

NORDIC

Cross-country skiing, biathlon

Audience

18 000 readers / year

qualified editorial estimate

Target group

Passionate cross-country skiers from performance athletes to hobbies. The typical reader has a university or secondary education and participates in running races. The subscriber database has more than 1,500 addresses.

Distribution

Sold copies per magazine: approx. 5,000 copies

Subscribers and address distribution, specialized sports shops, selected news stands. Electronic version for tablets and smartphones. Exclusive distribution partners: Stopa pro život (XC race series), Czech Ski Association.



NORDIC

NORDIC magazine is the first and only magazine focused on cross-country skiing. It addresses a precisely profiled target group – all lovers of cross-country skiing, especially racing and performance skiers and hobbies. The advantage is that the advertising and content message always reaches only the target reader, which optimizes the cost.



SNOW 125 – Skis

Ski equipment buyer's guide (downhill and cross-country skiing), contains also an overview of skis and ski boots, recommendations, advice on how to choose equipment.

On sale: 15th October 2020

Now also for XC skiers



SNOW 127 – Let's go skiing!

Guide to winter ski holidays for downhill and cross-country skiers. It contains important news of the season, dozens of tips from ski destinations, maps the prices of ski passes and services in the mountains. Includes a ski fashion section with tips and inspiration.

On sale: 12th November 2020

Now also for XC skiers

NORDIC 2020/21

ON SALE

NORDIC 55 December

10. 12. 2020

NORDIC 56 January-February

29. 1. 2020

