

NORDIC magazine is the first and only Czech magazine focused on cross-country fans, power skiers and racers, hobby addicts and ski tourists. The advantage of this editorial concept is that all advertisements are exactly targeted. Of course, it optimizes the overall advertising costs. NORDIC is a media partner of the biggest Czech series of cross-country races – Stopa pro život.



21 000 READERS

70 % MEN

25-55 YEARS

CONTENT

NORDIC is mixed in a way to address all cross-country skiers. Its inseparable parts are more detailed articles i.e. both advices of professional servicemen or short spots from competition tracks and popular reports from extraordinary expeditions, recommendations for tourists etc. Readers find a lot of facts on ski lubrication, competitions and, of course, on the ski equipment. Leading personalities of the Czech cross-country world are permanently participating on the magazine content.

EXTENT

68 pages

TARGET GROUP

Skiers, keen on cross-country sport, ranging from power sportsmen to common tourists. A typical reader is 25-55 years old. Subscription database contains more than 1 500 readers.

PERIODICITY

4 issues in the course of winter season (November, December, January, March)

CIRCULATION

Sold and distributed circulation: ca. 5 000 copies

SALES SUPPORT

The main marketing activity is carried out during partnership competitions. One of the issues is devoted to Stopa pro život – the popular race serie where the magazine is distributed for free to nearly 5 000 participants.



NORDIC – edition plan 2016/17

ISSUE	ORDER DEADLINE	DATA DEADLINE	EXPEDITION
39 NORDIC Market – November	30.9.2016	10.10.2016	27.10.2016
40 NORDIC December	4.11.2016	14.11.2016	1.12.2016
41 NORDIC January-February	23.12.2016	2.1.2017	19.1.2017
42 NORDIC March	27.1.2017	6.2.2017	23.2.2017