

SKI canada



PRINT & 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
- » **Competition** From WC alpine to freestyle to freeski, Jim Morris is there
- » **Skill School** This ain't no old school ski school
- » **Crosshairs** Extend your dream time admiring the best of *Ski Canada's* award-winning photographers
- » **Caught & Shot** The last word

SKI CANADA MAGAZINE – OUR 49TH YEAR!

More than 100,000 readers and four great issues

2021 FALL ANNUAL BUYER'S GUIDE

publishes week of August 24, 2020 and on newsstands the week of September 7, 2019

Ski Canada's annual gear guide influences more skiers than any other source. Ideas to details, our first issue of the year is full of worthy distractions from what's in shops for the season to the best of alpine skis put to the test on-slope, as well as some dream-worthy plans for where to ski this winter.

Also in this issue:

Are passes too popular?

Skiing your way through B.C.'s Best Brews: Tasting pints in Kimberley, Fernie, Kicking Horse...and beyond

The Best of Italy: a post-Covid planner

Too morbid? Too sexual? Too silly? The difficulties in naming runs at Lake Louise

Locked down at Selkirk Snowcat Skiing

**SKI CANADA
ALSO HAS A
DIGITAL EDITION**

All issues of Ski Canada magazine are available on pocketmags.com



VOL 49 #2: FALL 2020 (OCT/NOV)

publishes week of September 28, 2020

HIGHLIGHTS

Powder Gear Guide: from Slackcountry to Backcountry
Understanding Tech Binding Compatibility
Get offgrid: Backcountry Lodges Roundup
Home to Cape Breton
Roadtrip B.C.: Big White, Silver Star, Revelstoke, Whitewater
Selling Quebec's Gaspésie to Euros
A chalet in Austria's St Anton
First turns: an early season, volcanic warm up
Georgia's peaks are more impressive than the Alps

VOL 49 #3: DECEMBER 2020 (DEC/JAN)

publishes week of November 9, 2020

HIGHLIGHTS

Off to camp! Learn to ski powder at Mount Washington, Whistler, Revelstoke, Fernie, Big Red Cats and Wiegele World
Which is better: Quebec or Vermont?
Garbaldi turns 100
10 things to consider in ski country real estate (not 100%)
Meet Mr Sunshine: Dave Armstrong ***
Tales of a cat-ski tailgunner at Castle Mountain
Zillertal, Austria
Alps d'Huez, France
On-slope Tips



VOL 49 #4: WINTER 2021 (FEB/MAR)

publishes week of February 1, 2021

HIGHLIGHTS

Home school: ski better with Ski Canada's Instruction Editors
Riding the rails north in B.C. to: Shames, Smithers, Skeena Cat Skiing, Hankin Evelyn backcountry,
Northern Escape (Andrew Findlay)
More Gear & Gadgets
Spearhead Hut, Whistler
Four in Utah**
The world's largest ski resort: Trois Vallées

SKI CANADA MAGAZINE READER SURVEY

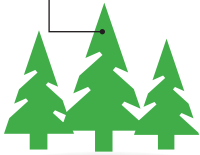
Ski Canada engaged Impresa Communications to conduct a survey of *Ski Canada's* readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and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



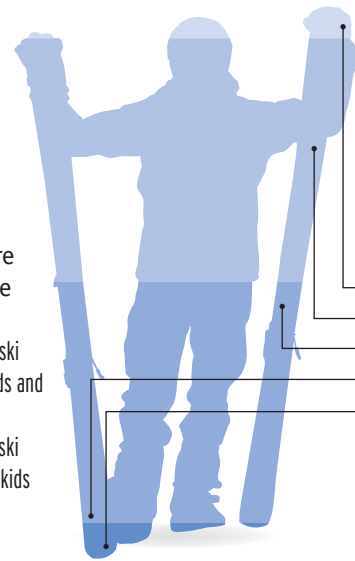
They ski a lot **56%** ski more than 21 days each ski season



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



2% RACER
47% EXPERT
40% 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

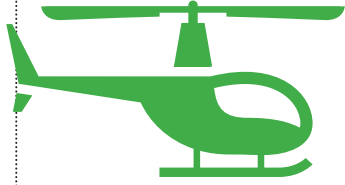
BC	68%
ALBERTA	39%
QUEBEC	32%
ONTARIO	27%
U.S. EAST	18%
U.S. WEST	18%
EUROPE	7%

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

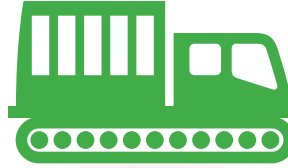
Ski Canada mag, as long as it stays committed to Cdn content and reviews of Cdn ski hills from coast to coast and doesn't get too elitist, will remain as an important conduit to ski industry for me I really enjoyed the magazine! All articles were fantastic!

