

SNOW's new supplement will regularly look behind the curtains of skiing, the mountain business environment and the professions that are closely related to skiing. Logically, it will appeal especially to all insiders and professionals, for whom skiing and mountain is not only a hobby but also a source of livelihood.



Unique content

The content of SNOWbiz will cover all topics of mountain business, from ski resorts to marketing, human resources, service law, and business. Regularly will discover inspiring tips from abroad and look behind the scenes of the local mountain business.

Unique context, exclusive look

SNOWbiz will be an integral part of the SNOW magazine. Readers will get more attractive skiing content within the usual SNOW pages, top graphic layout and representative print processing.

Circulation and distribution

- B2B section: direct mailing to relevant persons in ski resorts (owners, directors, marketing department); Suppliers of mountain technology, products and services; Dealers and wholesalers of ski equipment and equipment; Mountain hotels and guesthouses; Agents in the field of top and public sport
- B2C section: SNOW subscriber base (4,500 subscribers); Public sale of magazines (newspaper stalls, ski stores)

Exceptional synergy of recipients. *Ski business professionals on one hand and hobby athletes on the other.*

SNOW and SNOWbiz partners

Czech Ski Association, Association of Professional Ski Teachers, Association of Mountain Resorts of the Czech Republic, ALDR



Publishing period

From October 2018 within SNOW 110

Pages range

16–32 pages in regular SNOW issues

Sample topics

Weather influence and global warming; Skipass frauds; Social media; Marketing in skicenters; Ski schools and new skiers; Mountain real estate; Off-piste skiing and related risks; Crisis communication...

Thematic blocks for season 18/19

SNOW 103: Early Winter; SNOW 104 market: Trade Shows; SNOW 105: Safety; SNOW 106 time: Globalization; SNOW 107: Family; SNOW 108: Ski Touring; SNOW 109: Spring and Summer in Ski Resorts

*Introduce Yourself!
Draw attention!
Show off!
Communicate!
Remind yourself!
Thank your partners!
Improve your image!*

SNOW – edition plan 2018/19

ISSUE	ORDER DEADLINE	DATA DEADLINE	ON SALE
110 SNOW October	7.9.2018	17.9.2018	4.10.2018
111 SNOW Market – October	21.9.2018	1.10.2018	18.10.2018
112 SNOW November	5.10.2018	15.10.2018	1.11.2018
113 SNOW Time – November	19.10.2018	29.10.2018	15.11.2018
114 SNOW December-January	9.11.2018	19.11.2018	6.12.2018
115 SNOW February	28.12.2018	7.1.2019	24.1.2019
116 SNOW Active – March	1.2.2019	11.2.2019	28.2.2019