

# SNOW

Skiing, freeride, ski touring

## Audience

36 000 readers / month

127 000 readers / year source: Media Projekt, I. Q/2021

## Target group

Passionate skiers. Most readers aged 30–49 (47%), most belong to the household of the highest income category.

## Distribution

Sold copies per magazine: approx. 10,000 copies

Subscribers and address distribution 50%, sports shops 30%, news stands 20%. Electronic version for tablets and smartphones. Exclusive distribution partners: Czech Ski Association, APUL (Association of Professional Ski Teachers), Sportisimo stores network.



### SNOW 132 – 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: 28th October 2021**



### SNOW 134 – 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: 25th November 2021**

# SNOW

SNOW is the best-selling and most widely read ski magazine in the Czech Republic, which provides readers with professional information on skiing equipment, inspiration for ski trips and a behind-the-scenes look at the mountain business. For over 10 years, SNOW has been regularly writing about the increasingly popular ski touring.



Readers

**18 days** on skis

own 2-3 **pairs** of skis

**80 %** advise friends

94 % perceive

**advertisements**

in SNOW

as **inspiration**

