



Ski Racing

THE INTERNATIONAL JOURNAL OF SNOWSPORT COMPETITION

Digital Capabilities
Digital Ad Packages
Editorial Calendar
Ad Rates
Ad Specifications



2014 ONLINE
MEDIA KIT



We move as fast as she does.

Ski Racing has been covering our sport since 1968 – but is at the forefront of digital storytelling. From Instagram and Facebook to interactive magazine features, we have the breadth, depth and dynamic technology to provide timely, thought-provoking and compelling content on snowsport competition. Ski Racing is enjoyed by the most active, affluent, influential and passionate readers of any winter sports magazine. Independent surveys show that Ski Racing readers are highly involved with and attuned to equipment, accessories, and apparel. More so than any other sector of the ski industry, racers love their gear, and they are always looking for the next product that will give them that competitive edge. Sure, nearly 80 percent of our readers compete or are involved in competition, but 99 percent freeski, and they travel to mountain resorts more often than any other media audience. This is the Ski Racing family.



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2014 ONLINE MEDIA KIT



Stats

skiracing.com

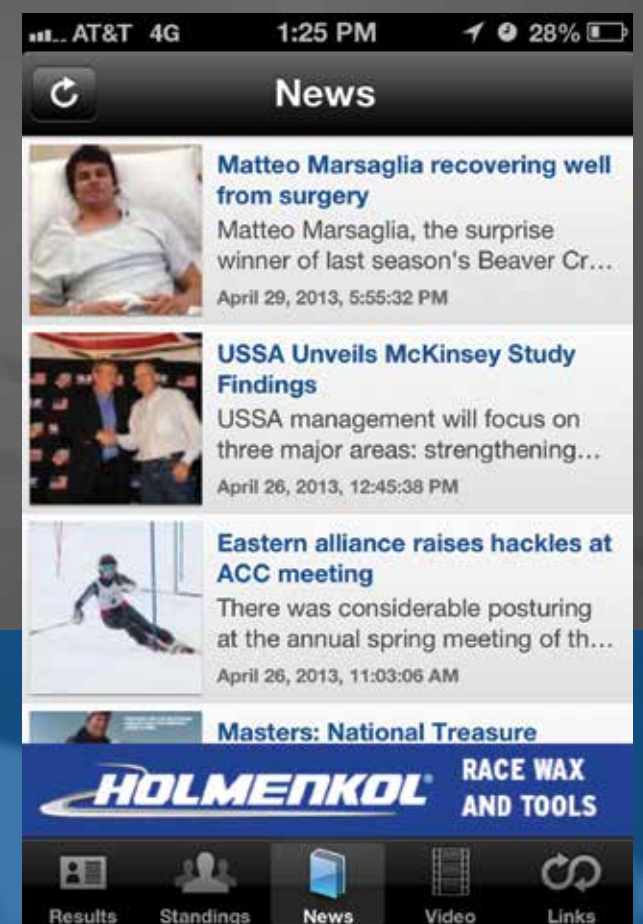
- ▶ 1.2 million visits annually
- ▶ More than 370,000 unique visitors/year

Mobile

- ▶ 15,000 downloads
- ▶ Ski Racing's free mobile application features the latest videos, results, standings and calendars.
- ▶ Mobile ad banners - \$800/month - average of 1,300 clicks/month

General Stats

- ▶ 91% of all smartphone users have their phone within arm's reach 24/7 - (Morgan Stanley, 2012)
- ▶ Mobile marketing will account for 15.2% of global online ad spend by 2016. (Berg Insight, 2012)



Website Advertising Rates


A715 x 80

SKI RACING

THE JOURNAL OF SNOWSPORT COMPETITION

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Five Women, One Man Nominated For XC A-Team



Five women and one man have been nominated for the US Ski Team's A squad with two women and three men nominated for the B team.

The A-Team will continue to be anchored by Kikkan Randall, winning her second straight sprint title and finishing third overall on the World Cup tour to become arguably the greatest cross country skier the US has ever produced. But Randall had considerable help this season. She and Jessica Diggins claimed the gold medal in the World Championship team sprint with Liz Stephen, Holly Brooks and Ida Sargent all producing outstanding results during the season with Andy Newell, the lone male on the A team bid, adding a fifth place ranking in the sprint standings.

