

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. 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 – 71 000 unique readers per year.



71 000 READERS

30-49 YEARS

TARGET GROUP

All keen skiers. Most of SNOW readers are of age 30-49 years (47%) 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

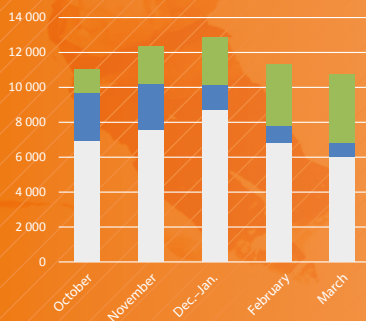
7 issues per season (October till March), from which 2 special editions – SNOW market (equipment) and SNOW time (winter holiday).

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.



SPECIAL EDITIONS

SNOW Market 19/20

Special edition on skiing equipment containing a complete review of skis and ski boots incl ski tests for the 19/20 season and a lot of recommendations how to choose the appropriate equipment. SNOW market is completed also with helmets, ski poles and protectors.

OCTOBER 17, 2019



SNOW Time 19/20

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 14, 2019



SNOW Active 2020

A special edition that in part of its content covers winter sports and then uncovers known and less known activities that skiers can do in the spring and summer.

FEBRUARY 27, 2020



SNOW – edition plan 2019/20

ISSUE	ORDER DEADLINE	DATA DEADLINE	ON SALE
117 SNOW October	6.9.2019	16.9.2019	3.10.2019
118 SNOW Market – October	20.9.2019	30.9.2019	17.10.2019
119 SNOW November	4.10.2019	14.10.2019	31.10.2019
120 SNOW Time – November	18.10.2019	28.10.2019	14.11.2019
121 SNOW December-January	8.11.2019	18.11.2019	5.12.2019
122 SNOW February	27.12.2019	6.1.2020	23.1.2020
123 SNOW Active – March	31.1.2020	10.2.2020	27.2.2020