

SNOW is the „flag ship“ of the editorial group, the most progressively developing ski magazine on the Czech and Slovak market. Beside all the essential information on skiing it contains also attractive and innovative support products, such as free skipass (38 ski resorts from the Czech Republic, Slovakia, Germany and Switzerland took part in winter edition 2014/15). SNOW performs its own researches, ski tests and camps and promotes itself in the ski resorts on the road show SNOW tour.

SNOW features a representative number of readers-skiers, verified by an independent auditor – 75 000 unique readers per year.



**75 000 READERS**

**76 % MEN**

**20-49 YEARS**

### TARGET GROUP

All keen skiers. Most of SNOW readers are of age 20–49 years (83 %) and their main source of know-how is internet (82 %) and magazines (67 %). All the readers together spend ca. 600 mil. CZK a year for ski equipment.

### PERIODICITY

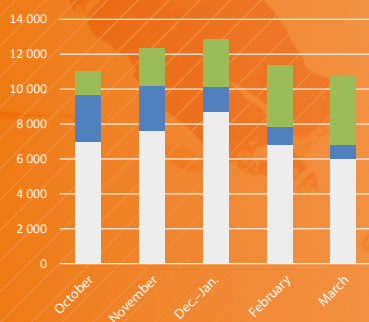
7 issues per season (October till March), from which 2 special editions – SNOW market (equipment) and SNOW time (winter holiday).

### CIRCULATION AND DISTRIBUTION

Sold and distributed circulation: ca. 10 000 pcs

- subscription 50%
- sport shops 30%
- news stands 20%
- electronic version for tablets and smartphones

Circulation of SNOW magazine is audited by ABC ČR. SNOW is also in the readers group size reserch Media Projekt.



- Promotional distribution – Autumn
- Promotional distribution – Winter
- Sales and distribution according to ABC



### SALES SUPPORT

Free skipasses in all editions, SNOW card for subscribers, gifts for subscribers. Partnership: Czech Ski Association, APUL, Mountain Rescue Service etc.



### SPECIAL EDITIONS

#### SNOW Market 17/18

Special edition on skiing equipment containing a complete review of skis and ski boots incl ski tests for the 17/18 season and a lot of recommendations how to choose the appropriate equipment. SNOW market is completed also with helmets, ski poles and protectors.

**DATE OF EDITION: OCTOBER 19, 2017**



#### SNOW Time 17/18

Guide through a winter ski holiday.

It contains tens of recommendations on ski destinations, maps prices of ski passes and accompanying services and, off course, it does not forget the presentation of all the news of the season.

**DATE OF EDITION: NOVEMBER 16, 2017**



### SNOW – edition plan 2017/18

ISSUE	ORDER DEADLINE	DATA DEADLINE	EXPEDITION
103 SNOW October	8.9.2017	18.9.2017	5.10.2017
104 SNOW Market – October	22.9.2017	2.10.2017	19.10.2017
105 SNOW November	6.10.2017	16.10.2017	2.11.2017
106 SNOW Time – November	20.10.2017	30.10.2017	16.11.2017
107 SNOW December-January	10.11.2017	20.11.2017	7.12.2017
108 SNOW February	29.12.2017	8.1.2018	25.1.2018
109 SNOW March	2.2.2018	12.2.2018	1.3.2018