

Ski Racing

MEDIA KIT

2014~15





THE INTERNATIONAL JOURNAL OF SNOWSPORT COMPETITION

Sports Illustrated has called Ski Racing the Bible of our sport. Today, we are so much more. Covering the world of winter competition since 1968, Ski Racing is now at the forefront of digital storytelling. From social media engagement on Facebook, Instagram and Twitter to interactive web 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 website. 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 the competitive edge. Nearly 80 percent of our readers compete or are involved in competition, and 99 percent ski recreationally as well, traveling to mountain resorts more often than any other media audience. This is the Ski Racing family.

WHO READS SKIRACING.COM?

The reach of Ski Racing is truly global and specifically appeals to fans of snowsport as well as active recreational participants.

AFFLUENT



\$175,000^{.00}
AVG. HOUSEHOLD
INCOME

ALL AGES



BETWEEN
13 & 75
YEARS OLD

DYNAMIC



ANNUALLY, **15%**
LEAVES SNOWSPORT
COMPETITION, BUT
17% JOIN

INVESTED



SPEND AVG.
\$3,744^{.00}
ON GEAR PER YEAR

WELL EDUCATED



69%
COLLEGE GRADUATES
OR BETTER

COMPETITORS ARE A UNIQUE BREED

GEAR



ON AVG. OWN
3 TO 7
PAIRS OF SKIS

MORE GEAR



OWN
2+
PAIR OF BOOTS

TRAIN



SKI
90 TO 100
DAYS ANNUALLY

TRAVEL



SPEND OVER
\$4,400^{.00}
TRAVELING TO EVENTS

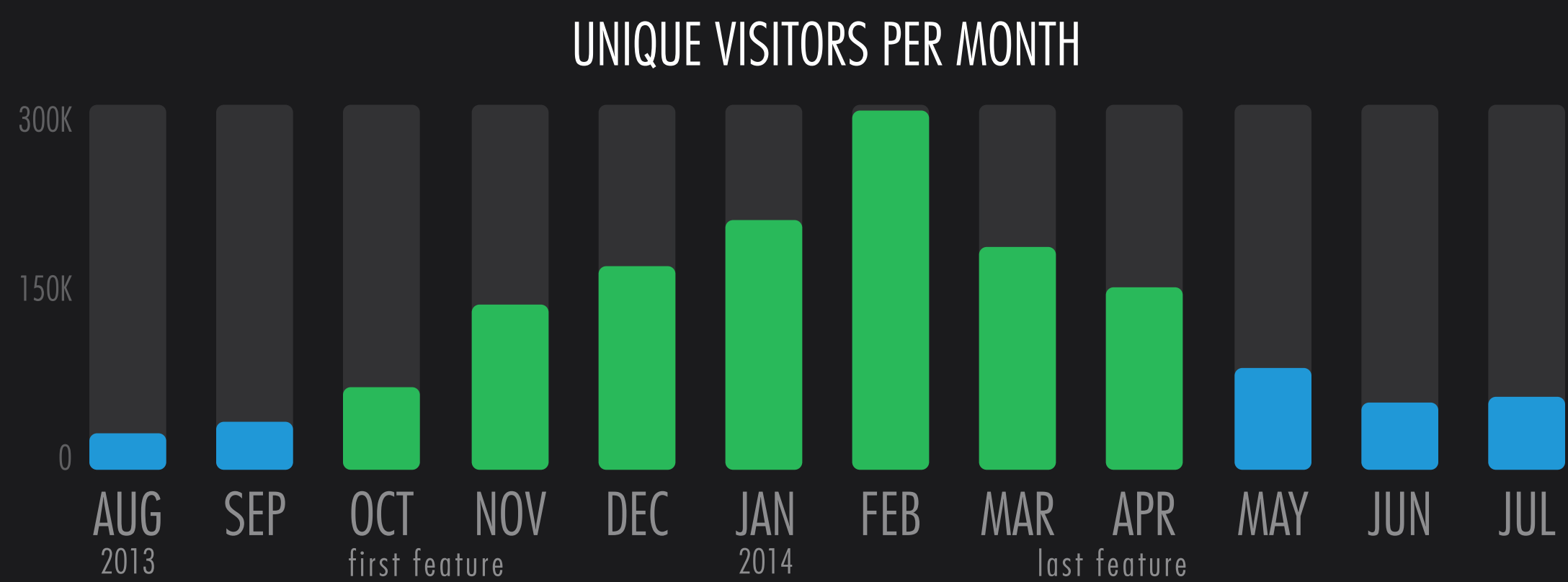
MASTERS



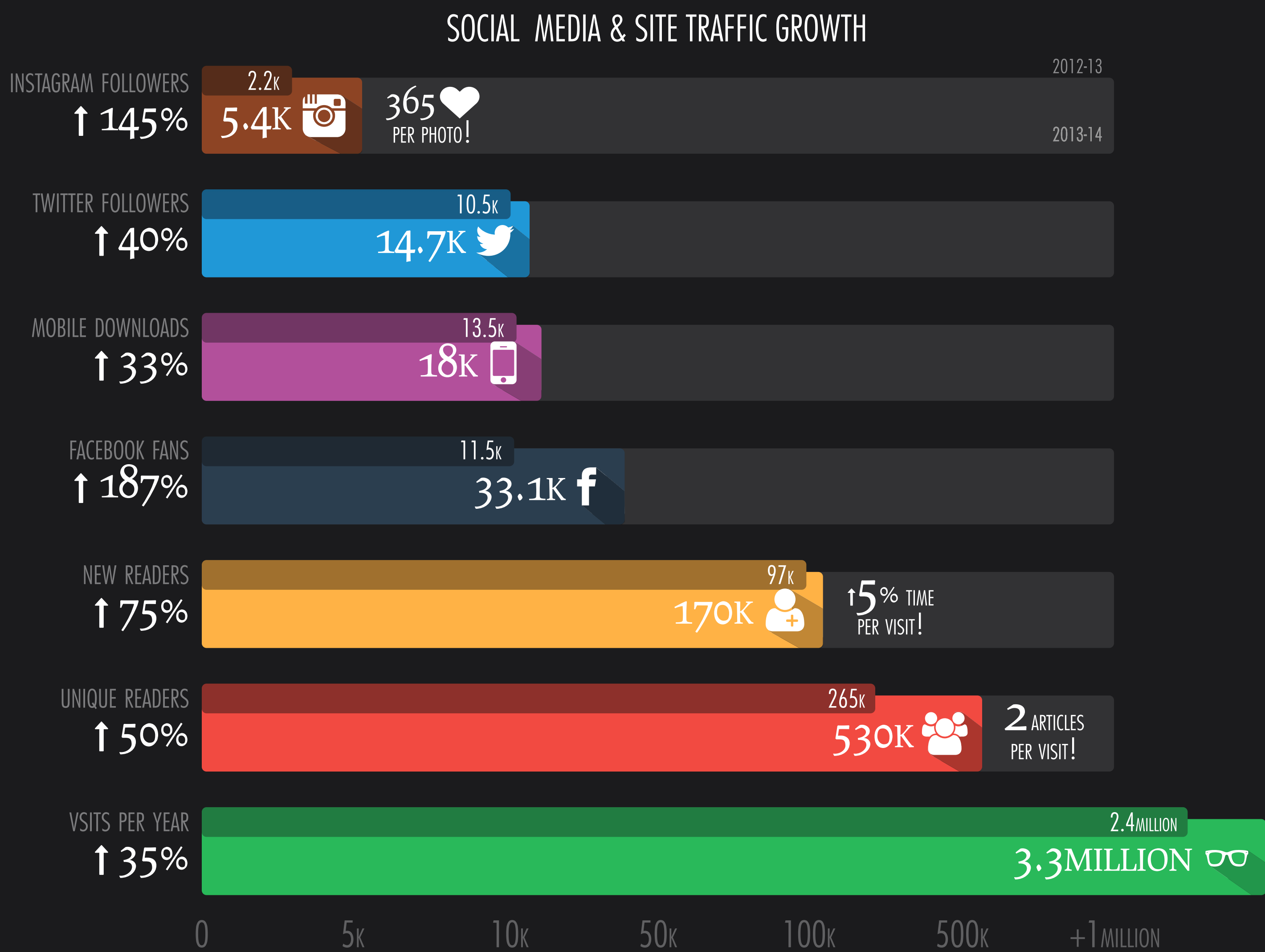
3,300+
IN THE MARKET FOR
THE NEWEST & BEST
GEAR ANNUALLY

THRIVING IN DIGITAL DISTRIBUTION

In 2013-14, SkiRacing.com demonstrated significant viewership growth both in traffic to the site and time spent interacting with our content.



