



SKI

MEDIA KIT

2018 / 2019

From First Chair to Last Call. SKI is the go-to guide for passionate skiers and savvy travelers.

SKI embraces skiers of all attitudes and abilities, delivering the action of the world's most exciting sport without any of the arrogance. Hot trends. The best gear. Expert instruction. Insider advice on mountain destinations. Looking to reach lifelong skiers and sophisticated travelers? Yeah, we've got you covered.



300,000

Ratebase

6x

Frequency Per Year

1936

Year Established

1,518,000

Audience Size



Readership

Audience	1,518,000
Male/Female	67% / 33%
Average Age.....	46
Age 21+	97%
Average HHI	\$106,968
Millennials	37%
College Educated (any).....	73%
Children in the Household.....	42%

Luxury and Lifestyle Habits

ACTIVE ADVENTURERS: SKI READERS are 64% more likely to be ultra-active. Nearly 1/2 of all readers are defined as: Vacation/Travel Segment-Active Adventurers OR Participated 8+ Outdoor Sports/Last Year OR Participated in Horseback Riding, Power Boating OR Sailing/Last Year.

LUXURY TRAVELERS: SKI readers are nearly twice as likely as the national average (Index 182) to travel in luxury. Specifically, SKI readers are more likely to have traveled by Charter/Private Plane (Past Year/Domestic or Past 3 Years/Foreign), or Flown-First Class (Past Year/Domestic or Past 3 Years/Foreign) or Flown-Business Class (Past Year/Domestic or Past 3 Years/Foreign).

LUXURY LIVING: Nearly half of all SKI readers (41%, Index 166): Took 6+ Foreign Trips/Past 3 Years or Domestic Trips/Past Year and 1 in every 5 readers: (20%): Own Rolex, Tiffany, Gucci, Cartier or Tag Heuer Watches OR Currently Own/Lease Audi, BMW, Infiniti, Lexus or Mercedes Vehicle. Index: 186



Editor's Letter

What's new, cool or controversial in the mountains?

Focus

Gorgeous and breathtaking photography of the most visually dynamic sport on earth.

Frontside

News, trends and controversies that define the mountain culture.

- ▶ LINEUP: A curated roundup of the hottest events at the resorts.
- ▶ TRENDS: Smart news you can use. Here's what's trending in the mountains, and why.
- ▶ NEWS & VIEWS: Compelling stories, interviews, and information for the latest intel on the slopes.
- ▶ ROAD TRIP: if it rolls, chugs, or glides through the mountains, we cover it here.

Travel

Advice on where to go, why to go and what to do while you're there. Simply the best lifestyle coverage in winter media.

- ▶ RESORTS: Insider info on North America's top resorts.
- ▶ BUCKET LIST: Destinations and experiences to pique the imagination of the most adventurous skiers.
- ▶ SKI TOWNS: The best eats, sleeps, and pastimes in our favorite mountain towns.
- ▶ UNTRACKED LINE: Some of the best skiing is just beyond the boundaries. We'll take you there.

Gear

From hardgoods to fashion, everything skiers need to know to gear up.

- ▶ HARDGOODS: Must-know info on new gear and trends.
- ▶ STYLE: Looking good sure does make you ski better. Here's proof.
- ▶ TOOLBOX: The necessities. And the accessories.

Clinic

Performance tips and technique tweaks from America's best instructor.

Ode

True drama. True laughs. True tales of the mountain life. We take you to the heart of skiing on the back page of each issue.

SEPTEMBER

Gear Guide

The definitive guide to ski gear, apparel, and accessories.

Our comprehensive Gear Guide answers every skier's favorite question: Which [insert gear here] should I buy this season? Whether it's skis, boots, jackets, helmets, goggles, or more, we have the best new gear of the season, and the first-person reviews to put it all in expert perspective.

Ad Close: 6/29/18 On Sale: 8/28/18

OCTOBER

Resort Guide

Everything you need to know to plan your best ski vacation ever.

Readers talk, we listen. Then we tally the results and present them in this one-stop resource for planning your next ski vacation. Want killer steeps and the best powder in the West? It's in here. Prefer hot cocoa, ice skating, and the East's best corduroy? The Resort Guide points you where you want to go.

Ad Close: 7/27/18 On Sale: 9/25/18

NOVEMBER

Editor's Choice

One amazing destination and how to experience it like a travel pro.

Travel with our seasoned editors as we uncover all the secrets in one of skiing's coolest spots. In this new editorial franchise, readers will learn everything there is to know to plan what's sure to be a once-in-a-lifetime ski vacation. Stay tuned for this season's Editor's Choice destination.