The B-Team nominations include Erik Bjornsen and Sade Bjornsen of the Alaska Pacific University team, Sophie Caldwell, Simi Hamilton and Noah Hoffman.

The "preliminary list of nominations" include active athletes qualified based on publish selection criteria. The team will be officially named in the fall. Among criteria for the coming World Cup season are an overall ranking among the top 50 in the 2013 World Cup season, a top 30 ranking in World Cup sprint or distance ranking and/or the 2013 USSA SuperTour title.

"I felt really good about my first run," he said. "I was solid and kept a good line and didn't make any big mistakes. I think how well I did in the first run was what helped me win the race. The second run was real rough and didn't feel good, but it was just good enough to take the win."

Invermere, B.C.'s Keegan Sharp, who is representing Team Canada at the Whistler Cup for the third time, claimed silver (1:42.68).

"It's a good feeling. I'm here like everyone else wanting to be in the top position. But someone's got to win it," said Sharp, 16, who skis with Team Panorama Ski Club. "I'm excited with my second. I'm happy."

"My first run was pretty clean and fast. I got down to the first breakover and I was a little in the backseat, got sucked down low in the line, and almost had to cut right back across the hill so I lost a lot of speed, but still ended up second after the first run. My second run was also pretty good. I was raking quite a bit, but I was able to pull it together. In general it was a pretty solid run."

Norway's Jens Harald Jonassen - who won gold in Saturday's slalom - took bronze (1:43.05).

"It's great. My first run was not good skiing at all, so I just had to attack the second run and hope for the best," he said.

"I felt really good about my first run," he said. "I was solid and kept a good line and didn't make any big mistakes. I think how well I did in the first run was what helped me win the race. The second run was real rough and didn't feel good, but it was just good enough to take the win."

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Five women and one man have been nominated for the US Ski Team's A...

DIGITAL MAGAZINE



Check Out this Month's Issue

STAY CONNECTED



Comments

Thomas Erhard

Top Commenter Works at US Ski Team

Congrats Team Canada and Nigel!

Reply · 1 Like · April 10 at 1:42pm

Nigel Cooper

Thom-Tom...we want you up here next year!

Reply · 1 Like · April 10 at 2:07pm

TCRA TV

Congrats to Amelia, Keegan and Team Panorama Ski Club. This show's how Parents can be successfully coaching their kid's in skisport. Well done, Steve Smart and Mark Sharp!

Reply · 2 Likes · April 9 at 8:27am

Deborah Noble

President at Orlovich Noble Associates

Could someone reveal why the USA is not sending their best athletes to compete in this international competition? And why Topolina has fallen out of favor in previous years, including with Mikaela Shiffrin, these races were important milestones that indicated how the USA program stacked up globally. Do we not want our athletes to be disappointed if they do not do well? Enlighten me please.

Reply · 1 Like · April 10 at 1:18pm

D250 x 75

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A715 x 80

A Leaderboard (can be rotating with up to 3 brands)
Note that both the top and bottom will be the same brand

- Specs: 715 x 80 pixels
- Price: \$1500/month

B Medium Rectangle (can be rotating with up to 3 brands)

- Specs: 300 x 265 pixels
- Price: \$1100/month

C Pushdown (can be rotating with up to 4 brands)

- Specs: 205 x 300 pixels
- Price: \$650

D Half Boxes

- Specs: 250 x 75 pixels
- Price: \$300 each

Video Pre Roll Ad

- Price: \$500

Also Available: Roadblocks and Skin Placements

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Magazine and Digital Capabilities

Features

- ▶ Automatic hot links to all URLs and email addresses
- ▶ Make any image or text a custom hot link
- ▶ Enhance any ad with multimedia
- ▶ Audio, video, slideshows and reader surveys
- ▶ Integrate the multimedia into the digital edition or link to another server (i.e., YouTube)
- ▶ Readers have the ability to share ad content with friends and/or post to a blog or social networking page

Benefits

- ▶ Dramatically increases advertiser reach to the engaged digital reader
- ▶ Reinforces direct relationship with reader via hot links to advertiser website pages and email addresses
- ▶ Allows the advertiser to make their ad "come alive" and stand out with multimedia

Digital Magazine Stats

- ▶ Circulation of 20,000
- ▶ Read in 142 countries
- ▶ Complimentary to every USSA member

General Tablet Stats

- ▶ By 2015 mobile app development projects will outnumber native PC projects by a ratio of 4-to-1. (Forbes, 2012)



Blow-in ads look like pop-ups but use a technology that is not blocked by browsers.

