

SKI

2015 MEDIA KIT



King of the Mountains.

SKI is the go-to guide for passionate skiers and their families.

SKI embraces skiers of all attitudes and abilities, delivering the action of the world's most exciting sport without any of the arrogance. Hot trends. The best gear. Expert instruction. Insider advice on mountain destinations. Looking to reach lifelong skiers and sophisticated travelers? Yeah, we got you covered.



SkiMag.com is the ultimate resource for passionate skiers and winter travelers looking for the latest news on ski destinations and resorts, instruction, and the mountain lifestyle. A combination of original content, inspiring photography, and insider intel, engage users throughout the year. Whether it's an insider look into a resort, a hotel hot list, the best gear reviews in the industry or the must-visit après bars, SkiMag.com provides the tools skiers need to get the most out of winter.

SkiMag.com / Traffic

Avg. Monthly Page Views	2,285,773
Avg. Monthly Unique Visitors	270,426
Avg. Time Spent On Site	2.41 min

SkiMag.com / Demos

Male/Female	68%/29%
Average Age	49
Average HHI	\$143,000
College Graduates	80%

The screenshot shows the SkiMag.com website interface with several key areas labeled for advertising opportunities:

- Leader Board Ad Position:** Located at the top of the page, above the main navigation bar.
- Mega Banner Ad Position:** A large, wide banner area below the navigation bar, featuring a large image of a skier and a headline.
- Medium Rectangle Ad Position:** Located in the bottom right corner of the page, near the newsletter sign-up and social media links.

Other visible elements include the 'Site Skin' on the left and right sides, a 'POPULAR' section with article thumbnails, a 'HEADLINE' section with two article thumbnails, and a 'Newsletter Signup' form.

Our emails reach a digital audience of engaged readers who have opted-in to receive information from SKI and our marketing partners. We offer sponsorship advertising in our editorial emails and custom emails devoted entirely to your brand.



Editorial Email

Editorial Email Subscribers 133,000
 OPPORTUNITY: Display Ads, 728x90 and/or 300x250



Custom Email

Custom Email Subscribers 123,000
 OPPORTUNITY: Your Exclusive Message & 100% SOV, Geo-Targeting Capabilities

Please note: Email list sizes subject to fluctuations.

Snapshot

Rate Base	300,000
Frequency	6x / year
Established	1936
Subscribers	98%

Readership

Audience	1,253,000
Male/Female	61%/39%
Median Age	41
Age 21+	90%
Median HHI	\$103,924
Median Value of Owned Home	\$309,238
College+	76%
Any Children in the Household	43%

Affluent SKI Readers Are

5x more likely than the average affluent adult to earn HHI \$1,000,000+	Index 517
10x more likely than the average affluent adult to have spent \$100,000+ on total travel in the past year	Index 1151
16x more likely than the average affluent adult to have spent \$25,000+ on total watches and jewelry in the past year	Index 1687

Affluent SKI Readers* Spend Billions on the Following Expenditures

Vehicles/Motorcycles/Boats/Aircraft	\$315 Billion
Personal Insurance	\$223 Billion
Home and Garden	\$209 Billion
Education	\$185 Billion
Travel	\$161 Billion
Apparel and Accessories/Eyewear	\$134 Billion



SOURCES: MRI Doublebase 2014; MMR 2013 Affluent Survey HHI \$100,000+

SEPTEMBER

Buyers Guide

Skiers are either skiing, or dreaming about skiing. This fall franchise fires skiers up for the upcoming season. The issue includes expert gold-medal reviews of the best new skis and boots, along with covering the coolest innovations in soft-goods, accessories, travel gadgets, and other gear. For the first time, SKI will be presenting softgoods through a fashion shoot. Real clothes on real people.

Ad Close: 7/7/15 On Sale: 9/1/15

OCTOBER

Resort Guide

Resort profiles, vacation advice and not-to-miss recommendations on North America's Top 50 Resorts.

SKI's biggest franchise, the annual Resort Guide, is the most-respected—and comprehensive—destination-resort overview for winter. SKI readers are born-travelers, and look to SKI's Resort Guide to give them up-to-date profiles of what's new at the top 50 resorts on the continent. SKI provides the ultimate annual travel planner for skiers and their families, and an annual performance review of the top destination resorts for industry professionals.