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%**



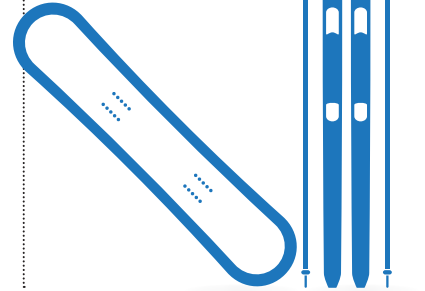
CATSKIING **24%**

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%**

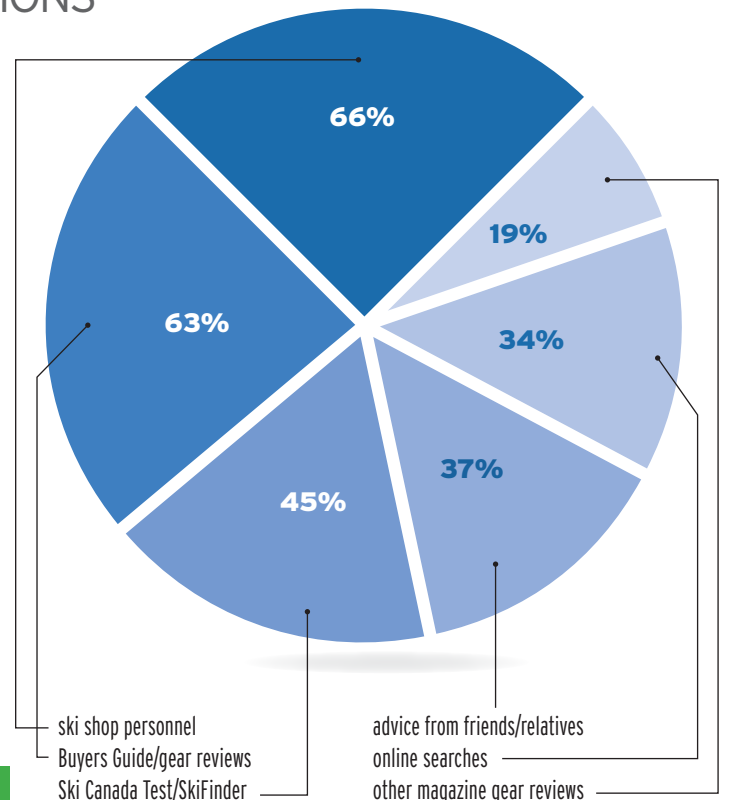
HIGH END **63%**
HIGH END **73%**
HIGH END **63%**

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.*

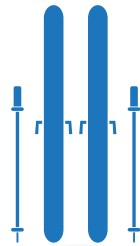
*It is a good, informative
magazine and it is
Canadian!!!*

