



THE SKIER'S WEBSITE - COVERING GEAR, RESORTS, BACKCOUNTRY, AND SKI CULTURE

SkiingMag.com is the online home of Skiing magazine. Here you'll find everything from guides to skiing the top resorts to reviews of the newest skis and boots - plus, how to tune your skis, the best ski town bars, interviews with athletes, and photo galleries from Japan to Switzerland.

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: 71%, Women: 29%
- Median Age: 42
- Over 21: 94%
- Median HHI: \$97,000

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

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