Ad Close: 8/4/15 On Sale: 9/29/15

NOVEMBER

The Complete Skier

So you think you're a skier?

Skiing is more than a sport; it's a way of life. Test your ski IQ with a fun, interactive package that will quiz you (and educate you) on all matters of the mountain. Here are places you should visit, films you should see, names you should know, and gear milestones you should be familiar with.

Ad Close: 9/8/15 On Sale: 11/3/15

DECEMBER

Get Real. Family Issue

Real Skiers. Real Hills. Real Families.

Here's an authentic look at the sport. We cover hometown hills by local skiers, famous and otherwise proving that you can find passion anywhere people put boards on snow. We also profile intriguing ski families, from weekend road warriors to the pros who live on the slopes. Here's an insider look at the real ski life.

Ad Close: 10/6/15 On Sale: 12/1/15

JANUARY

Get Better

Here's how to improve from the best pros on snow.

Technique and instruction content consistently score the highest in SKI's consumer testing. Here's an issue theme to feed that need. This includes tips and advice from the top instructors and professionals out there.

Ad Close: 10/30/15 On Sale: 1/1/16

SPRING

Ski Towns

We rank the top ski towns, bars, restaurants and other stuff.

The next big SKI franchise — a gotta-read for the last issue of the season. Editors will rank their favorite ski towns in North America. We'll also rank other components of your ski vacation, such as best bars, restaurants, runs, hotels, swimming pools and family activities.

Ad Close: 11/25/15 On Sale: 1/26/16

Fresh.

Compelling news, opinions, trends and topics that define the mountain culture.

Trends: Smart news you can use. Here's the latest on mountain trends, and how they affect you.

Face Shot Q&A: Interview with noteworthy individuals impacting the sport and the mountains.

Driver: Skiers' cars just might be their second-most important piece of gear. Reviews of the latest models and trends in the auto industry, filtering everything through the lens of the ski life.

Go.

Inspirational advice on where to go, why to go and what to do there.

Go Now: Keeps readers current on mountain resorts. You may have visited before, but due to new developments or upgrades, you should visit again.

Go Sleep: Lodging content focused on trendsetting properties with unique amenities beyond a spa and fitness facility.

Go Eat: Ski-country chefs and restaurants that lift mountain and resort dining to new heights.

Go Après: Après-ski is perhaps a skier's second-favorite activity. Read a short profile of a mountain-town brewery or a themed roundup of iconic bars.

Go Family: Innovative kid programs, on-slope and off, plus a product page highlighting fun and stylish gear.

Go Explore: Boots-in-the-snow advice on what to do at one resort, from dining to après to family activities. Pure service and insider tips.

Gear.

From hardgoods to fashion, everything skiers need to gear up.

Gear: Latest intel on gear trends and innovations from the leading gear testers in the industry.

Style: Focus on fashion making readers look good on the slopes—and off.

Clinic.

How to ski strong and ski smart, with the latest and greatest instruction from the pros.

On Skiing.

Writers share their insights into the ski life in intimate and thought-provoking essays on the back page.



2015 Print Advertising Rates

SKI

FOUR COLOR		Full Page
Spread		\$84,000
Full Page		\$42,000
2/3 Page		\$33,800
1/2 Page		\$26,400
1/3 Page		\$20,380
COVERS		Full Page
2nd Cover		\$50,640
3rd Cover		\$46,420
4th Cover		\$54,900

All rates are gross.



CALENDAR & CLOSING DATES

ISSUE	THEMES	SPACE CLOSE	MAT. DUE	ON SALE
SEPT	Buyers Guide	7/7/15	7/13/15	9/1/15
OCT	The Resort Guide	8/4/15	8/10/15	9/29/15
NOV	The Complete Skier	9/8/15	9/14/15	11/3/15
DEC	Get Real. Family Issue	10/6/15	10/12/15	12/1/15
JAN	Get Better	10/30/15	11/6/15	1/1/16
SPRING	Ski Towns	11/25/15	12/4/15	1/26/16

Schedules and themes are subject to change.



