

## FACTS

Publisher:	SportCombi Verlag GmbH, Meinerzhagen
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Chief Editor:	Timo Böckenhüser



## TITLE STRUCTURE

For more and more winter sportsmen purely skiing is no longer the only thing in focus, the entire package of sports, wellness, cuisine and shopping counts much more. SkiEXCLUSIV is aimed at this highly interested target group –with reports about the best travel destinations and the exclusive equipment such as chosen gastronomy and hotel tips. The multi layered editorial concept is rounded off by multilateral sections of the newest fashion trends, beauty products, luxury cars and lifestyle products. The presentation complies with the reader's high expectations: SkiEXCLUSIV is convincing due to a rich haptic and a generous layout.

## TARGET GROUP

Luxury oriented winter sportsmen with very high discretionary income. Hotel guests of 4 and 5 star hotels. Very well earning multipliers.

## MARKET

Ski and wellness areas are becoming larger, cableway installations are becoming more comfortable, the culinary offers more high-grade, hotels more elegant. The guests' expectations today are higher than ever. Meanwhile the group of those who also pay more for the according offer has established itself.

Advertising rates			
Size	Size (type area) width x height in mm	Size (bleed) width x height in mm	b/w/4c €
1/1 portrait	180 x 250	210 x 285	9.750,-
1/2 portrait landscape	87 x 250 180 x 122	102 x 285 210 x 140	5.200,-
1/3 portrait landscape	56 x 250 180 x 79	71 x 285 210 x 94	3.500,-
1/4 portrait landscape	87 x 122 180 x 58		2.620,-

Deadlines 2018/2019				
Issue	No.	Publishing date	Closing date	Deadline for print material
NOV/DEC	2/18	26.10.18	01.10.18	08.10.18
JAN/FEB	1/19	14.12.18	26.11.18	03.12.18

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