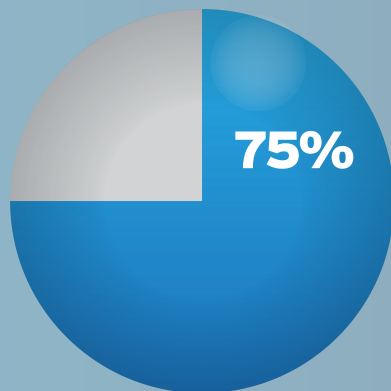
# SKI CANADA MAGAZINE ON MULTIPLE PLATFORMS: PHYSICAL, MOBILE AND DIGITAL

Each issue of **Ski Canada** magazine is available as a digital edition via **Pocketmags.com**. But research shows that the most effective medium continues to be hardcopy - a physical magazine.

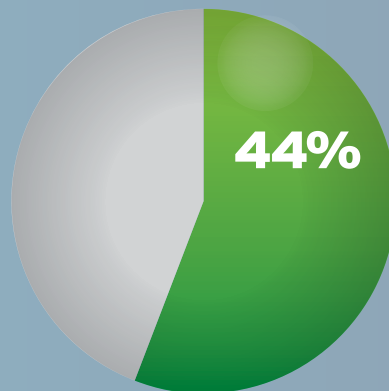


## UNAIDED BRAND RECALL

Digital editions offer convenience but research shows that readers of physical magazines spend more time with their magazine, read it more thoroughly and can recall advertising content better than in digital editions.



Physical



Digital