



DISTRIBUTION

In print 35.000 (subscribers, retail price).

Online magazine 19.000 readers.

DIGITAL MAGAZINE

Digital Magazine 7.196 subscribers.

SOCIAL MEDIA

811 followers on Facebook.

PROFILE

SNOW Sports and Lifestyle visits the most beautiful ski areas; close to home, or far away, big or small and fine. There is not only a focus on adventure and downhill slopes, but also for restaurants, wellness and unusual hotels. In addition the latest ski fashion, trends and developments in materials and technique are discussed.

TARGET GROUP

SNOW Magazine focuses on anyone who is interested in wintersport in the Benelux. From October 2019 on, the magazine is distributed throughout all Daka Intersport stores as well. The circulation is increased with 15.000 copies.

SPORTS EN LIFESTYLE MEDIA

General:

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Publisher:

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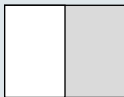
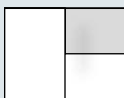
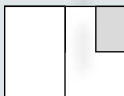
SNOW MAGAZINE

Prices per entry as of January 1st 2020
(prices excl. agency commission and VAT)

Advertisements	1 entry	2-4 entries	5 or more entries
 2/1 page	€4.560,-	€4.332,-	On request
 1/1 page	€2.400,-	€2.380,-	On request
 1/2 page	€1.320,-	€1.254,-	On request
 1/4 page	€792,-	€753,-	On request

Cover positioning surcharges Pagina 2: +10% Pagina 3: +10% Pagina 4: +15%
Bound-in inserts On request
Loose inserts On request



Advertorials	1 entry	2-4 entries	5 or more entries
 2/1 page	€4.940,-	€4.693,-	On request
 1/1 page	€2.600,-	€2.470,-	On request
 1/2 page	€1.560,-	€1.482,-	On request
 1/4 page	€936,-	€890,-	On request

Sizes TRIM SIZE



2/1 page
480 x 300 mm
(4 mm bleed)

1/1 page
240 x 300 mm
(4 mm bleed)

Sizes TYPE AREA



1/2 portrait
98 x 260 mm

1/2 landscape
200 x 128 mm

1/4 portrait
98 x 128 mm

1/4 landscape
200 x 62 mm

ACTIEVEVAKANTIEROUTES.NL

NATIVE ADVERTISING

Your product, brand or region will be presented in an editorial. People will read the item as interesting content instead of paid advertisement.

	medium (max. 400 words)	large (max. 1.000 words)
Native advertising:	€590,-	€730,-

The articles remain on the website for 24 months, extension is possible on request.

VIDEO POSSIBILITIES

You can choose for an additional video. We can provide an exclusive video-review with a sneak-peak (max. 30 seconds) which can be distributed on al mediums.

Delivered content:	€535,-
Provided content (incl. sneak-peak):	on request
Combination with test article:	on request

BANNERS

	300x125 px.	300x250 px.
1 month:	€395,-	€685,-
Extension per month:	€185,-	€310,-

OTHER POSSIBILITIES

An outstanding way to promote your product or area is to include marketing material in our magazines. There are many ways to do this. For example to include a mini-magazine, a flyer or a product.

We also offer the possibility to create a flyer or mini-magazine for you. Ask for the prices and possibilities.

PUBLICATION DATES 2020

Publication frequency: 3 times a year
 Subscription rate per year: €13,50 (incl. VAT)
 Retail price: €4,99

Edition	Closing date	Publication date
1	8 October 2020	29 October 2020
2	29 October 2020	20 November 2020
3	22 December 2020	8 January 2021



SUBMISSION GUIDELINES

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS) Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Ads can be submitted via: traffic@sportsandlifestylemedia.nl

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