

## FACTS

Publisher:	SportCombi Verlag GmbH, Meinerzhagen
Founded:	1969
Frequency:	6 x per year
Cover price:	€ 5,90
Size:	210 x 285 mm
Website:	www.skimagazin.de www.sportcombi.de www.facebook.com/Skimagazin.de
Print Circulation:	129.800
Distributed Circulation:	120.893
Sold Circulation:	119.557
Subscriptions:	50.719
Source:	IVW (IV quarter 2017)
Chief Editor:	Timo Böckenhüser



## TITLE STRUCTURE

The **SKIMAGAZIN** is “compulsory reading” for ambitious skiers and by far the largest German language ski magazine which periodically appears at kiosks. The magazine has been enjoying an excellent reputation for decades and pose a real aid in making the correct purchase and travel destination decisions for ski fans.

The editorial concept covers extensive product presentations and tests, worldwide ski area checks and travel stories, exciting background reports and numerous tips concerning the hobby “on the boards of the world”. The magazine’s annual ski test is viewed as one of the worldwide most recognized events of its type and is published by partner magazines in six European countries.

## MARKET

Skiing is a mass sport: There are 7.4 million active skiers in Germany alone who spend 10.8 billion\* euros for their hobby.

## TARGET-GROUP

From the pleasure skiers over the race affine to the tourer. They have in common that they are all ambitious skiers and opinion leaders in winter sports who have a high discretionary income.

Advertising rates			
Size	Size (type area)	Size (bleed) width x height in mm	mono/4c €
1/1 portrait	1 x 250	210 x 285	11.798,-
3/4 portrait landscape	1 x 250 3 x 186	148 x 285 210 x 206	8.676,-
2/3 portrait landscape	1 x 250 1 x 164	133 x 285 210 x 184	7.787,-
1/2 portrait 2 col. landscape 4 col.	87 x 250 180 x 122	102 x 285 210 x 140	5.957,-
1/3 portrait landscape 4 col.	56 x 250 180 x 79	71 x 285 210 x 94	3.990,-
1/4 portrait 1 col. portrait 2 col. landscape 4 col.	41 x 250 87 x 122 1 x 58	55 x 285 102 x 140 210 x 78	3.086,-
1/8 landscape	87 x 58	-	1.508,-

## Deadlines 2018/2019

Issue	No.	Publishing date	Closing date	Deadline for print material
SEP/OCT	4/18	28.09.28	03.09.18	10.09.18
NOV	5/18	19.10.18	24.09.18	01.10.18
DEC	6/18	16.11.18	22.10.18	26.10.18
JAN	1/19	21.12.18	16.11.18	26.11.18
FEB/MAR	2/19	01.02.19	07.01.19	14.01.19
APR/MAY	3/19	22.03.19	18.02.19	25.02.19

## CONTACT

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Further published titles from SportCombi: