

SNOW

Magazine for passionate on-piste and off-piste skiers

SNOW – schedule

		on sale
SNOW 159	October	03. 10. 25
SNOW 160	November	31. 10. 25
SNOW 161	SkiGuide	14. 11. 25
SNOW 162	December	05. 12. 25
SNOW 163	January–February	16. 01. 26

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 14th November 2025



SNOW is the most widely read ski magazine in the Czech Republic. It offers readers engaging and professional content about ski equipment and techniques, inspiration for ski trips, and a behind-the-scenes look at the ski industry.

The magazine primarily appeals to passionate alpine skiers, freeriders, and skitourers.

Audience

54 000 readers / month

214 000 readers / year

source: Media Projekt, I. Q/2025

Target group

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

Distribution

Distributed copies per magazine: 5 000 – 7 000 copies / issue

Subscribers and address distribution 50 %, sports shops and events 40 %, news stands 10 %.

E-version for tablets and smartphones: 2 000 reads / year.

Exclusive distribution partners: Czech Ski Association, APUL (Association of Professional Ski Teachers).

