

SNOW

THE MAGAZIN FOR SNOW-ADVENTURE

FACTS

Publisher: SportCombi Verlag GmbH,
Meinerzhagen

Founded: 1989

Publication Frequency: 2 x per year

Price: € 4,90

Size: 210 x 285 mm

Online: www.snow.de
www.sportcombi.de

Print Circulation: 55.000

Sold Circulation: 42.125

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Chief Editor: Timo Böckenhüser



TITLE STRUCTURE

More and more ski fans are on their way off-piste - as classical tourers or as freeriders on the external search for the best powder spot. Meanwhile almost the entire representation of ski sports are characterised by motives from this area, barely an ad motive from tourism or the ski industry that doesn't involve a skier gliding through hip high powder snow.

Impressive photos, informative sports guides and everything around the popular freeride products make up the editorial core of the magazine. Additionally there are competent service and driving technique tips. These topics' presentation is entirely attuned to the individualistic target group - with a cool design and spectacular photos.

TARGET GROUP

Young to medium age. Individualistic and product affine. Opinion leaders within the skiing scene with a large interest in other individual sports disciplines.

MARKET

Freeriding and touring are THE trends in the snow sports branch, for numerous seasons they have reached the highest growth rates.

Advertising prizes			
Size	Formats (type area) width x height in mm	Formats (bleed cut) width x height in mm	sw/4c €
1/1 tall	180 x 250	210 x 285	4.990,-
3/4 tall diagonal	134 x 250 180 x 186	148 x 285 210 x 206	3.829,-
2/3 tall diagonal	118 x 250 180 x 164	133 x 285 210 x 184	3.437,-
1/2 tall 2-spaltig diagonal	87 x 250 180 x 122	102 x 285 210 x 140	2.990,-
1/3 tall diagonal	56 x 250 180 x 79	71 x 285 210 x 94	1.752,-
1/4 tall 1-spaltig tall 2-spaltig diagonal	41 x 250 87 x 122 180 x 58	55 x 285 102 x 140 210 x 78	1.326,-
1/8 diagonal	87 x 58	-	673,-

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	07.12.18	19.11.18	26.11.18

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