

ski canada



REACHING MORE SKIERS

In Canada Than Any
Other Ski Magazine
Or Canadian Ski Website

reader demographics

circulation

online media

Canadian ski market data

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*Ski Canada brings the passion of alpine skiing to print, the web and social media as well as monthly Enews – creating a club-like loyalty among our readers. Our magazine celebrates spectacular and inspiring photography combined with evocative, award-winning stories that continue to generate an avid readership. These skiers are passionate about their magazine and they show it – writing more letters to the editor than most other Canadian magazines. Unlike any other medium, magazine readers engage with the editorial in time set aside from the noise and distractions of work and other obligations. In addition to traffic generated from our magazine audience, **Skicanadamag.com** captures visitors keying in Ski and Canada from around the world. Back issues, resort article searches, gear reviews and links to partner sites etc. make it a valuable source of information for all skiers. “Knowing the most effective mix of entertainment and information is what Ski Canada’s editors pride themselves in – and our readers’ devotion to the magazine is the ultimate reward.*



Iain MacMillan, Editor

DEPARTMENTS, EACH ISSUE

- » **First Tracks** The editor skis madly off in all directions
- » **Letters** Ski Canada readers write (and write, and write...)
- » **Short Turns** News, gossip and racy photos
- » **Crosshairs** The world of skiing seen through a photographer's lens
- » **Western View** George Koch stirs the pot
- » **Style File** This ain't no old school ski school
- » **Competition** From WC alpine to freestyle to freeski, Tobias van Veen is there
- » **Letter from the Alps** A different view from across the pond. By Doug Sager
- » **Tech Talk** technical editor Marty McLennan on the popular mechanics of skiing
- » **Seen @ Whistler** From the epicentre of mountain culture
- » **Gear & Gadgets** new equipment, new threads
- » **Back in the Backcountry** AT gear, tips and travel
- » **For Sale** Ski Canada's real estate column has started bidding wars

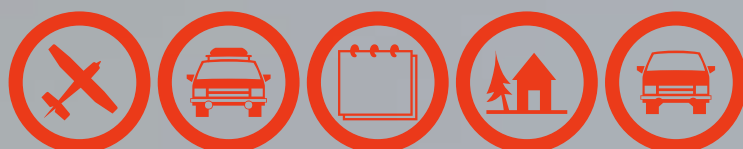
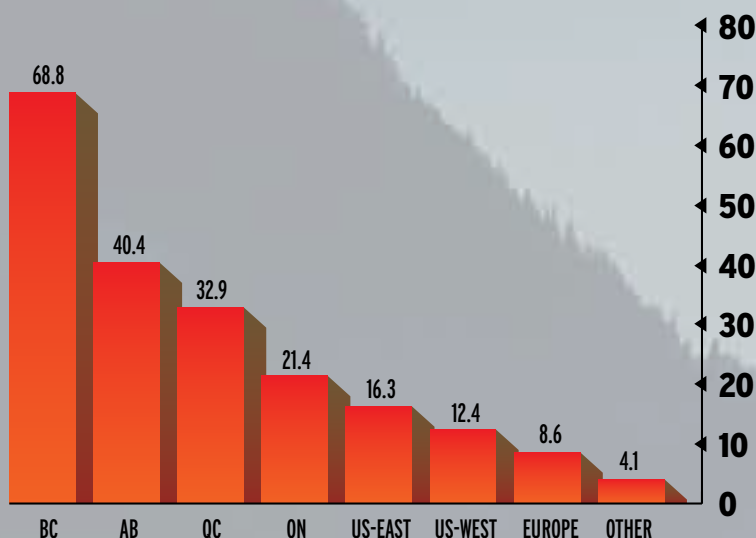
SKI CANADA READERS

