

# NORDIC

Nordic 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 costs.



### SNOW 146 – 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: 19th October 2023**

**Now also for XC skiers**



### SNOW 148 – 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: 16th November 2023**

**Now also for XC skiers**

## NORDIC 2023/24

SNOW 146	Skis – buyer's guide	19. 10. 2023
SNOW 148	Let's go skiing! – where to ski	16. 11. 2023
NORDIC 61	December–January	23. 11. 2023
NORDIC 62	February	18. 1. 2024

## ON SALE

**Also for XC skiers**