Ad Close: 8/31/18 On Sale: 10/30/18



DECEMBER

Adventure

Embrace your inner explorer and bust out of your comfort zone.

Get off the beaten path and take a walk on the wild side. We collect dozens of amazing adventures—from a B.C. backcountry hut to a heli trip in the French Alps to powder stashes found in the most unexpected places. Also in this issue: Holiday Gift Guide and Gear of the Year.

Ad Close: 9/28/18 On Sale: 11/27/18

JANUARY

Instruction

Learn from the pros and take your skiing to the next level this season.

Skiers are always striving to get better. This month's coverage embraces that focus with a guide to the best ski camps in the high country, a roundup of Learn to Ski events, and a primer on tackling the legendary steep terrain at British Columbia's Kicking Horse Resort.

Ad Close: 10/26/18 On Sale: 12/25/18

SPRING

Spring Travel

Easy road trips to take you to the best spring skiing, parties, and patios.

It's time to hit the road: 10 epic road trips accessible from a city near you, including the best corn snow, après patios, music festivals, party vibes, and closing day celebrations you need to make it a spring to remember. Also in this issue: A Preview of Next Year's Hottest Gear .

Ad Close: 11/16/18 On Sale: 1/22/19

Four Color

Spread	\$84,000
Full Page	\$42,000
2/3 Page	\$33,800
1/2 Page	\$26,400
1/3 Page	\$20,380

Covers

2nd Cover	\$50,640
3rd Cover	\$46,420
4th Cover	\$54,900

Marketplace

2/3 Page	\$19,604
1/3 Page	\$11,820
1/6 Page	\$6,496
1/12 Page	\$3,572

All rates are gross.



Calendar & Closing Dates

ISSUE	THEMES	SPACE CLOSE	MATERIALS DUE	ON SALE
SEPT	Buyers Guide	6/29/18	7/6/18	8/28/18
OCT	The Resort Guide	7/27/18	8/3/18	9/25/18
NOV	Editor's Choice	8/31/18	9/7/18	10/30/18
DEC	Adventure Issue	9/28/18	10/5/18	11/27/18
JAN	Instruction	10/26/18	11/2/18	12/25/18
SPRING	Spring Travel	11/16/18	11/30/18	1/22/19

Rates Effective: Jan 2018

Frequency: 6x / year

Ratebase: 300,000

Audience Facts

- ▶ 67% / 33% Male / Female
- ▶ 46 Average Age
- ▶ \$106,968 Average HHI

Schedules and themes are subject to change.

Source: GfK MRI 2017 Doublebase

SkiMag.com is the ultimate resource for passionate skiers and winter travelers looking for the latest news on ski destinations and resorts, instruction, and the mountain lifestyle.

A combination of original content, inspiring photography, and insider intel engages users throughout the year. Whether it's an insightful take on a resort, a hotel hot list, the best gear reviews in the industry, or the must-visit après bars, SkiMag.com provides the tools skiers need to get the most out of winter.



SkiMag.com / Traffic

Avg. Monthly Page Views	1,680,000
Ave. Monthly Unique Visitors	618,720
Avg. Time Spent On Site	1:02 min

SkiMag.com / Demos

Male /Female	66% / 34%
Average Age	45
Average HHI	\$100,963
College Educated (any)	95%

Our emails reach a digital audience of engaged readers who have opted-in to receive information from SKI and our marketing partners. We offer sponsorship advertising in our editorial emails and custom emails devoted entirely to your brand.

SKI



Deer Valley Joins the Club

KSL/Aspen group acquires the luxury Utah Resort. What does it mean? Stay tuned for the mother of all season-pass battles—for a start.
[Read Now >>](#)



Reel Deal: Ski Movie Trailers

Some people learn by reading. Others by watching. Everyone can get stoked for the upcoming ski season by checking out these ski movie trailers.
[Watch Now >>](#)



How to Break Through

Presented By SKI Magazine and AIM Adventure U
 Get ready to take your skills to the next level with our AIM Adventure U course on how to bust through your ski performance plateaus.
[Learn More >>](#)

AIM ADVENTURE U



Editorial Email Sponsorship

◀ Editorial Email

Editorial Email Subscribers: 150,000

OPPORTUNITIES

- Display Ads, 300x250
- Native Article or Video Link Inclusion

Custom Email ▶

Custom Email Subscribers: 150,000

All Mountain Properties: 165,000

OPPORTUNITY

Your Exclusive Message & 100% SOV,
 Geo-Targeting Capabilities

BRECKENRIDGE
Dream Trip
GIVEAWAY

DREAMING OF THE PERFECT SKI TRIP?

