

# SKI canada



PRINT OR  
ONLINE

Reaching the Largest  
Alpine Ski Audience in Canada

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
- » **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 2018/19

##### **VOL 47 #1: 2019 FALL ANNUAL BUYER'S GUIDE**

publishes week of August 27, 2018

\* on newsstands week of September 10, 2018

Canada's favourite alpine ski magazine begins the season with the biggest, most comprehensive buyer's guide to new gear for 2019, including results from the annual **Ski Canada Test**. Technical editor Ryan Stuart, together with ski testers across the country, provide onslope reviews of the best **All Mountain skis**.

Also in this issue:

- » **Day Powder: Great Northern Cat Skiing, Purcell Heli-Skiing, Fernie Wilderness Adventures**
- » **Italy's biggest offpiste secret: Passo Tonale**
- » **Fitness tips that'll get you 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 47 #2: FALL 2017 (OCT/NOV)

publishes week of October 15, 2018

\* on newsstands week of October 22, 2018

#### HIGHLIGHTS

- » Marmot Basin's tough new terrain, Jasper
- » Heli-skiing at Silvertip Lodge
- » Two American boys, one B.C. roadtrip: Red, Whitewater and Fernie
- » Eastern powder: Gaspésie by cat or AT
- » Alpine Touring in Helly Hansen's birthplace: Norway
- » One tough scrapper: Apex Resort
- » Overnight at Chamonix's Vallée Blanche
- » Ski Test Part II
- » Tips on Technique Part I

### VOL 47 #3: DECEMBER 2018 (DEC/JAN)

publishes week of November 19, 2018

\* on newsstands week of November 26, 2018

#### HIGHLIGHTS

- » Who's Cool in Banff
- » Panorama
- » Bella Coola Heli Skiing
- » Calabogie Ski Cross
- » Freeride World Tour stops in at Kicking Horse
- » Deep & steep in France's Rhône-Alpes
- » The best skis and gear for the backcountry and beyond reviewed by *Ski Canada* Testers at Whitewater and Whistler
- » Tips on Technique Part II
- » What were we thinking!? Our nostalgic look back at some epic moments in Canadian ski lore.



### VOL 47 #4: WINTER 2019 (FEB/MAR)

publishes week of January 28, 2019

\* on newsstands week of February 11, 2019

#### HIGHLIGHTS

- » The Best of Skiing in Canada: our annual look at what's worthy and what's wacky about skiing at home awards
- » Cat-skiing Skeena Lodge, B.C.
- » Val d'Isère, France
- » A Vancouver Island adventure
- » Alpine Touring Quebec's exclusive Mont Alta
- » Castle Mountain, Alberta
- » Tips on Technique Part III

## SKI CANADA MAGAZINE READER SURVEY

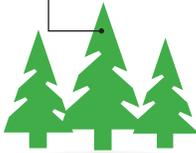
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and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



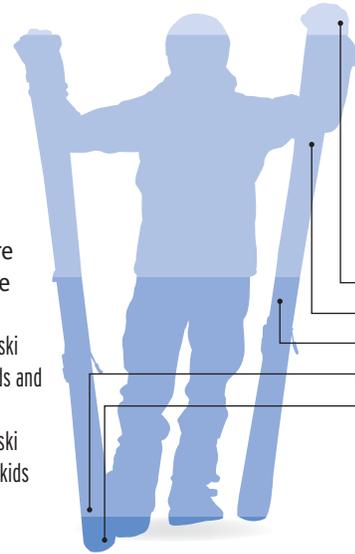
They ski a lot **56%** ski more than 21 days each ski season



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>

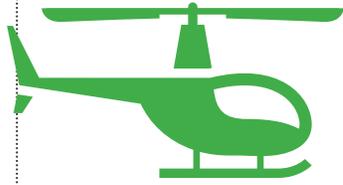
*I really enjoy Ski Canada mag and have been a subscriber for several years. I particularly enjoy gear and resort reviews*

