



#### DISTRIBUTION

In print 35.000 (subscribers, retail price).

#### DIGITAL MAGAZINE

Digital Magazine 7.196 subscribers.

#### SOCIAL MEDIA

805 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 2020 on, the magazine is distributed throughout all member stores (48) of Erkend Winter Sport (EWS-) stores. stores as well. The circulation is increased with 15.000 copies.

#### SPORTS & LIFESTYLE MEDIA

##### General:

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3833 LA Leusden

##### Director:

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Mob. +31 (0)6 53 148 000

##### Publisher:



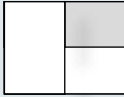
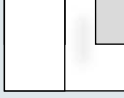
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##### Content Production & Syndication:

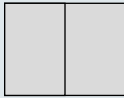
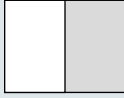
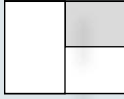
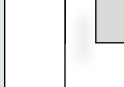
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# SNOW MAGAZINE


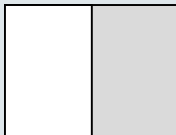
Prices per entry as of January 1st 2020  
(prices incl. agency commission and excl. VAT)

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
<b>Cover Position surcharges</b>	Page 2: +10%; Page 3: +10%; Page 4: +15%		
<b>Bound-in inserts</b>	On request		
<b>Loose inserts</b>	On request		

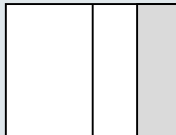
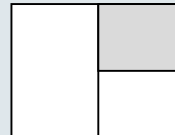
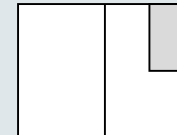
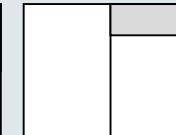


Advertorials	1 entry	2-4 entries	5 or more entries
 2/1 page	€4,940	€4,693	On request
 1/1 page	€2,600	€2,470	On request
 1/2 page	€1,560	€1,482	On request
 1/4 page	€936	€890	On request

## 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

### 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.

	<b>medium</b> (max. 400 words)	<b>large</b> (max. 1,000 words)
Native advertising:	€375	€750

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 all mediums.

Delivered content:	€500
Produced content:	on request

### BANNERS

	<b>300x125</b>	<b>300x250</b>
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 SCHEDULE 20/21

**Publication frequency:** 4 times a year  
**Subscription rate per season:** €14.95 (incl. VAT)  
**Retail price:** €4.95

Edition	Closing date	Publication date
1	8 October 2020	29 October 2020
2	29 November 2020	15 December 2020
3	22 December 2020	8 January 2021
4	11 January 2021	29 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](mailto:traffic@sportsandlifestylemedia.nl)

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