

# WARREN MILLER'S Snowworld



## BEHIND THE SCENES OF WARREN MILLER FILMS

For over 60 years, Warren Miller Entertainment has produced the largest action sports film on the planet, reaching more skiers than any other snowsports film in history. Snowworld Magazine gives its readers a behind the scenes pass to the making of the production, film locations, and athlete profiles - all alongside incredible still images from the movie.

Max Bervy  
Managing Director, Warren Miller Films

### Snowworld is the Only Magazine With:

- Exclusive access to Warren Miller production highlights
- Features about marquee locations and athletes
- Stunning ski and snowboard photography

### Demographics

- Circulation: 225,000
- Men: 61%, Women: 39%
- Average Age: 34
- Age 18-34: 48%
- Average HHI: \$72,459

Source: Snowworld Readership Survey 2009, RRC Associates

### Snowworld's Audience

- A Loyal Audience: Over 70% have previously attended a Warren Miller show
- Dedicated Skiers: Over 33% ski or snowboard 20+ days a year
- Educated Consumers: 80% of film attendees provided their email address, and nearly 50% opted to receive further communication from one or more tour sponsors

Source: Snowworld Readership Survey 2009, RRC Associates

### Ad Close

- Ad Close: August 13, 2010
- Material Due: August 17, 2010
- Distributed at Warren Miller's 61st Annual Feature Film Tour

### Advertising Options

- Full Page, 4C Bleed \$21,000
- Spread, 4C Bleed \$34,650

### Ask About Snowworld's

- Impact Units
- Premium Positions
- Opt-In Warren Miller Database
- On-Site Sampling
- Online Voucher Offer
- Sweepstakes Inclusion