*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!*

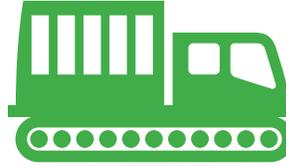


MORE THAN  
A THIRD OF  
READERS OWN OR  
RENT A SKI CHALET  
OR CONDO

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



HELI-SKIING **24%**



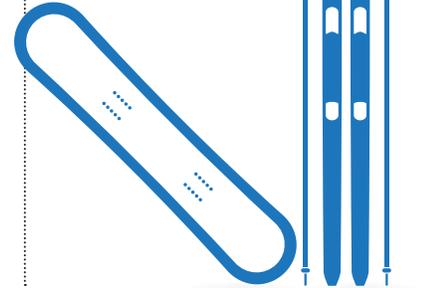
CATSKIING **24%**

**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%**

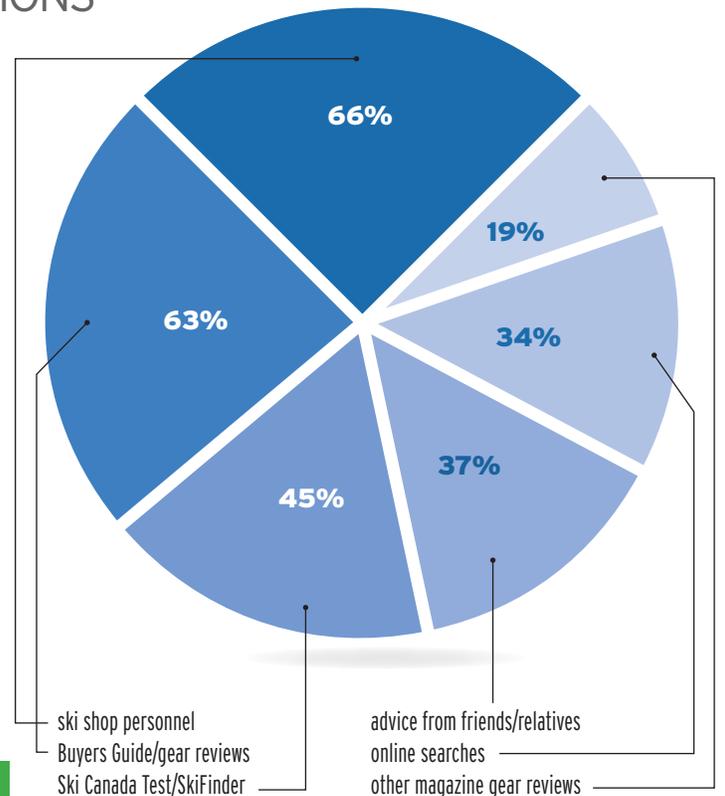
HIGH END **63%**  
HIGH END **73%**  
HIGH END **63%**

