

# NORDIC

Hobby cross-country skier magazine

## NORDIC – schedule

on sale

SNOW 161	SkiGuide	14. 11. 25
NORDIC 65	December–January	12. 12. 25

Also for XC skiers



NORDIC magazine is the first and only magazine focused exclusively on cross-country skiing. It addresses a precisely profiled target group – all cross-country skiing enthusiasts, especially racing and performance skiers and enthusiastic hobbyists. The advantage is that advertising and content messages always reach only the target reader, which optimizes advertising costs.

## Target group

Enthusiastic cross-country skiers, from high-performance athletes to hobbyists. The typical reader has a university or secondary education and participates in cross-country races.

## Distribution

Distributed copies per magazine: 5 000 copies

Subscribers and address distribution 80 %, sports shops and events 10 %, news stands 10 %.

E-version for tablets and smartphones: 500 reads / year.

Exklusive distribution partners: Stopa pro život (XC race series), Jizerská 50, Czech Ski Association.

## Special:

### SNOW 161 – SkiGuide

#### Ski equipment and holiday 2025/26

A practical guide for all recreational skiers – both alpine and cross-country – featuring the latest news on equipment and ski resorts, expert advice, and tips for unforgettable experiences on the snow. Readers will also find ski tests, shopping recommendations, travel ideas, and fashion inspiration.

#### Content sections include:

- Equipment and fashion for alpine skiing
- Equipment and fashion for cross-country skiing
- Destinations for ski holidays

On sale 14<sup>th</sup> November 2025



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