TOOK A SKI VACATION

Longer than a 3-day weekend

95% YES

DESTINATIONS BY REGION FOR SKI VACATIONS



47.8%
travel by
plane

78.2%
travel by
car

5.79
average days
on trip

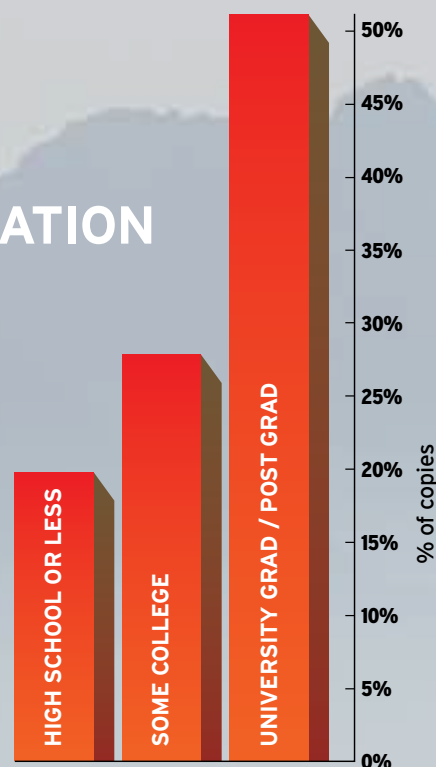
38.2%
own/share
slopeside property

25.3%
travel by
rented vehicle

82%
MALE

18%
FEMALE

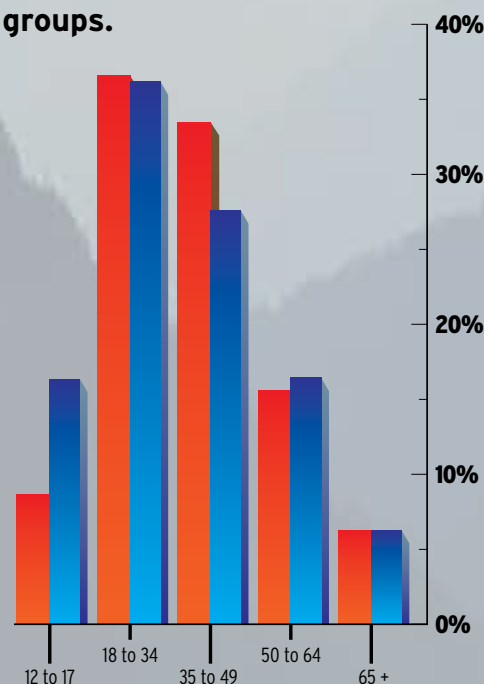
EDUCATION



AGE COMPARISON

Ski Canada readers compared to alpine ski market

The readers of **Ski Canada** magazine match the distribution of alpine skiers across all age groups.



Ski Canada



all skiers

SOURCE: Canadian Ski Council Facts & Stats 2010.
PMB 2009 alpine ski exclusively

SKI CANADA READERS

- ★ 83% Ski Canada readers buy at or near top of the line gear
- ★ Ski Canada readers influence the buying decisions of other skiers - they give purchasing advice 8x per season on average

SOURCE: Rotenberg Research

BRAND LOYAL

Snowsports participants are more brand loyal and willing to recommend brands than general population

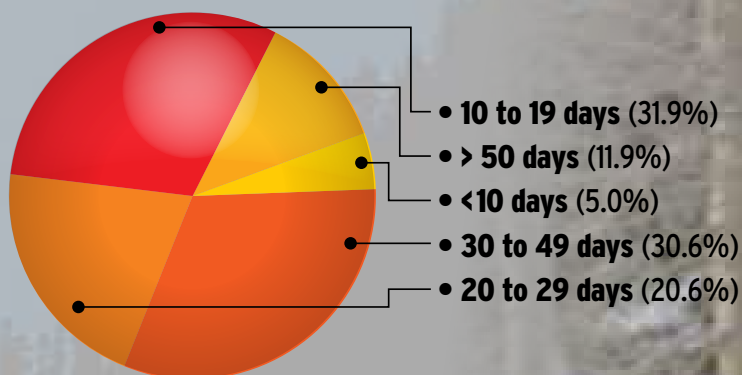
47% recommend any of their favourite winter sport products/brands to their peers

74% use social media sites. Of that **74%**, **84%** utilize the platform to follow brands.