*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



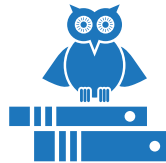
96%
SKI RESORTS



94%
SKI GEAR REVIEWS



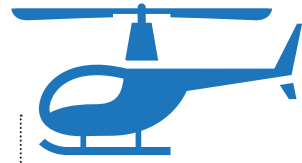
85%
PHOTOGRAPHY



84%
SKI INSTRUCTION



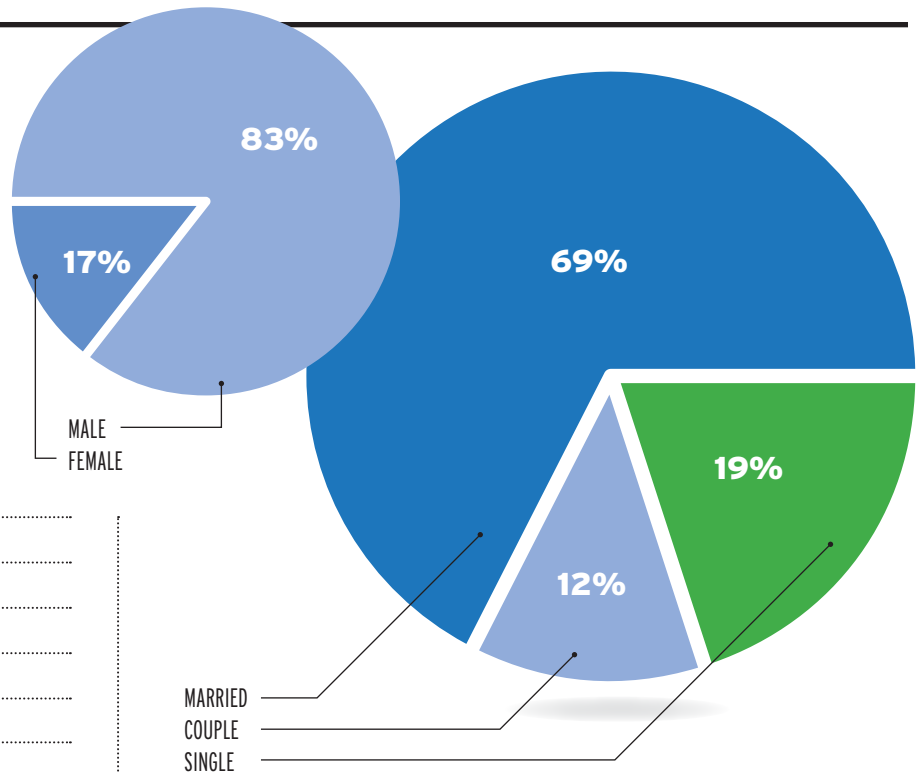
83%
COLUMNISTS



70%
CAT/HELISKI ARTICLES

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

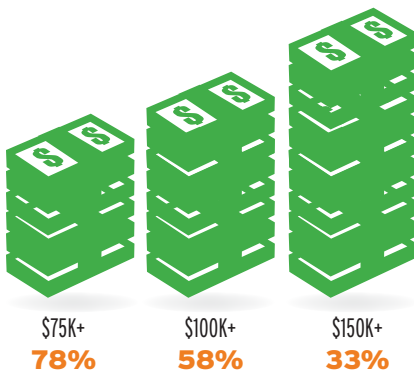
READER DEMOGRAPHICS



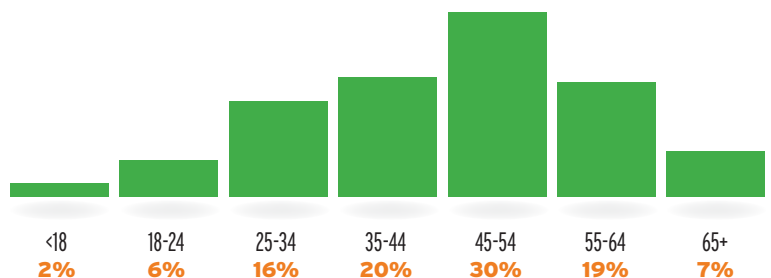
READER OCCUPATION

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 total readers per issue

100,000+

SOURCE: CMCA annual statement of paid & audited circulation

#1

PAID CIRCULATION

#1

SUBSCRIPTIONS

#1

NEWSSTAND SALES

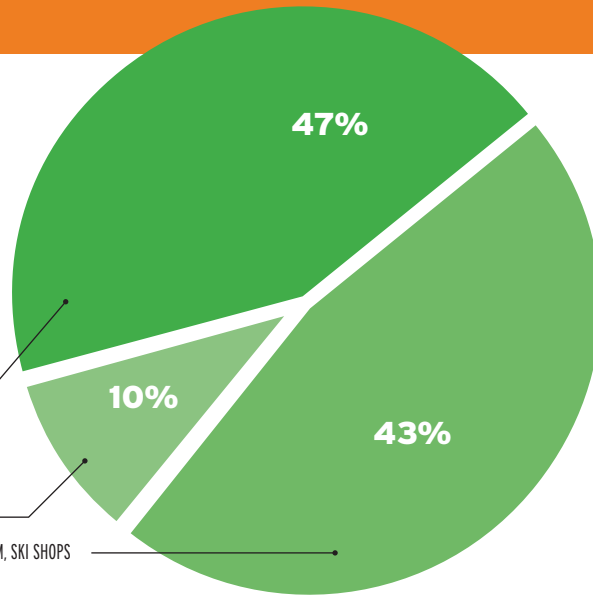
98%

PAID CIRCULATION INCLUDING NEWSSTAND SALES & SUBSCRIPTIONS.