Best of Breckenridge wants to make your dream come true. Win a 5 night ski trip to Breckenridge for 2, ski-in/ski-out lodging in Breckenridge with air, lift tickets and transportation!

• 3 winners will be picked
 • Stay in a luxury ski-in/ski-out 1-bedroom condominium
 • Air for 2 (up to \$1,000) will be provided
 • 4 days of skiing at Breckenridge Ski Resort for 2 people
 • \$200 for ground transportation

ENTER NOW!

- ▶ **Magazine Trim Size:** 8.5" x 10.875"
- ▶ **Mechanical Requirements:** Perfect Bound, Offset Printing, Jog to Foot— .125" Trim
- ▶ **Maximum Density Accepted:** 300%
- ▶ **Line Screen:** 133
- ▶ **R.O.B. Units—Safety:** Live matter should be kept .25" from trim size.
- ▶ **R.O.B. Units—Trim:** .125" all around
- ▶ **Material Specifications:** SWOP standards apply.
- ▶ **File Formats Accepted:** PDFX1A format is the preferred file format for file submission. When preparing PDFX1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Barb VanSickle at 303.253.6426 or email production at skiproduction@aimmedia.com if you have any other questions regarding material.
- ▶ **Creative Picks Ups:** Pick ups must be accompanied by a low res proof and issue/page number in which creative previously ran.
- ▶ **WE DO NOT ACCEPT APPLICATION FILES.**
- ▶ **Media:**The following are acceptable -- Mac formatted CD-ROM, DVD. Please label all media with issue date, agency name, contact name and phone number, advertiser, ad number, vendor name and contact. If you would like media returned, please include a return address.
- ▶ **Proofing: No Laser Proofs —** We require one digital proof (i.e. Epson) generated from the digital file. All proofs must bear standard offset color bars/exposure scales and should be proofed to SWOP specifications.
- ▶ **General Guidelines:** GENERAL GUIDELINES: Supply required screen ruling and dot shape and angle. Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% of size. Use stylized fonts. Do not apply style attributes to basic fonts.
- ▶ **Do Not Use Truetype or Multiple Master Fonts:** Include all printer and screen fonts, images/scans, logos/artwork. Do not nest EPS files in other EPS files. Pantone colors must be in CMYK mode. If you are planning on using a PMS, please contact Barb VanSickle at 303.253.6426 or email production at skiproduction@aimmedia.com.

All images/scans must be in CMYK mode. Font information should include manufacturer, font name and version. Four color solids should not exceed SWOP density of 300%. Supply one composite LW and CT file per page. Supply single pages on full page ads; on spread units, supply one continuous image file. Black text should be merged with the LW file. Supply hard copy proofs that match each supplied digital file. Proofs must be provided at 100% of size. 133 Line Screen required. Density should not exceed 300%. Rotation of Color: yellow, magenta, cyan, black. If you have any additional questions, contact Barb VanSickle at 303.253.6426 or email production at skiproduction@aimmedia.com.

Units and Sizing

	BLEED	NON-BLEED	LIVE AREA
Full Page	8.75" x 11.125"	7.125" x 9.625"	.375 in from Bleed
Spread	17.25" x 11.125"	15.625" x 9.625"	16.5" x 10.375" .375 in from Bleed Gutter: .50"
2/3 Page Vertical	5.625" x 11.125"	4.72" x 9.625"	.375 in from Bleed
1/2 Page Horizontal	8.75" x 5.75"	7.25" x 4.875"	.375 in from Bleed
1/3 Page Vertical	3.25" x 11.125"	2.25" x 9.625"	.375 in from Bleed

Shipping Instructions:

Send ad materials to:

SKI Magazine
 Production SKI Magazine
 5720 Flatiron Parkway, Boulder, CO 80301
 303-253-6426 / skiproduction@aimmedia.com

Upload Instructions:

- ▶ You must use an FTP program to access the FTP site such as Filezilla, Cyberduck or Fetch
- ▶ Server: sftp.aimmedia.com, Port number: 22999
- ▶ Username: bpads
- ▶ Password: bpackadv%
- ▶ Include magazine name and issue date
- ▶ Send an email notification when upload is complete to skiproduction@aimmedia.com

SKI Digital Ad Specs:

- ▶ Standard Guidelines – These Guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net).
- ▶ There is a 48-hour turn around time once all creatives are submitted to Online Advertising Operations.
- ▶ All ad units must launch a new browser window when clicked on.
- ▶ All static ad types are accepted (.jpg, .gif, .swf, .html).
- ▶ Max initial load file size should not exceed 90KB.

