



FOR THE SERIOUS SKIER

Skiing magazine is funny, smart, hip and above all, credible. It targets passionate skiers of all ages who want to know where and how to ski, what to buy and what trends they should embrace or ignore. And its all matched with the world's best ski photography.

Jake Bogoch,
Editor, Skiing Magazine

Audience: 1.38 Million

- Rate Base: 300,000
- Men: 64%, Women: 36%
- Median Age: 39
- Median HHI: \$83,347

Source: 2009 MRI Doublebase

Advertising Options

- Full Page, 4C Bleed \$30,870
- Spread, 4C Bleed \$58,653
- Impact Units
- Fraction Units
- Premium Positions
- Travel Market
- Gear Market
- Slope Scoop Promo Page

Issue & Close Dates

Editorial calendar is subject to change.

ISSUE	AD CLOSE	EDITORIAL FOCUS	ON SALE
October 2010	8/6/10	Skiing's Best Mountain Towns	9/28/10
November 2010	9/3/10	Skiing's Gear Guide	10/26/10
December 2010	10/1/10	Skiing's Big Mountain & Beyond	11/23/10
January 2011	10/29/10	Skiing's Secrets Issue	12/21/10
February 2011	11/26/10	Skiing's The Next Level	1/18/11
Spring 2011	12/24/10	Skiing's Road Trip Issue	2/15/11

Skiing's Audience

- 73% graduated from a 4 year college or received a higher master's, doctoral or other professional degree*
- 1 out of 2 went on 7+ single day ski trips*
- Over 2x more likely to take 6+ round trips in the last 12 months (230 index)
- 2x more likely to have an HHI of \$200,000+ (201 index)
- Over 18x more likely to have spent \$100 on ski apparel in the last 12 months (1825 index)

Sources: 2009 MRI Doublebase

*2008 Skiing Editorial Study conducted by Walker Communications.