Ski Canada's circulation is audited by CMCA*

* Canadian Media Circulations Audit

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

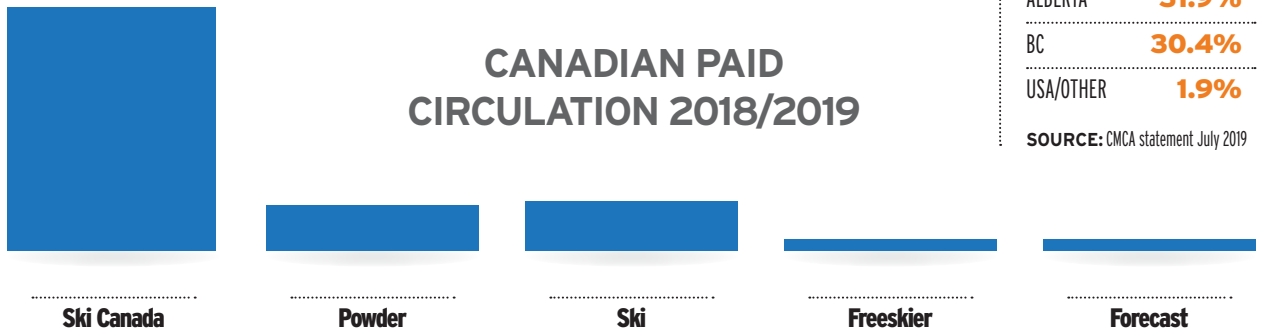


GEOGRAPHIC DISTRIBUTION

ATLANTIC	1.6%
QUEBEC	9.2%
ONTARIO	23.5%
MB/SK	1.3%
ALBERTA	31.9%
BC	30.4%
USA/OTHER	1.9%

SOURCE: CMCA statement July 2019

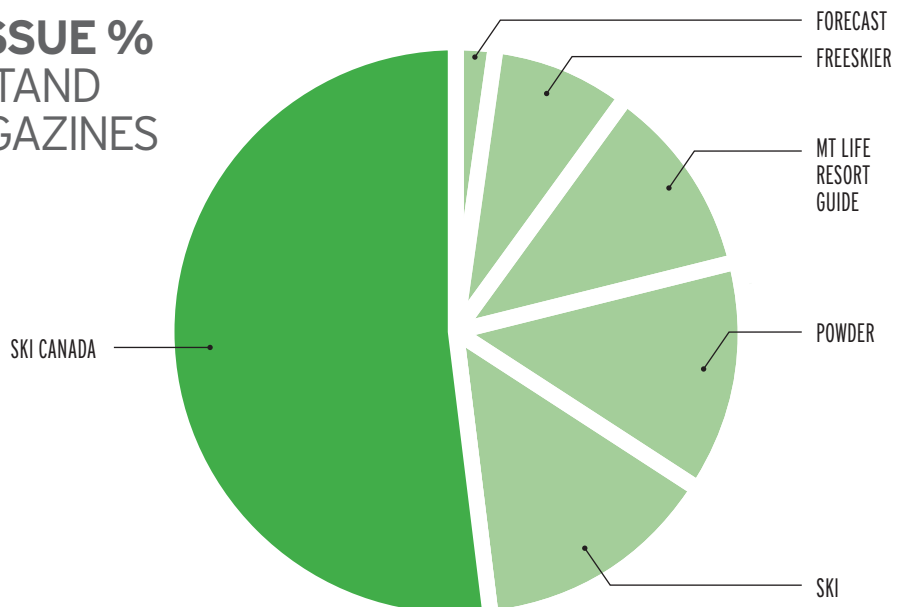
CANADIAN PAID CIRCULATION 2018/2019



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

AVERAGE PER ISSUE % OF TOTAL NEWSSTAND SALES BY SKI MAGAZINES IN CANADA

SKI CANADA MAGAZINE SOLD MORE THAN ALL OTHERS **COMBINED.**



SOURCE: COAST-TO-COAST NEWSSTAND SERVICES

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PROMEDIA COMMUNICATIONS
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jeff@skicanadamag.com

