

SNOW 22/23

Skiing, freeride, skitouring

Audience

33 000 readers / month

103 000 readers / year

source: Media Projekt, I. Q/2022

Target group

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

Distribution

Circulation: ca. 7 000 copies. Subscribers and addressed distribution 50%, sport shops 30%, news stands 20%. Digital version for tablets. Exclusive distribution partners: Czech Ski Association, Association of Professional Ski Teachers.



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. Since more than 10 years SNOW covers also ski touring.

SNOW 2022/23

issued

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|----------|------------------------|--------------|
| SNOW 138 | October | 6. 10. 2022 |
| SNOW 139 | Ski – buyer's guide | 20. 10. 2022 |
| SNOW 140 | November | 3. 11. 2022 |
| SNOW 141 | Holiday – where to ski | 17. 11. 2022 |
| SNOW 142 | December-January | 8. 12. 2022 |
| SNOW 143 | Skitouring | 12. 1. 2023 |
| SNOW 144 | February-March | 9. 2. 2023 |

2022/23

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