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



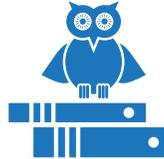
**96%**  
SKI RESORTS



**94%**  
SKI GEAR REVIEWS



**85%**  
PHOTOGRAPHY



**84%**  
SKI INSTRUCTION



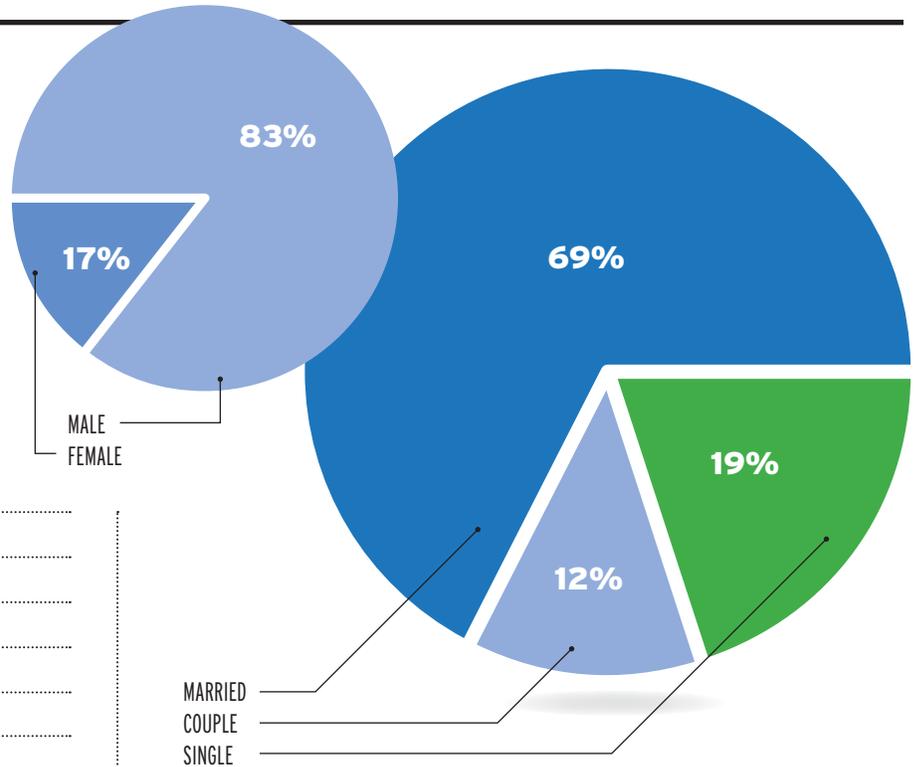
**83%**  
COLUMNISTS



**70%**  
CAT/HELISKI ARTICLES

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

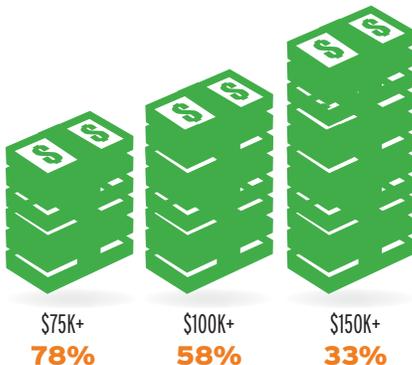
## READER DEMOGRAPHICS



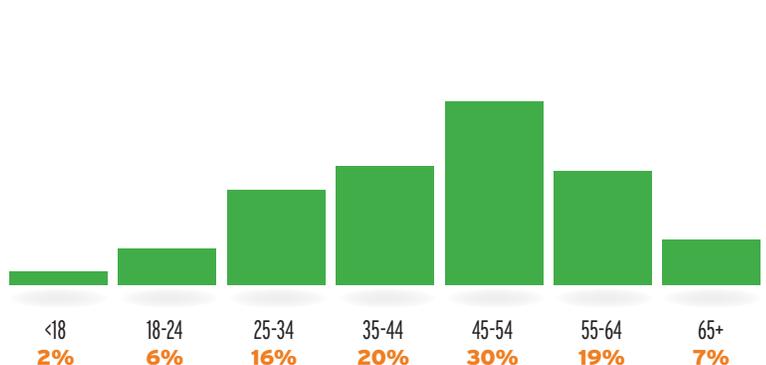
## READER OCCUPATION

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

## 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

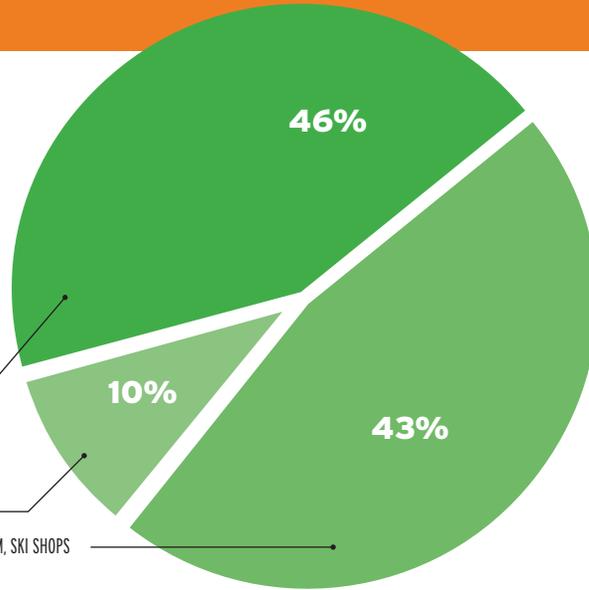
snowsports magazine in Canada:  
average copies mailed/sold per issue