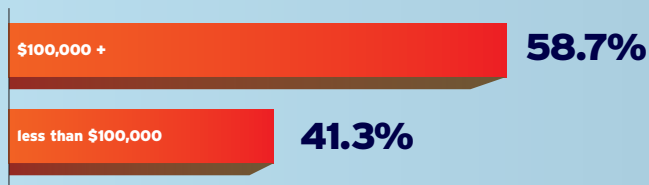
THE CANADIAN ALPINE SKI MARKET

MARKET SIZE

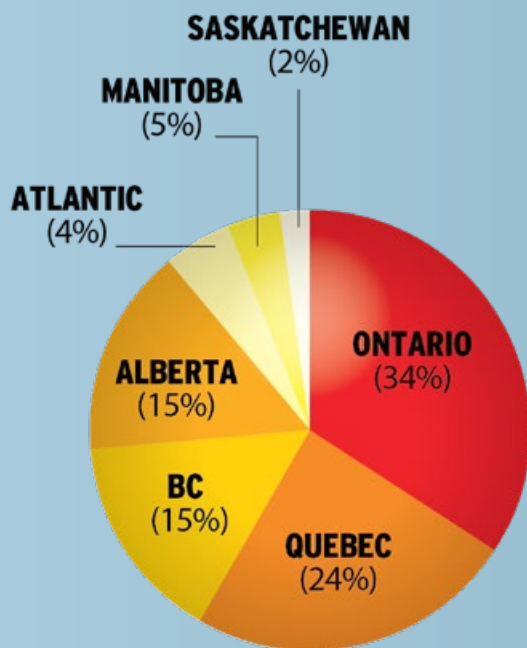
- **2,500,000** Canadians 12 year + are alpine skiers
- **18,818,000** total skier visits in Canada (incl snowboarders)*
- **42%** are less than **34 years**
- **58%** are **35 years and older**
- Average age **41.8 years**
- **59%** male

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

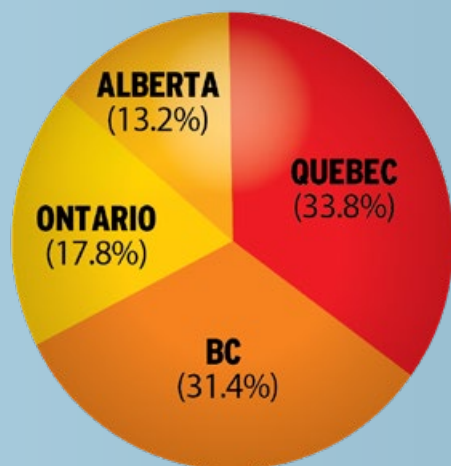
HOUSEHOLD INCOME



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.



SOCIAL MEDIA CHANNELS



SkiCanadaMag



@skicanadamag



@skicanadamagazine

ADVERTISING RATES

Effective issues dated Buyer's Guide 2021 (Fall annual 2020) through Winter 2021

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, weight 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 2021 VOL 49 #1 FALL/WINTER ANNUAL	JULY 27, 2020	AUGUST 5, 2020	WEEK OF AUGUST 24, 2020	WEEK OF SEPTEMBER 7, 2020
FALL 2020 VOL 49 #2	SEPTEMBER 11, 2020	SEPTEMBER 16, 2020	WEEK OF SEPTEMBER 28, 2020	WEEK OF OCTOBER 19, 2020
DECEMBER 2020 VOL 49 #3	OCTOBER 19, 2020	OCTOBER 26, 2020	WEEK OF NOVEMBER 9, 2020	WEEK OF NOVEMBER 23, 2020
WINTER 2021 VOL 49 #4	JANUARY 11, 2021	JANUARY 18, 2021	WEEK OF FEBRUARY 1, 2021	WEEK OF FEBRUARY 8, 2021

* 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: **32,500**

Average pageviews per month: **70,000**

Unique visitors per month: **32,000**

Average pages per session: **1.29**

Duration on site: **3.23 minutes**

Demographics

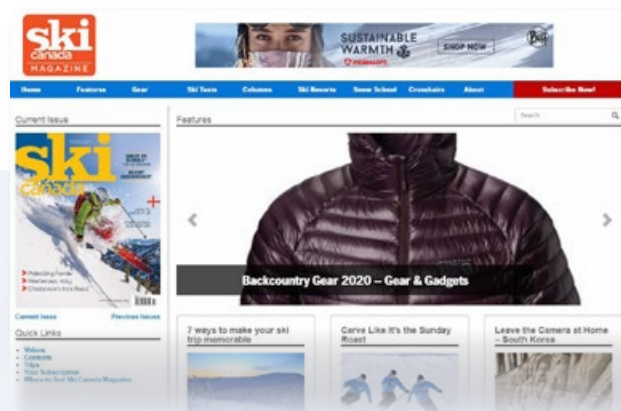
Male: **80%**; Female: **20%**

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

Traffic sources: **search engines 80%**; **direct 16%**; **social 3%**

#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	Left Column	\$1,400
Vertical Banner	125 x 240	Left Column	\$745
Big Box	300 x 300	Left Column	\$1,400
Square Button	125 x 125	Left Column	\$325



BUYER'S GUIDE



FALL



DECEMBER



WINTER