FREQUENCY 6x

RATES EFFECTIVE SEPT 2015

RATE BASE 300,000

AUDIENCE FACTS:

- 61%/39% Male/Female
- 41 Median Age
- \$103,942 Median HHI

FOR MORE INFO, CONTACT:

Al Crolius, VP Sales & Marketing
acrolius@aimmedia.com

Source: MRI Doublebase 2014

MAGAZINE TRIM SIZE: 8.5" x 10.875"

MECHANICAL REQUIREMENTS: Perfect Bound, Offset Printing, Jog to Foot— .125" Trim

MAXIMUM DENSITY ACCEPTED: 300%

LINE SCREEN: 133

R.O.B. UNITS—SAFETY: Live matter should be kept .25" from trim size.

R.O.B. UNITS—TRIM: .125" all around

MATERIAL SPECIFICATIONS: SWOP standards apply.

FILE FORMATS ACCEPTED: PDFX1A format is the preferred file format for file submission. When preparing PDFX1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Barb VanSickle at 303.625.1624 or email production at skiproduction@aimmedia.com if you have any other questions regarding material.

CREATIVE PICK UPS: Pick ups must be accompanied by a low res proof and issue/page number in which creative previously ran.

WE DO NOT ACCEPT APPLICATION FILES.

MEDIA: The following are acceptable -- Mac formatted CD-ROM, DVD. Please label all media with issue date, agency name, contact name and phone number, advertiser, ad number, vendor name and contact. If you would like media returned, please include a return address.

PROOFING: NO LASER PROOFS -- We require one digital proof (i.e. Epson) generated from the digital file. All proofs must bear standard offset color bars/exposure scales and should be proofed to SWOP specifications.

GENERAL GUIDELINES: Supply required screen ruling and dot shape and angle. Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% of size. Use stylized fonts. Do not apply style attributes to basic fonts.

DO NOT USE TRUETYPE OR MULTIPLE MASTER FONTS.

Include all printer and screen fonts, images/scans, logos/artwork. Do not nest EPS files in other EPS files. Pantone colors must be in CMYK mode. If you are planning on using a PMS, please contact Barb VanSickle at 303.625.1624 or email production at skiproduction@aimmedia.com.

All images/scans must be in CMYK mode. Font information should include manufacturer, font name and version. Four color solids should not exceed SWOP density of 300%. Supply one composite LW and CT file per page. Supply single pages on full page ads; on spread units, supply one continuous image file. Black text should be merged with the LW file. Supply hard copy proofs that match each supplied digital file. Proofs must be provided at 100% of size. 133 Line Screen required. Density should not exceed 300%. Rotation of Color: yellow, magenta, cyan, black. If you have any additional questions, contact Barb VanSickle at 303.625.1624 or email production at skiproduction@aimmedia.com.

UNITS & SIZING:

	BLEED	NON-BLEED	LIVE AREA
Full Page	8.75" x 11.125"	7.125" x 9.625"	.375" in from Bleed
Spread	17.25" x 11.125"	15.625" x 9.625"	16.5" x 10.375" .375" in from Bleed Gutter: .50"
2/3rds Page Vertical	5.625" x 11.125"	4.75" x 9.625"	.375" in from Bleed
1/2 Page Horizontal	8.75" x 5.75"	7.25" x 4.875"	.375" in from Bleed
1/3rd Page Vertical	3.25" x 11.125"	2.25" x 9.625"	.375" in from Bleed

SHIPPING INSTRUCTIONS:

Send ad materials to: **SKI Magazine**
Production SKI Magazine
2520 55th Street, Suite 200, Boulder, CO 80301
303.625.1624 / skiproduction@aimmedia.com

UPLOAD INSTRUCTIONS:

- You must use an FTP program to access the FTP site such as Filezilla, Cyberduck or Fetch
- Server: ftp4aim.com
- Username: ski_ads@ftp4aim.com
- Password: akint578
- Include magazine name and issue date
- Send an email notification when upload is complete to skiproduction@aimmedia.com

SKI DIGITAL AD SPECS

Standard Guidelines – These Guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net).