### 30,000

average total readers per issue

### 150,000+

SOURCE: CCAB annual statement  
of paid & audited circulation



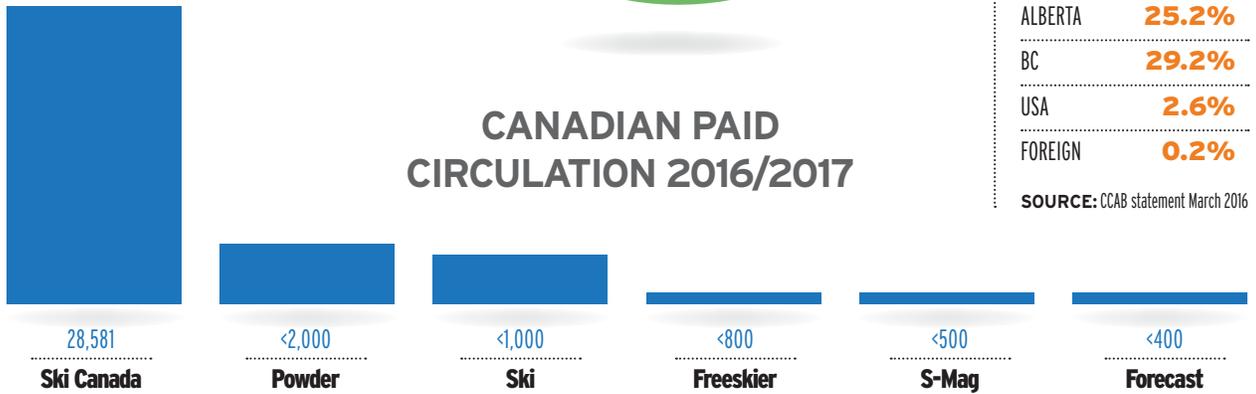
PAID SUBSCRIPTIONS  
SINGLE COPY SALES  
PAID OTHER SKI AREA HOTELS/LODGES IN ROOM, SKI SHOPS

## GEOGRAPHIC DISTRIBUTION

ATLANTIC	1.2%
QUEBEC	6.7%
ONTARIO	33.9%
MB/SK	1.0%
ALBERTA	25.2%
BC	29.2%
USA	2.6%
FOREIGN	0.2%

SOURCE: CCAB statement March 2016

## CANADIAN PAID CIRCULATION 2016/2017



SOURCE: Ski Canada CCAB statement 12 months average per issue ending March 2017. All other magazines estimated Cdn paid circulation including newsstand sales.

#1  
PAID  
CIRCULATION

#1  
SUBSCRIPTIONS

#1  
NEWSSTAND  
SALES

## 98%

### PAID CIRCULATION

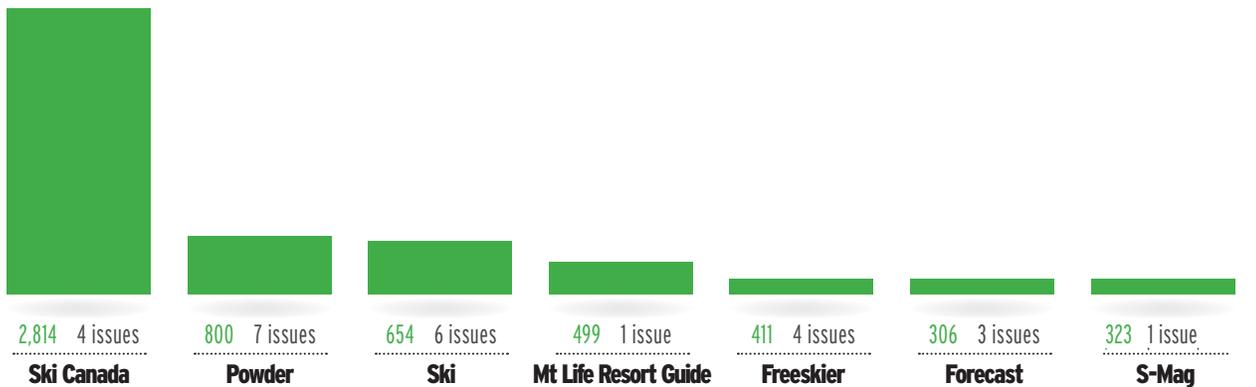
INCLUDING  
NEWSSTAND  
SALES & SUB-  
SCRIPTIONS.