Our website growth has been eclipsed only by the organic explosion of our social media following, all without any paid advertising or solicitation. Since July 2013, the Ski Racing Facebook, Twitter, and Instagram accounts have seen noteworthy growth in followership and engagement.

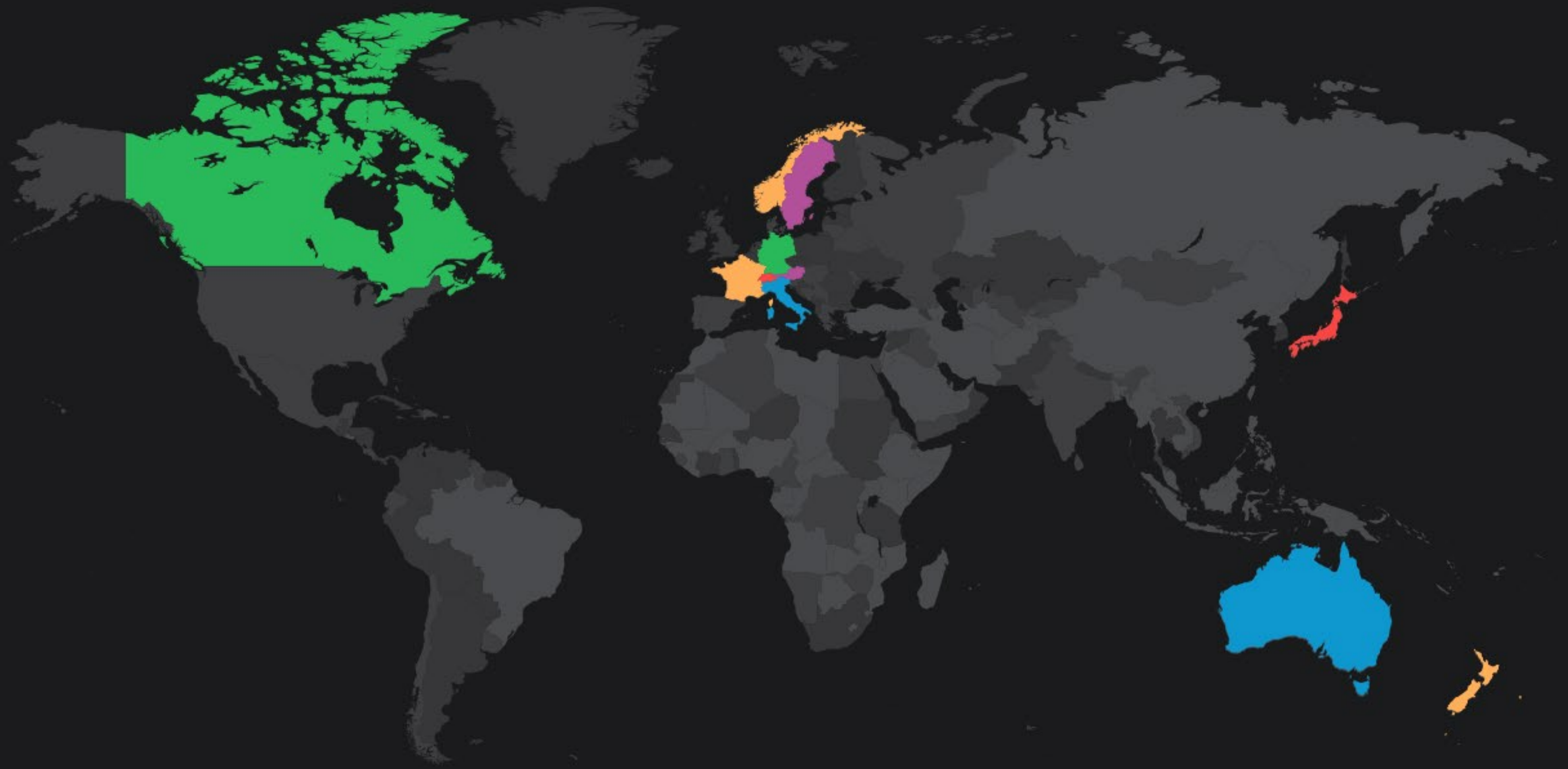


ELEVEN FASTEST GROWING COUNTRIES

While our reader base is strongest in the U.S., we have recently experienced remarkable growth internationally.