Rich Media Specs:

- ▶ Below is a list of approved and most commonly used third party vendors.

Approved Third Party Ad Tags:

- ▶ Atlas / Bluestreak / Doubleclick / Interpolis / Mediaplex

Approved Third Party Rich Media;

- ▶ Eyeblaster / EyeReturn / Eyewonder / Pointroll / Unicast

Third Party Specifications:

- ▶ Third Party tags should be served via JavaScript Ad calls, not iframes
- ▶ Audio needs to be user initiated with a clearly recognizable on/off button
- ▶ All floating ad units should have a clearly recognizable close button
- ▶ Max initial load file size should not exceed 90KB
- ▶ Additional polite download should not exceed 90KB
- ▶ Frame rate per second should not exceed 18fps
- ▶ Animation length should not exceed 15 seconds

Expanding Ads:

- ▶ Most Common Ad Unit Sizes
- Expanded Dimensions:
- 728 x 90..... 728 x 315
- 300 x 250..... 600 x 250
- 970 x 90..... 970 x 420

Preferred Format:

- USER-INITIATED BY CLICK
- ▶ User must click on expand button
- ▶ ‘Close’ button must be visibly prominent
- ▶ Ad should retract by clicking close button
- ▶ Any sound should be user initiated by click

Additional Format:

- MOUSE OVER/MOUSE OFF
- ▶ Must use ‘Mouse Off’ if using ‘Mouse Over’
- ▶ Ad should expand upon ‘Mouse Over’
- ▶ Build a 1 second delay before ad expands
- ▶ Ad should retract upon ‘Mouse Off’
- ▶ ‘Mouse Over’ can not initiate sound

Flash Ad Units:

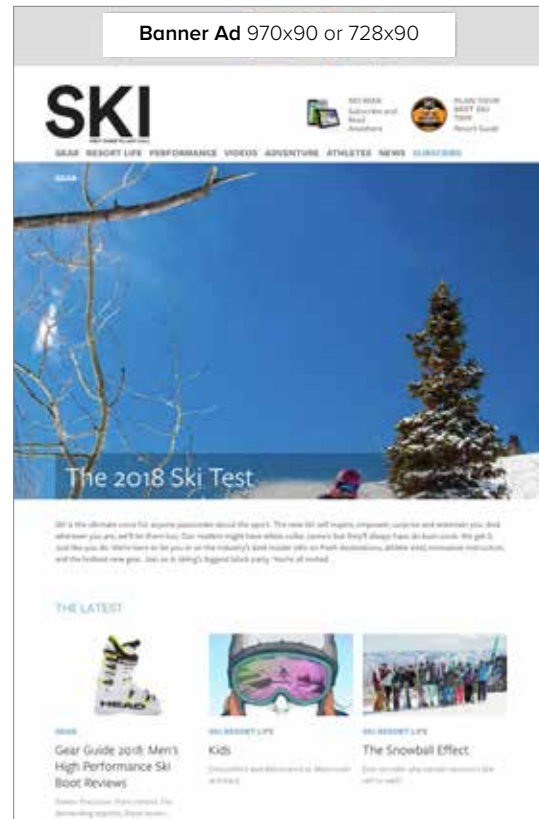
- ▶ All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- ▶ A click through URL must be supplied
- We accept flash version 6-10

How To Code Flash Files with the Correct Action Script:

1. Create an invisible button over the area that you want “active/ clickable” to users
2. On the invisible button, put the following action on (release);
(get URL(clickTAG”_blank”))

Video Banner Ad

- ▶ File type: .mov file
- ▶ File size: 1.2 mb unit
- ▶ Frame rate: 18fps
- ▶ layback length: :15 sec
- ▶ Video will be served in ad position in DFP Video Player



Units and Sizing

Leaderboard	780 x 90 Pixels	90KB Max	JPG, GIF, PNG, SWF, HTML
Medium Rectangle	300 x 250 Pixels	90KB Max	JPG, GIF, PNG, SWF, HTML
Mega Banner	970 x 90, 970 x 420	90KB Max	JPG, GIF, PNG, SWF, HTML, M4V, FLV, MOV, MP3
Editorial Email Banner	300 x 250 Pixels	90KB Max	JPG, GIF, PNG, SWF, HTML

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Los Angeles County, California shall be exclusive venue for resolution of any disputes hereunder.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
9. Creative work produced by Publisher remains the sole property of Publisher.
10. Until credit is approved, Advertisements are run on a prepaid basis only.





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