- ★ This research illustrates that the winter sports fan is a very targeted, but potentially lucrative, demographic

SOURCE: Harris Interactive, December 2011

FREQUENCY OF SKIING



Ski Canada readers ski an average **36 days** per ski season

WHICH OF THESE SKIERS READS SKI CANADA MAGAZINE?

- | | |
|--|---|
| <input checked="" type="checkbox"/> Big mountain skiers | <input checked="" type="checkbox"/> Boomers |
| <input checked="" type="checkbox"/> Women skiers | <input checked="" type="checkbox"/> Après ski skiers |
| <input checked="" type="checkbox"/> Expert all mountain skiers | <input checked="" type="checkbox"/> 20-something skiers |
| <input checked="" type="checkbox"/> Family skiers | <input checked="" type="checkbox"/> Skiers with kids |
| <input checked="" type="checkbox"/> Road trip skiers | <input checked="" type="checkbox"/> Affluent skiers |

ANSWER: ALL OF THEM

These are Ski Canada readers. Skiers of all ages who love their sport.

- expert/advanced ability: **79%**
- ski backcountry (off-piste): **32%**
- spend **40 minutes** reading Ski Canada
- **79%** rate Ski Canada very good/excellent
- bought new alpine skis within past year: **54%**
- bought skis 'near top of the line': **48%**
- bought skiwear within the past year: **52%**

SOURCE: Ski Canada subscriber research



**More than 200,000 readers per issue
more than any other ski magazine in Canada.**

Circulation 12 month average to **March 2011: 32,868 copies per issue, the highest total circulation and paid circulation** ski magazine in Canada.

SKI CANADA READER SKI EXPERIENCE

- Average 36 days of skiing per reader
- 79% advanced/expert level ability
- 32% ski backcountry

SKI CANADA READER PURCHASE CHARACTERISTICS

- 54% bought alpine skis **within the past 12 months**
- 52% bought skiwear
- 48% bought ski gloves
- 35% bought alpine boots
- **personal demos and Ski Canada magazine content** are the most important factors in determining which brand of skis purchased
- When Ski Canada readers buy, they **buy at or near top of the line**: 48% who bought skis bought 'top of the line'; 35% bought 'near top of line'

SOURCE: Rotenberg Research
Ski Canada subscribers

Ski Canada subscribers

High on Zermatt

Skiers of all ages enjoy being overwhelmed by the legendary Swiss resort.

From Blackstone to Zermatt, lots of people have skied in a glacier. But how many can say they've skied under one? Days so technically we're not discussing surface we're so much as slide our bums unassurably on the welcome to one of the many wonders of Switzerland.

Earlier that morning my wife, Ray, and I had locked our three children at the ski school in Ischgl and then, stepped at the Tourist Bureau to convince Claudia Steiner to show us a few places we might not venture to on our own.

Our women were smiling after their time on the Milla No. 7. The soft flex allowed for easy initiation and great edge grip. **Anne Terwiel** said, "A solid performer. It easily picks up the edge, has smooth and precise carving, even flex and a bit of stiffness to the tail to sock you out on the turn. A wonderful carving ski." **Kathy Broderick** liked the predictability of this ski and also found it "quick to initiate, forgiving through turns, and enjoys hard and polite." This ski would be a recommended to expert skiers who are on the lighter side and who don't push the envelope to the upper end.

can handle every you throw at it, it's best for functionality ability. That was Canada's test to win the Zephyr. They and on its performance of conditions and could do it all—and the **Laurelze Bowie** it is best. "Now we're this is a ski! Loads really full of gas, easy edge, solid as a rock. So short, long—you anything on it." The felt this ski would be for an immediate to skier who likes to mix forms of terrain and

[illegible]

23 There was some discussion about the Amphibio Innomia. Some women called it a game-changer and were full of praise, while a few felt it needed more pizzazz in short turns and said they'd an upper speed limit. But they did agree on was that the ski kept to be on edge and the sidecut made for a comfortable radius. **Kathy Broderick** thought it was a "great" ski for an aspiring intermediate skier who's looking for a little edge when an early edge is applied. This is a versatile ski you could spend the entire season without getting fatigued. The Innomia is best suited for medium-weight skiers.