*percent growth from 2012~13 to 2013~14 ski seasons

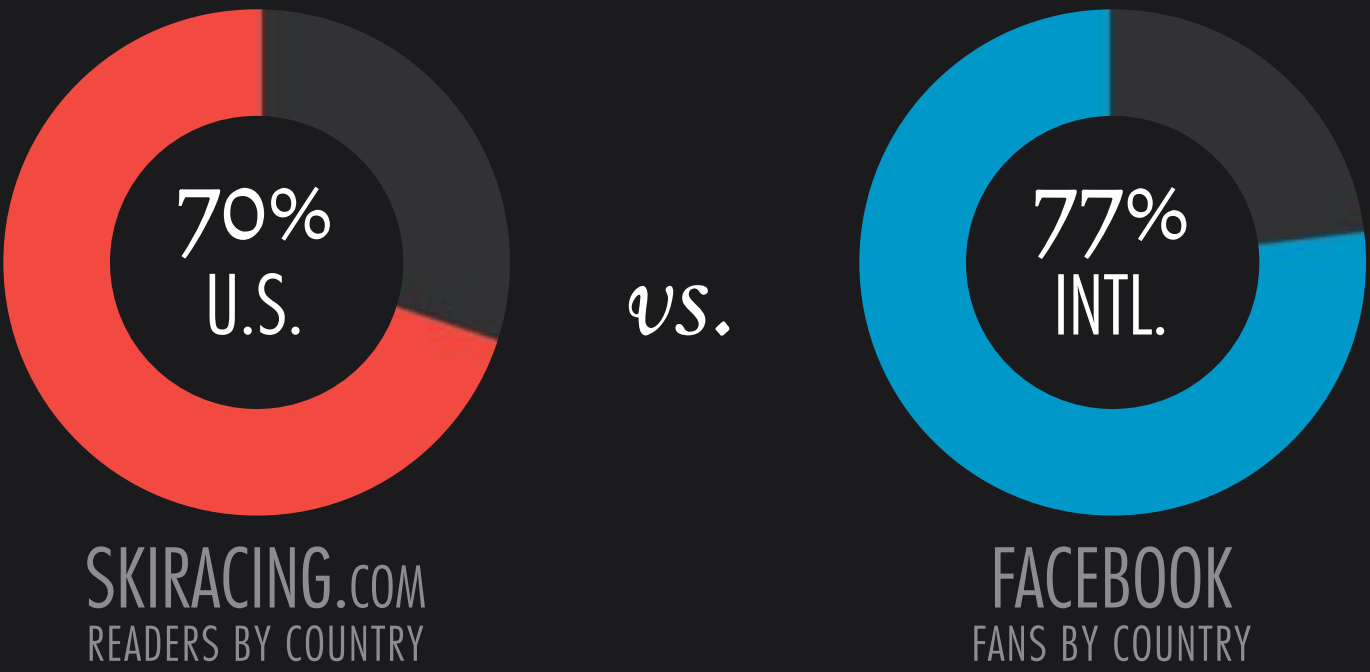
1. JAPAN
230%
2. NORWAY
120%
3. SWEDEN
100%
4. ITALY
92%
5. AUSTRIA
50%
6. FRANCE
45%



7. SWITZERLAND
40%
8. GERMANY
35%
9. AUSTRALIA
35%
10. CANADA
32%
11. NEW ZEALAND
30%

Regardless of where or how, one thing is certain—SkiRacing.com’s audience is a large and growing community that craves the latest in slopeside knowledge, training and gear.