Add video or a slideshow. Make your ad stand out.



Magazine Ad Rates and Specs

Full Page \$1500
1/2 Page \$1000
1/4 Page \$550
1/8 Page \$400
Full Page Spread \$2000
Video Embedding \$200
Digital Overlay \$500
(blow-in, belly band, slideshow)
Leaderboard/iPad app Banner \$1200/issue
Button ad \$800
E Blast Banner \$800
iPhone App Banner \$800/month

Marketplace

\$300 Marketplace ads are 2.5" x 2.5"
Ski Racing's Marketplace, embedded in the popular Out of The Gate news section, is ideally placed for advertisers to reach our core of involved readers. With prime real estate just below our freshest industry and sport stories, the Marketplace is a one-stop-shop for readers to easily see the sport's latest offerings and quickly link to our partners.
Discounts available for 6-12 month contracts.

Submit materials as cmyk TIF or PDF files at 300 PPI (pixels per inch). Contact Rand Paul at rpaul@skiracing.com for questions.

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Ad Sizes & Specs

FULL PAGE SPREAD

10.875" x 16.75"

1/2 PAGE SPREAD

5.5" x 16.75"

FULL PAGE

8.375" x 10.875"

1/4 PAGE Horizontal

8.375" x 2.875"

1/2 PAGE

8.375" x 5.5"

1/4 PAGE

Vertical

4.125" x 5.25"

1/8 PAGE

4.125" x 2.625"

Editorial Calendar

Issue 1 **Closes:** Sept. 19 **Mails:** Sept. 23
Content: Gear, season preview, summer training and racing

Issue 2 **Closes:** Oct. 31 **Mails:** Nov. 4
Content: Soelden, team previews

Issue 3 **Closes:** Nov. 21 **Mails:** Nov. 25
Content: Levi, team previews, academies

Issue 4 **Closes:** Dec. 5 **Mails:** Dec. 9
Content: Part 1, North American World Cups, gift guide

Issue 5 **Closes:** Dec. 19 **Mails:** Dec. 23
Content: Part 2, North American World Cups

Issue 6 **Closes:** Jan. 9 **Mails:** Jan. 13
Content: European swing starts, Zagreb

Issue 7 **Closes:** Jan 23 **Mails:** Jan. 27
Content: Adelboden, Wengen, Cortina, Sochi Preview

Issue 8 **Closes:** Feb. 6 **Mails:** Feb. 10
Content: Garmisch, Schladming, Maribor

Issue 9 **Closes:** Feb. 27 **Mails:** March 3
Content: Sochi Olympics

Issue 10 **Closes:** March 20 **Mails:** March 24
Content: Crans Montana, Kvitfjell, World Cup Finals, Alpine Camps

Issue 11 **Closes:** April 3 **Mails:** March 31
Content: Nationals, NASTAR, Freestyle Camps

Issue 12 **Closes:** April 17 **Mails:** April 21
Content: Spring Series, Awards



Special Advertising Sections

Where do parents, racers, and coaches look to find out the industry latest? We've developed quite a following over the last 45 years. Give your audience assurance that your brand is top notch by getting involved with one of our special issues. Contact stheis@skiracing.com for details.

- **Academies Issue**
- **Camp Issue**
- **Gear Guide**




Competition's **ONLY** Gear & Brand Guide

New to skiracing.com is SR's Brand and Gear Guide that will be launching summer of 2013. Brands will now have the opportunity to show their support for racing, showcase products, promote sponsored athletes, participate in social media outlets and publish results. The guide will also be a resource for racers and parents researching equipment requirements and searching for race gear. We will offer information on the products and also offer a platform for racers to ask and answer questions. We're not just a news source, we're THE source for anything in snowsport competition. Price: \$2200


E-newsletter advertising

Sent out bi-monthly, September through April; includes teaser content and a link to our digital magazine. Ensure that your advertisement is the first thing our readership sees with a banner.