men scored the
like well in stability
radius turns. They
on the skis' ability
live as the speed
and the stability
at speed. Ikon
and was its versatility
firmness in short
circle and quick. It's
for the high-speed
it would also appeal
not just learning to
get the carving feeling.
get Nann commented,
it is amazing. It's so
derivative. The edge bites
snow and carves tip
the whole turn

BEST IN LONG-RANGE INITIATION

23 The w exclusive E and long-r committ to come al increased of the ride apprecia and perfor tampl-pro not just h cryed, bu to some apprecia

Meghan
"This sk solid un into the

EDGE GRIP

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cruising, they
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be great for
o improve her
ter and have
s exist of the ski
he added: "This
short and holds
that a fun ride!"
teacher was
n: "It blew the
jumped, holds

BEST IN INNOVATION, E

❖ Ski Canada's team couldn't do much about how lively long turns or sharp speeds or just how liked it all. When the ski would be to, **Janice Moore** the ski would be skater looking to sking, go fast fun—which is population. Ski ski mads in a well in long. **Nina Gretz** also a big far away it's bus

12/8/157

**GET IN
EDGE GRIP**

Q This ski seemed to leave our testers wishing they'd had an extra serving of bacon at breakfast—a few comments indicated it needed a pilot with some weight. The ski had the height of a beefy GS ski and loved to go fast, however some of our lighter, more finesse skiers found it a little hard to tame. If you're the type of skier who loves that feel of a ski on edge and the wind in your face, then this might be for you. **Kathy Broderick** appreciates the finer things in life and has one hell of an A



A circular silver medal with a serrated edge. The text "ski canada" is at the top, "TEST" is in the center, and "STAR" is on the right. A stylized skier is at the bottom, with "2012" on the skis. The word "SILVER" is at the bottom.

#1 circulation snowsports magazine in Canada.

CCAB statement 12 months ending March 2011

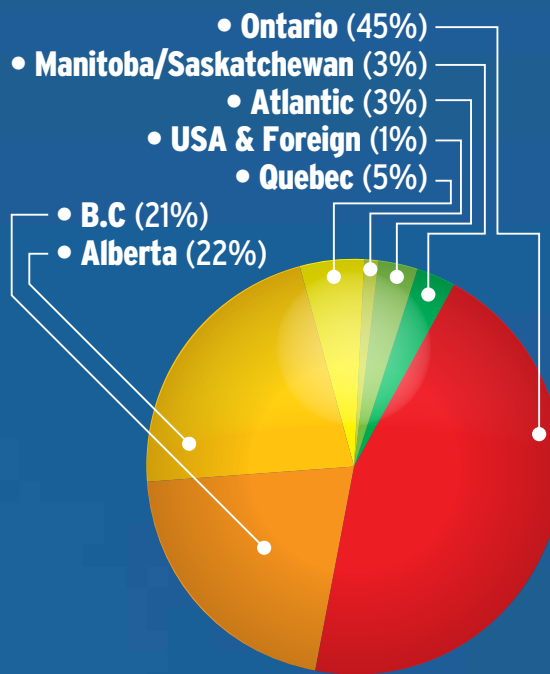
#1 PAID CIRCULATION
#1 SUBSCRIPTIONS
#1 AUDITED CIRCULATION

CANADIAN NEWSSTAND SALES 2010/2011



SOURCE: national newsstand and wholesaler reports

GEOGRAPHIC DISTRIBUTION OF SKI CANADA SUBSCRIBERS



Audited by Canadian Circulations Audit Board (CCAB) division of BPA Worldwide - the only Canadian ski publication to verify its circulation.

