



The ultimate resource for the latest news on gear, travel, ski destinations, instruction and the mountain lifestyle

The website is home to a passionate community of skiers and winter enthusiasts who enjoy original content on what's new and what's cool in snow country, on-demand videos, customized weather reports and exclusive travel and gear deals. The only thing that covers the mountains better than SkiMag.com? Three feet of fresh powder.

OFFERINGS AND CAPABILITIES

Display Ads

- Roadblock
- Video Pre-roll
- Background Skins
- Geo-targeting

E-Newsletters

- Content Inclusion
- Sponsored
- Geo-targeting

Custom E-blasts

- Sponsored
- Geo-targeting

Brand Channels

Content Aggregation

- RSS Feeds
- Marketer Provided Content and PR
- Editorial Content

Custom Flash applications

Data Collection

Custom Content Solutions

Audience

- Men: 68%, Women: 27%
- Median Age: 46
- Over 21: 94%
- Median HHI: \$106,500

Source: 2009 Digital Consumer Study

Traffic

- Monthly Page Views: 2.5 million
- Monthly Unique Visitors: 285,000
- Session Time: 9 minutes

*In-season monthly averages for SKI, Skiing, Warren Miller & NASTAR combined.

*Numbers are estimates.

See Bonnier Mountain Group's Digital Network for more details

Contact

Ben Rifkin
Director of Digital Sales
Ben.Rifkin@bonniercorp.com
303.253.6417