There is a 48-hour turn around time once all creatives are submitted to Online Advertising Operations.

All ad units must launch a new browser window when clicked on.

All static ad types are accepted (.jpg, .gif, .swf, .html).

Max initial load file size should not exceed 90KB.

RICH MEDIA SPECS: Below is a list of approved and most commonly used third party vendors.

APPROVED THIRD PARTY AD TAGS:

Atlas / Bluestreak / Doubleclick / Interpolis / Mediaplex

APPROVED THIRD PARTY RICH MEDIA:

Eyeblaster / EyeReturn / Eyewonder / Pointroll / Unicast

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs to be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 90KB
- Additional polite download should not exceed 90KB
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

EXPANDING ADS: Most Common Ad Unit Sizes Expanded Dimensions:

728x90.....	728x270
300x250.....	550x250
160x600.....	480x600
990x50.....	990x250

PREFERRED FORMAT: USER-INITIATED BY CLICK

- User must click on expand button
- 'Close' button must be visibly prominent
- Ad should retract by clicking close button
- Any sound should be user initiated by click

ADDITIONAL FORMAT: MOUSE OVER/MOUSE OFF

- Must use 'Mouse Off' if using 'Mouse Over'
- Ad should expand upon 'Mouse Over'
- Build a 1 second delay before ad expands
- Ad should retract upon 'Mouse Off'
- 'Mouse Over' can not initiate sound

FLASH AD UNITS

- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

HOW TO CODE FLASH FILES WITH THE CORRECT ACTION SCRIPT

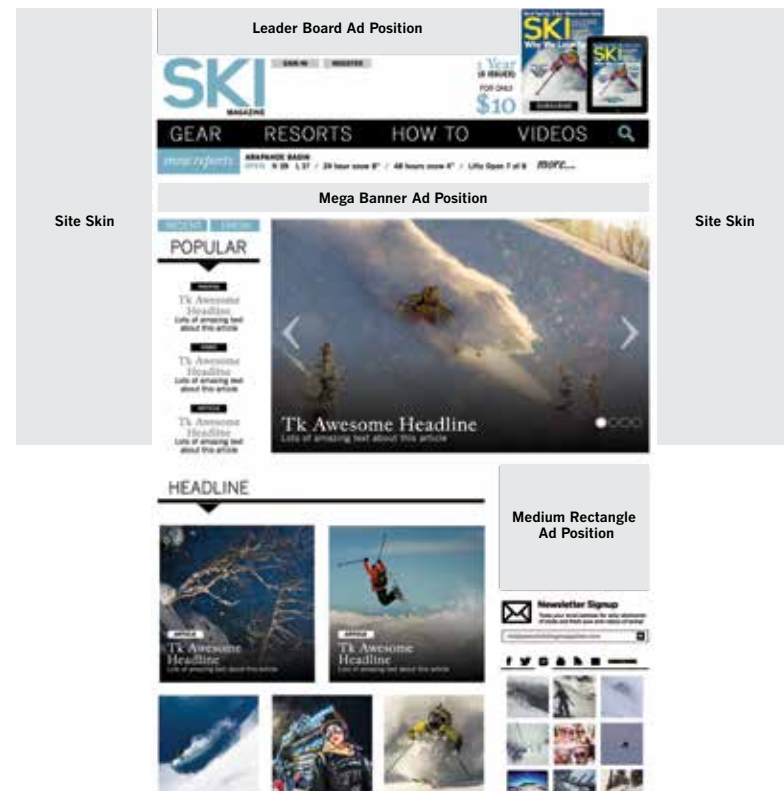
1. Create an invisible button over the area that you want "active/ clickable" to users
on (release); (get URL(clickTAG"_blank"))
2. On the invisible button, put the following action

VIDEO BANNER AD

- File type: .mov file
- File size: 1.2 mb unit
- Frame rate: 18fps
- Playback length: :15 sec
- Video will be served in ad position in DFP Video Player

UNITS & SIZING:

1. LEADERBOARD	728x90 Pixels	90KB MAX	JPG, GIF, PNG, SWF, HTML
2. MEDIUM RECTANGLE	300x250 Pixels	90KB MAX	JPG, GIF, PNG, SWF, HTML
3. SKYSCRAPER	160x600 Pixels	90KB MAX	JPG, GIF, PNG, SWF, HTML
4. MEGA BANNER	990x50, 990x250	90KB MAX	JPG, GIF, PNG, SWF, HTML, M4V, FLV, MOV, MP4
5. EDITORIAL EMAIL BANNER	300x250 Pixels	90KB MAX	JPG, GIF, PNG, STATIC GIF
6. EDITORIAL EMAIL BANNER	728x90 Pixels	90KB MAX	JPG, GIF, PNG, STATIC GIF



TO ADD EXTERNAL WEB LINKS TO YOUR PRINT AD ON THE IPAD (COMPLIMENTARY ENHANCEMENT)

- Text Link: Upload web URL within word doc.
- Button Link: Upload button .png file creative, button dimensions, comp showing where button should live within ad, and web URL.
- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app.
- Webpage should not have Flash elements.
- Avoid pages with long load times.

TO ADD AN INTERACTIVE PHOTO GALLERY TO YOUR PRINT AD ON THE IPAD*

- Supply high res images at 300 dpi 1536x2048; 5 to 10 images max.
- Must provide 'Play' button .png file creative, button dimensions and comp showing where button should live within ad.
- Upload images in a .zip file using upload instructions below.

TO ADD A VIDEO TO YOUR PRINT AD ON THE IPAD*

- Video hotspot/button will lead to video screen with controls.
- Must provide 'Play' button .png file creative, button dimensions and comp showing where button should live within ad.
- Maximum length for embedded videos is :20 seconds.
- Specs: 720p .mp4 file using .h264 compression.
- Video file must be converted in iTunes: "Convert for iPhone/iPad".
- Full Screen: 1536x2048
- Upload video in a .zip file using upload instructions below.

TO ADD A SOUND FILE TO YOUR PRINT AD ON THE IPAD*

- Upload mp3 audio file in a .zip file using upload instructions below.
- Must provide 'Play' button .png file creative, button dimensions, and comp showing where button should live within ad.

DESIGN FOR TABLET

- For custom iPad ad creative – please contact your Sales Representative and a creative call will be coordinated to determine needed materials, enhancements and creative direction.

UPLOAD INSTRUCTIONS

- TABLET MATERIAL DUE DATES COINCIDE WITH PRINT MATERIAL DUE DATES
- You must use a FTP program to access the FTP site such as Filezilla, Cyberduck or Fetch
- Server: ftp4aim.com
- Username: ski_ads@ftp4aim.com
- Password: akint578
- Save in 'Digital' folder
- Include magazine name and issue date in file name
- Send an email notification when upload is complete to lostrow@aimmedia.com

*Additional fees apply.



1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages beyond advertising rates if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign close date. Failure to submit creative materials will result in full charge for all reserved space. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of timely cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
5. Positioning of advertisements is at the discretion of Publisher except where specific positioning is granted, in writing, by Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.
7. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due, and agree that Los Angeles County, California shall be exclusive venue for resolution of any disputes hereunder.
8. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
9. Creative work produced by Publisher remains the sole property of Publisher.
10. Until credit is approved, Advertisements are run on a prepaid basis only.

Kent Ebersole
General Manager
kebersole@aimmedia.com

Al Crolius
VP Sales & Marketing
acrolius@aimmedia.com

Stef Luciano
Associate Publisher
sluciano@aimmedia.com

Keith Cunningham
Detroit Sales Manager
kcunningham@aimmedia.com

Ginna Larson
National Account Manager
glarson@aimmedia.com

Jo-Ann Martin
Eastern Sales Director
joannmartin@aimmedia.com

Charlotte Sibbing
Midwest Account Manager
csibbing@aimmedia.com

Francoise Chalifour
Canada Account Manager - East
francoise.chalifour@publicitas.com

Rosalind Genge
Canada Account Manager - West
rosalind.genge@publicitas.com

Scott Monte
Marketplace Representative
scott@mediahoundsinc.com

Lori Ostrow
Advertising Coordinator
lostrow@aimmedia.com