"BPA was founded to ensure advertisers have complete and unbiased verification that publications they invest in are delivering the circulation and target audiences promised by the publishers. Third-party circulation audits offer media buyers and advertisers a reliable means against misleading circulation claims." More info: www.buysafemedia.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

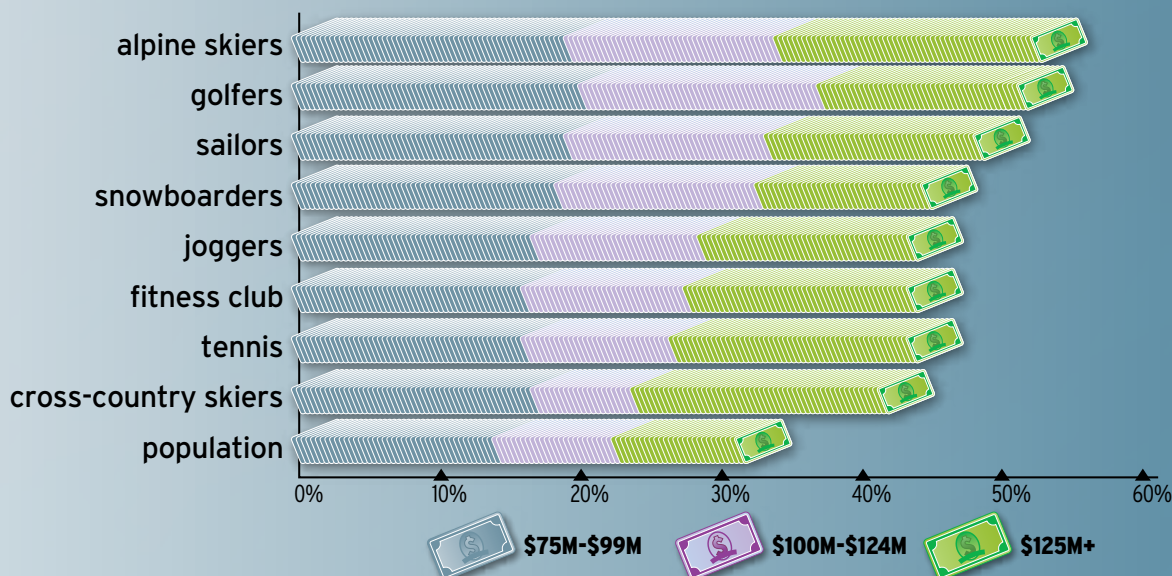
If skiers are measured by spending power, then **Ski Canada's** readers are an important target for most media plans. Alpine skiers, with golfers, have the highest average annual household incomes of any sport group measured by Print Measurement Bureau (PMB) 2010.

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

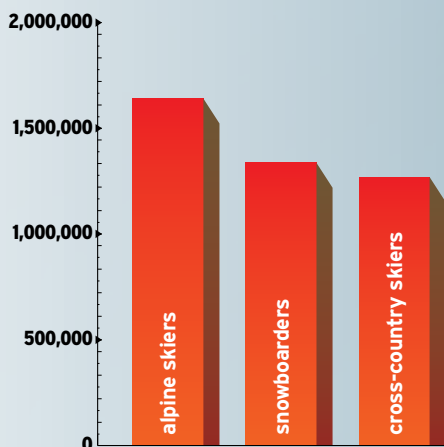
Alpine skiers can afford to buy what they want, and their lifestyle reflects a high level of consumer activity.

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.

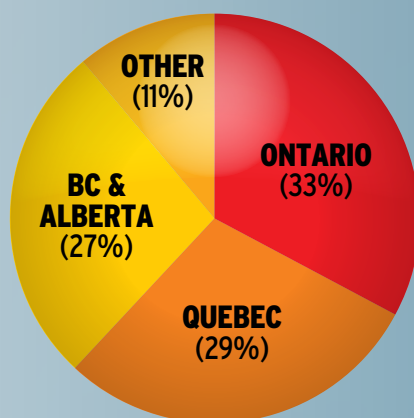
COMPARISON OF AVERAGE ANNUAL HOUSEHOLD INCOME BY SPORT PARTICIPATION. ↴



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

Highest ranked Canadian ski magazine website

SOURCE: alexa.com

@skicanadamag

www.skicanadamag.com

facebook.com/SkiCanadaMag

WEB STATS

- Peak months are September through March
- Unique visits per month: 25,000+
- Average pageviews per month 125,000+
- 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 2012

Ad slots appear on most pages in the website and web ads rotate evenly with other advertisers in the same ad slot.

NEW! 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.

www.skifinder.com

CONTACT YOUR SKI CANADA REP FOR RATES