

SNOW

Skiing, freeride, ski touring

Audience

41 000 readers / month

245 000 readers / year source: Media Projekt, I. Q/2024

Target group

Passionate skiers. Most readers aged 40–59 (47%), most belong to the household of the highest income category.

Distribution

Sold copies per magazine: 7,000+ 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)



Specials:

SNOW 153 – Skis 24/25

Ski equipment buyer's guide (downhill, ski touring and cross-country skiing), overview of skis and ski boots, recommendations, advice on how to choose equipment.

On sale: 24th October 2024

SNOW 155 – Let's go skiing!

Guide to winter ski holidays. It contains important news of the season, dozens of tips from ski destinations, maps the prices of ski passes and services in the mountains.

On sale: 21st November 2024

SNOW 157 – Ski touring

Special about ski touring – stories, personalities, news, equipment, trips, safety in the mountains...

On sale: 16th January 2025

SNOW 2024/25 – schedule

SNOW 152	October	10. 10. 24
SNOW 153	Skis – buying guide	24. 10. 24
SNOW 154	November	07. 11. 24
SNOW 155	Where to ski & ski mode	21. 11. 24
SNOW 156	December January	12. 12. 24
SNOW 157	Ski touring	16. 01. 25
SNOW 158	February	13. 02. 25

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**

