## **SNOW**

Skiing, freeride, ski touring

Audience 36 000 readers / month 127 000 readers / year source:

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 2021/22		ON SALE
SNOW 131	October	14.10.2021
SNOW 132	<b>Skis</b> — buyer's guide	28.10.2021
SNOW 133	November	11.11.2021
SNOW 134	<b>Let's go skiing!</b> — where to ski	25.11.2021
SNOW 135	December-January	9.12.2021
SNOW 136	February	20.1.2022
<b>SNOW 137</b>	March	24.2.2022



#### SNOW 132 – Skis

Ski equipment buyer's guide (downhill and crosscountry skiing), contains also an overview of skis and ski boots, recommendations, advice on how to choose equipment. **On sale: 28th October 2021** 

SNOW 130 MEZDI MI CRAL 100 VL 100 VL 100 VL 100 VL 100 VL

AKTIVNÍ LÉTO: ŘEKOU NA PADDLEBOARDU | SKIJAK | KŘÍDLO PROVŠECH

lost je výzva i láska



#### 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

### snou media.cz

# SNOU

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.

> بخ Readers

18 days on skis

own 2-3 **pairs** of skis

80 % advise friends

94 % perceive advertisements in SNOW as inspiration