

# SNOW 23/24

Alpine 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 2023/24		DEADLINE	ISSUED
SNOW 145	October	21. 9. 2023	5. 10. 2023
SNOW 146	Ski – buyer's guide	5. 10. 2023	19. 10. 2023
SNOW 147	November	19. 10. 2023	2. 11. 2023
SNOW 148	Holiday – where to ski	2. 11. 2023	16. 11. 2023
SNOW 149	December-January	23. 11. 2023	7. 12. 2023
SNOW 150	Skitouring	14. 12. 2023	11. 1. 2024
SNOW 151	February-March	25. 1. 2024	8. 2. 2024

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