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

\* Canadian Circulations Audit Board  
division of BPA International

## NEWSSTAND SALES AVERAGE COPIES SOLD PER ISSUE ON CANADIAN NEWSSTANDS 2016-2017

**SKI CANADA** MAGAZINE SOLD AS  
MANY COPIES ON NEWSSTANDS AS ALL  
OTHER SKI MAGAZINES **COMBINED**.



SOURCE: COAST-TO-COAST NEWSSTAND SERVICES

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### EAST SALES

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jeff@skicanadamag.com

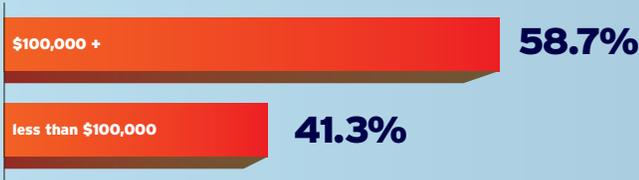
# THE CANADIAN ALPINE SKI MARKET

## MARKET SIZE

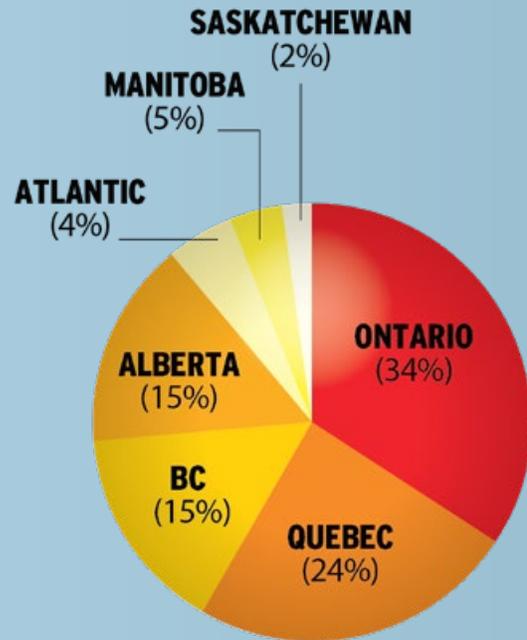
- **2,910,000** Canadians 12 year+ are alpine skiers
- **18,818,000** total skier visits in Canada (incl snowboarders)\*
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- Average age **41.8 years**
- **59%** male

\* a skier visit is one skier/snowboarder participating on one day

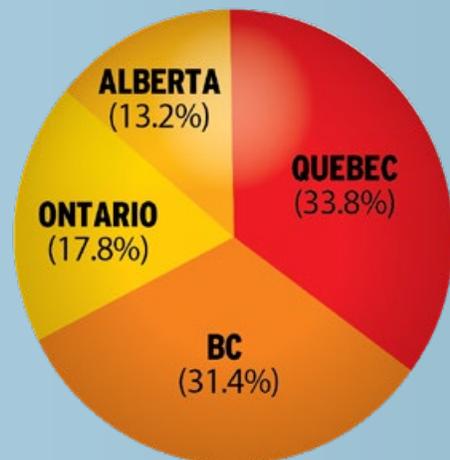
## HOUSEHOLD INCOME



## MARKET SHARE OF ALPINE SKIERS BY PROVINCE



## GEOGRAPHIC DISTRIBUTION OF SKIER VISITS



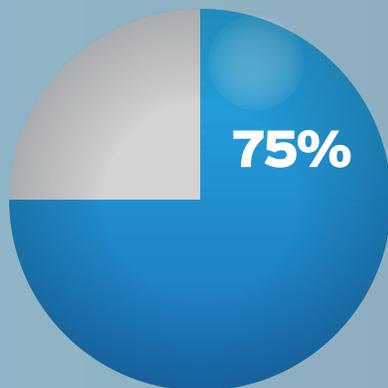
# SKI CANADA MAGAZINE ON MULTIPLE PLATFORMS: PHYSICAL, MOBILE AND DIGITAL

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.