HOW THE WORLD READS SKI RACING





RICH & ENGAGING FEATURED CONTENT THROUGHOUT THE SEASON

While covering the latest news on each ski racing circuit, from alpine and nordic to juniors and masters, Ski Racing also leverages videos, photos, graphics and more to present interactive features that delve into the sport. Planned features for the upcoming season include:

Aspen readies to host World Cup Finals
Tips, tricks and tools from Backshop experts
Can Ted Ligety do it again at Soelden?
The state of Austrian alpine racing

Holiday Gift Guide
NCAA Preview
World Cup technicians reveal their secrets
Profile of Ivica Kostelic

Beaver Creek 2015
Setting up a workspace on the road
International masters racers
The world's wildest slalom hills

How to recharge to racing batters
Cleaning and storing skis
Spring Series racing
Where to go globally for the best summer training

SEPTEMBER
2014

Vail's Aldo Radamus analyzes the challenges facing ski racing
The U.S. Women's Ski Team speed training
How are European racers handling equipment changes?
Fall conditioning for masters racers

NOVEMBER
2014

Alice McKennis attempts a comeback
A primer on college racing and admissions
Edie Thys Morgan presents coaches' timeless advice
Can Frida Hansdotter dethrone Mikaela Shiffrin?

JANUARY
2015

The increased cost of traveling to international races
Special Preview of Beaver Creek 2015 World Championships
Prepping, testing and running speed skis
A reality check for ski racing parents

MARCH
2015

NCAA Championships
What's behind the ELITETEAM?
U.S. Nationals
Dexter Paine discusses the International Ski Federation

OCTOBER
2014

DECEMBER
2014

FEBRUARY
2015

APRIL
2015



PROMOTE YOUR BRAND SITEWIDE

Promote your brand in front of the most engaged online race community.

Everyday, our readers trust Ski Racing for breaking news, race coverage, gear information, opinion columns, and more.

There's no better place to expose your brand and products to a passionate, worldwide readership.

A. BACKGROUND TAKEOVER **NEW!!!**

\$2,500 **1920 X 1200**
PER MONTH JPG PNG

B. LEADERBOARD (TOP & BOTTOM)

\$2,000 **728 X 90**
PER MONTH JPG GIF PNG SWF

C. SIDEBAR BOX

\$1,500 **300 X 250**
PER MONTH JPG GIF PNG SWF

D. PUSHDOWN SKYSCRAPER

\$900 **160 X 600**
PER MONTH JPG GIF PNG SWF

E. HALF BOX

\$500 **320 X 50**
PER MONTH JPG GIF PNG SWF

Sitewide pricing shown. Contact us for custom pricing on exclusive Homepage, Column, or Feature ad space.