Summer Ski Camp with Ted Ligety

Ligety-Weibrecht Ski Camp Dates: June 25 - July 5, 2013
Guest Coaches: Andrew Weibrecht, Nolan Kaiser
Freestyle Camp with Patrick Deneen
Save and register by May 1st!



SKI RACING The Journal of Snowsport Competition

Your new Issue of Ski Racing is here!
Click to start reading.



SKI RACING

We Are The Champions

Michael Biehl and Ted Ligety named January Ski Champions

Meet Mr. World.


No longer just Mr. GS, Ted Ligety ruled Schladming 2013 World Champs. Read all about it, plus exclusive interviews, junior results from around the country, and the secret wax tips for fast spring skiing.

The Issue 9, 2013 Issue of Ski Racing is here.

FREE APPS

Have you downloaded Ski Racing's app yet? It's the fastest way to get results, watch video, and read the latest stories. Available now for iPhone, iPad and Android.

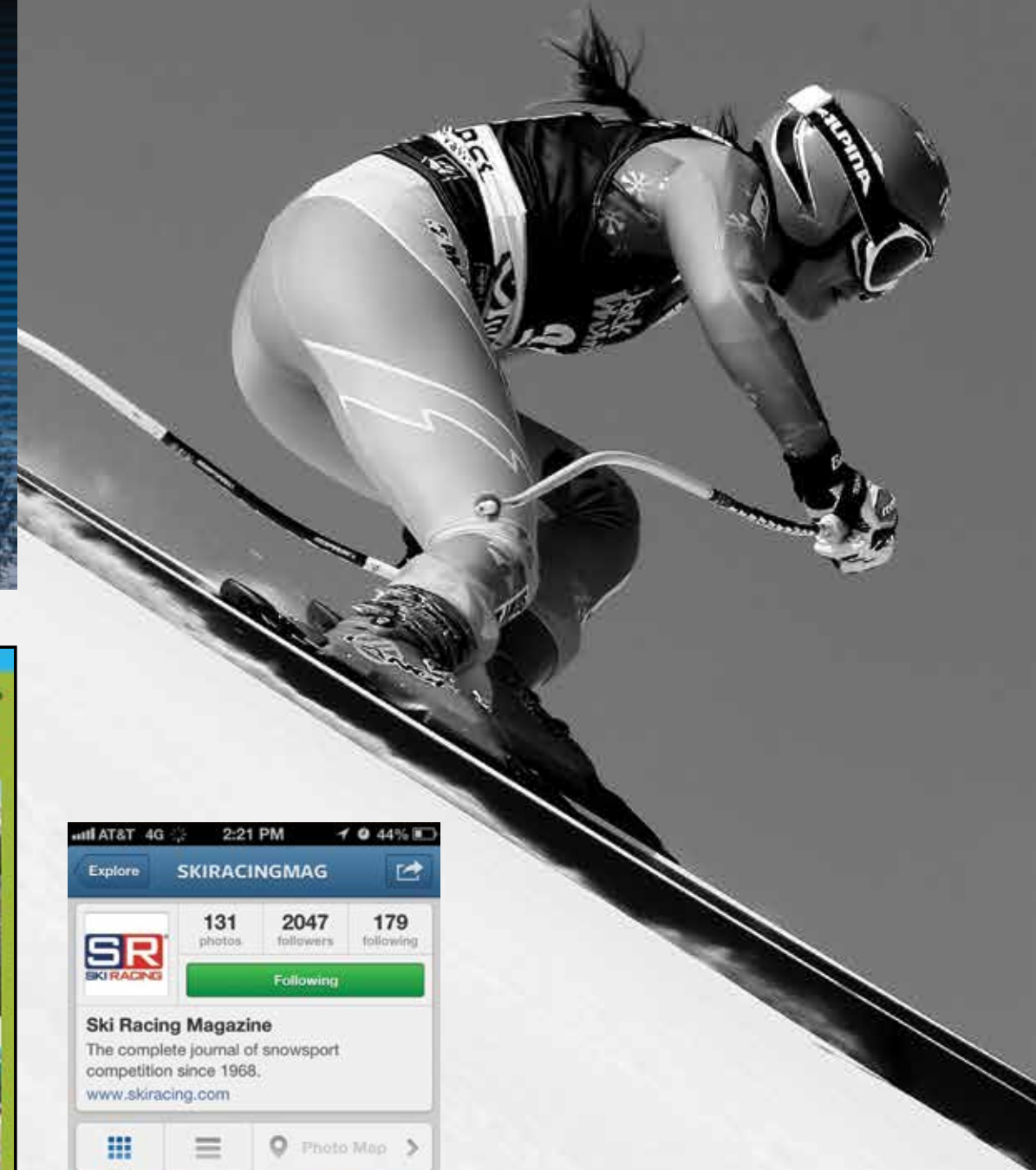
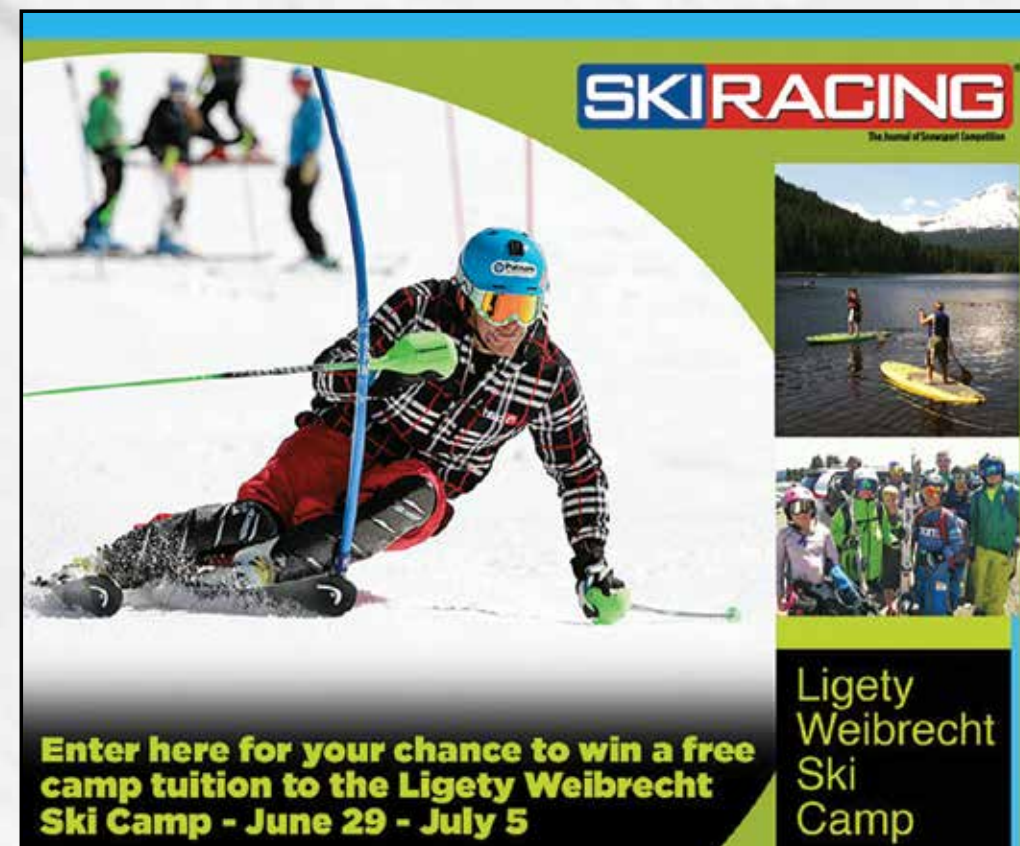
For subscription questions, contact gabe@skiracing.com

 Find us on Facebook

Social Media

Capitalize on our social media presence. If you're interested in developing a social media marketing strategy contact your Ski Racing advertising representative for details.

- ▶ Facebook: 11,524 likes
- ▶ Twitter: 10,477 followers
- ▶ Instagram: 2,023 followers
- ▶ Active YouTube & Vimeo channels



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Additional Options

- ▶ Content Integration
- ▶ Content Sharing
- ▶ Video Embedding/Video Production
- ▶ Social Media Integration
- ▶ Custom Integrated Campaigns and Contests



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