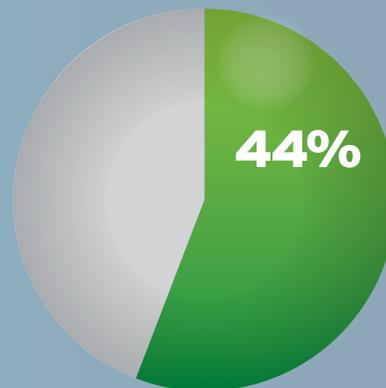


## UNAIDED BRAND RECALL

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

# ADVERTISING RATES

Effective issues dated Buyer's Guide 2019 (Fall annual 2018) through Winter 2019

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 2019 VOL 47 #1 FALL/WINTER ANNUAL	JULY 30, 2018	AUGUST 7, 2018	WEEK OF AUGUST 27, 2018	WEEK OF SEPTEMBER 10, 2018
FALL 2018 VOL 47 #2	SEPTEMBER 17, 2018	SEPTEMBER 21, 2018	WEEK OF OCTOBER 15, 2018	WEEK OF OCTOBER 22, 2018
DECEMBER 2018 VOL 47 #3	OCTOBER 23, 2018	OCTOBER 26, 2018	WEEK OF NOVEMBER 19, 2018	WEEK OF NOVEMBER 26, 2018
WINTER 2019 VOL 47 #4	JANUARY 11, 2019	JANUARY 14, 2019	WEEK OF JANUARY 28, 2019	WEEK OF FEBRUARY 11, 2019

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

# WEB STATS & RATES

Peak months are November through March

Average sessions per month: **52,300**

Average pageviews per month: **133,600**

Unique visitors per month: **38,600**

Average pages per session: **2.58**

Duration on site: **3.06 minutes**

## Demographics

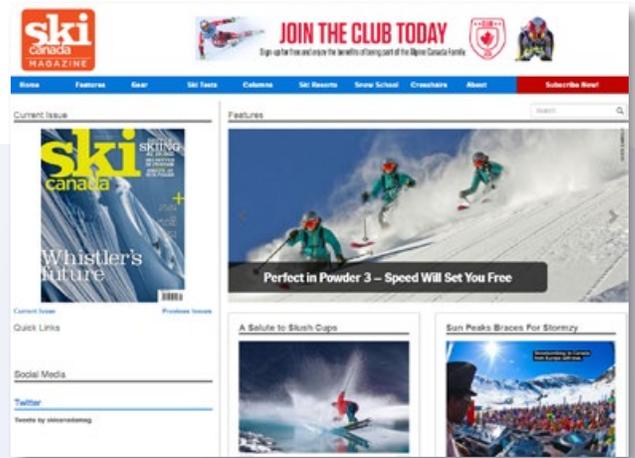
Male: **80%**; Female: **20%**

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

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	300 x 300	Left Side	\$1,475
Square Button	125 x 125	Right Side	\$325



BUYER'S GUIDE



FALL



DECEMBER



WINTER



Ski Magazines are extremely influential for your core market. To get the highest performance for your advertising investment, here are industry terms you need to know when sifting through media kits.

Distribution is often confused with Circulation. **Pay for distribution and you are buying paper.  
Buy Circulation – buy people!**

**Distribution:** Number of copies printed and '**available**' for distribution to the newsstand, free racks or mailing to subscribers. No matter how glossy, some magazines sell under 25% of copies *distributed* to the newsstands. The remaining unsold copies are shredded. Distribution only tells how many copies the magazine claims to print.

**Circulation:** the actual number of copies sold from newsstands + subscribers (mailed copies). Always ask for verification – without this you are left to **guess** what the real circulation is. The Canadian Circulations Audit Board verifies Ski Canada's circulation each year through an extensive audit.

**Readership:** Size of the total audience, calculated by number of readers per CIRCULATED copy. This can only be determined if you know the magazine's real circulation. Ski Canada averages 5 skiers reading each copy so 5 X 30,000 circulation = 150,000 total readership per issue.

**Demographics:** Who the readers are. Cross reference the editorial mix you see in the magazine with the market the publisher claims to attract? A narrow editorial theme will appeal to a much smaller audience.

Ask for the above from each publication to separate hype from fact • Compare ad cost per actual circulation.

**Ski Canada magazine** is a proven performer because it delivers skiers as promised.  
**#1 paid subscriptions • #1 newsstand sales • Guaranteed & Verified Circulation**  
**Best circulation team in the business to achieve top newsstand placement and sales.**