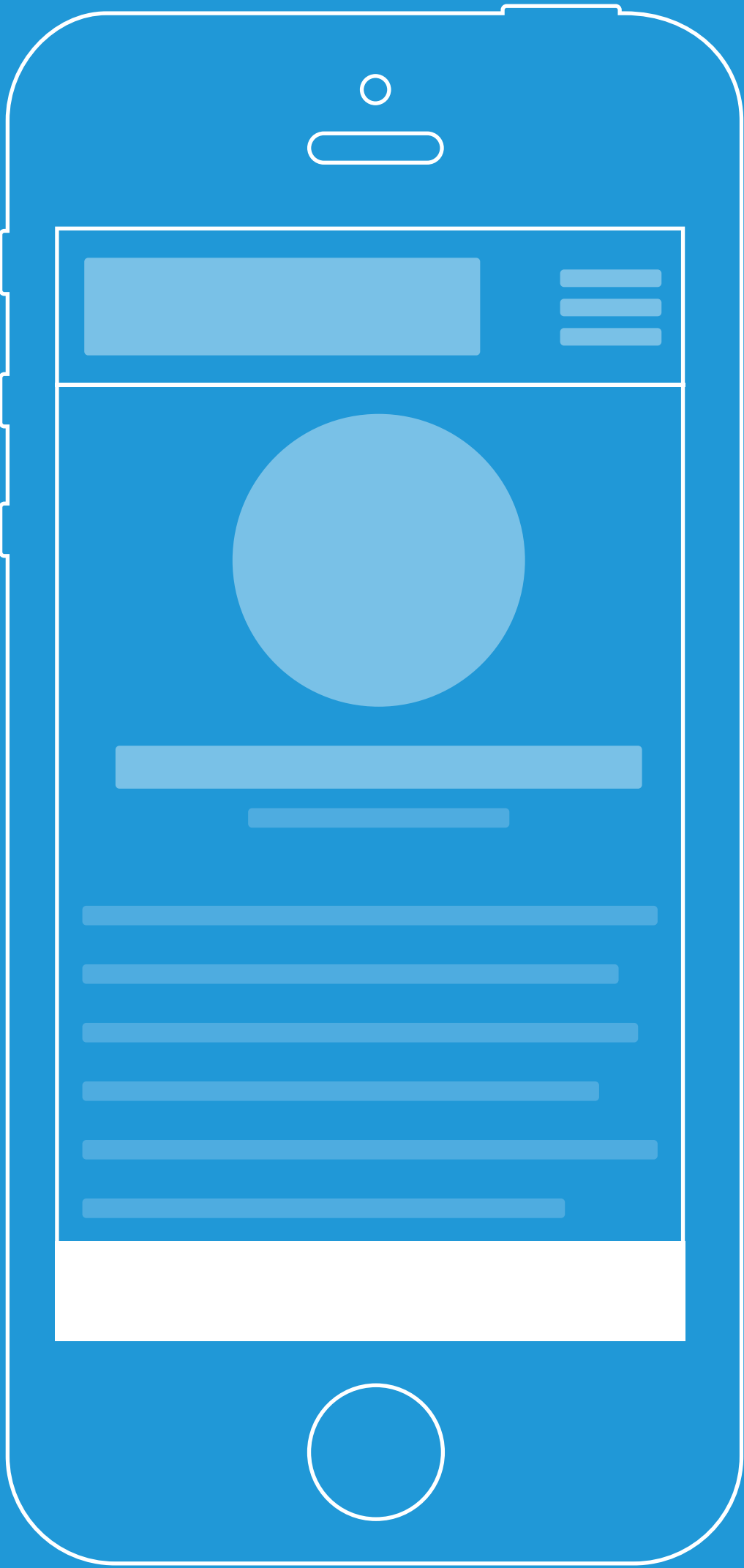
SOCIAL, MOBILE & EMAIL REACH FAR & WIDE

SPONSORED SOCIAL POSTS

Build awareness and deliver content through our interactive and authentic audience.

Sponsored content posted through our Facebook, Twitter and Instagram pages.

Price and frequency determined by package and involvement.



MOBILE APP SPONSORSHIP

\$1,000 **320 x 50**
A MONTH JPG GIF PNG



SKI RACING EMAIL

2 X **30 K** **48%** **12%**
A MONTH SUBSCRIBERS OPEN RATE CLICK THROUGH
Target by discipline. Exclusive messaging options. Ask for specs and pricing.





TRAIN: ACADEMIES & CAMPS

As the only listing of its kind on the web, our online camp and academy directories serve as the ultimate guide for athletes, students and parents. An annual listing includes full profiles, important information pertinent to prospective applicants, and multimedia. Whether someone is looking for a summer camp or year-round program, we aim to streamline the search process for our audience with this digital resource.

GEAR GUIDE

Don't miss out on the ONLY brand and product directory specifically for ski competition. Brands now have the opportunity to show their support for racing, showcase products, promote sponsored athletes, host brand and product videos, participate in social media outlets and publish results. The guide is also a resource for racers and their parents researching equipment requirements and searching for competition gear. We provide 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. \$3000 for a year-long brand listing on skiracing.com



ADDITIONAL OFFERINGS

VIDEO

Ski Racing offers various video solutions for your brand including content sharing and distribution through our digital channels, in-house production and editing, pre-roll advertising and video sponsorship. Please inquire for availability and pricing.

CONTESTS

Through all of our strong digital platforms (web, social, email, mobile) Ski Racing has proven to be a successful medium for our client's campaigns. Sweepstakes/giveaway options, custom social app to help generate "likes", you name it we can help.

ARTWORK/AD CREATION

Nobody on staff to create your ad? No problem. Utilize our in-house designer to create custom ads upon request.

**Please inquire for pricing on above options*

FOR MORE INFO
CONTACT US



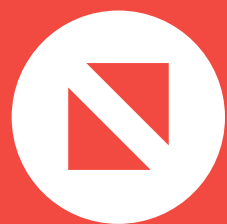
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