

=SKI MAGAZINE=

The magazine for each real ski enthusiast!

Media information

Advertising Price List No. 58
valid from January 2026



EBNER
MEDIA
GROUP



Media information

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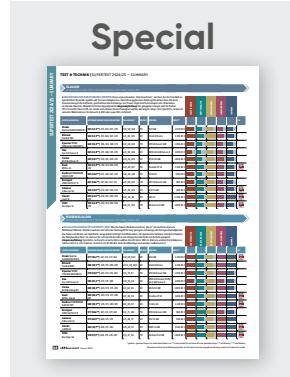
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Marketing channels



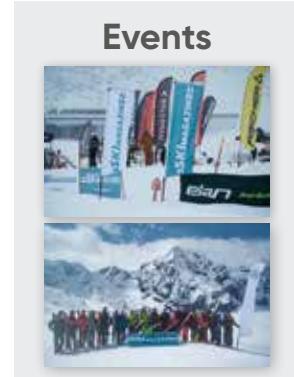
Magazine (plus ePaper)

Magazine:
Reach real ski enthusiasts whose hobby is a way of life.



Special

Special:
Everything at a glance.
All tested ski models of the season are clearly presented on our ski test poster. Through our B2B sister magazine SAZ Sport, it comes to the ski dealers in Germany, Austria and Switzerland.

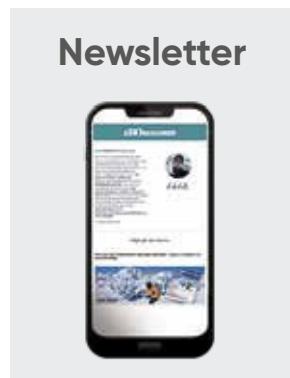


Events

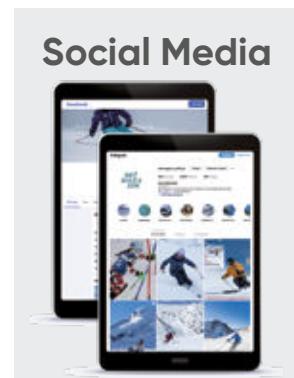
Events:
Every year in April, the renowned **SkiMAGAZIN SuperTest** takes place together with the ski industry. Our test team scrutinizes the models of the coming winter. In November, the popular **ski test week** for end users takes place in Sulden. The participants test the latest models of the winter.



skimagazin.de



Newsletter



Social Media

Web, newsletter, social media:

Know what's going on at all times - keep our readers informed about your events or offers throughout the year.

in detail & dates

The magazine

Regular print run: 75,000
Circulation sold: 55,329
Subscribers: 33,129

skimagazin.de

Ø Impression: 63,935
Ø Session: 31,551
Ø User: 22,798
Period: September 2025 - mid-January 2026

Newsletter

3,967 subscribers
(Ø opening rate: 52%)

Social Media

Follower: 23,890 (January 2026)
Instagram: 20,300
Facebook: 3,590

SkiMAGAZIN is „compulsory reading“ for ambitious skiers and by far the largest German-language ski magazine that appears periodically on newsstands. For over 50 years, SkiMAGAZIN has enjoyed an excellent reputation and is a real help for ski fans when making purchasing and destination decisions. The editorial concept includes extensive product presentations and tests, worldwide ski resort checks and travel stories, exciting background reports and lots of useful tips on the hobby „on the boards of the world“. The ski test, which the magazine conducts annually, is one of the most prestigious events of its kind in the world and is published by partner magazines in six European countries. In addition to newsstand sales in Germany, Austria, South Tyrol and Switzerland, SkiMAGAZIN has a broad base of subscribers and a wide range of cooperative ventures in the winter sports industry.

Market

In Germany, there are around 7.4 million active skiers who spend around 10.8 billion euros a year on their hobby (National Basic Study Winter Sports Germany 2018).

Target group

From pleasure skiers to race enthusiasts and touring skiers. What they have in common is that they are ambitious skiers and opinion leaders in winter sports who have a high disposable income.

Deadlines

Issue No.	Publication date	Advertisement closing date	Deadline print material
November 1/27	13/10/26	11/09/26	18/09/26
December 2/27	10/11/26	09/10/26	16/10/26
Special #1 Ski tours (Oversize)	10/11/26		
January 3/27	08/12/26	06/11/26	13/11/26
Special #2 Cross-country skiing (Oversize)	08/12/26		
February 4/27	02/02/27	02/01/27	09/01/27
March/April 5/27	02/03/27	29/01/27	05/02/27



Print: advertisements and inserts

Advertisements

Format	Type area width x height in mm	Bleed* width x height in mm	Price
1/1 page tall	180 x 250	210 x 285	€ 12,100.-
1/2 page tall 2 col. page diagonal 4 col.	87 x 250 180 x 122	102 x 285 210 x 140	€ 6,800.-
1/3 page tall page diagonal 4 col.	56 x 250 180 x 79	71 x 285 210 x 94	€ 4,100.-
1/4 page tall 1 col. page tall 2 col. page tall 4 col.	41 x 250 87 x 122 180 x 58	55 x 285 102 x 140 210 x 78	€ 3,200.-
1/8 page diagonal	87 x 58	-	€ 1,500.-
Special Placements			
Inside Front Cover	180 x 250	210 x 285	€ 13,900.-
Back Cover	180 x 250	210 x 285	€ 14,500.-

*plus 3 mm bleed on all sides

Technical Specifications

Format:	210 mm wide x 285 mm high
Bleed:	3 mm bleed on all sides
print material:	PDF 1.4 only
Profil:	ISO Coated-V2 300 (Fogra 39). The delivery of a proof or pressure is required
Printing process:	Web Offset
Colors:	CMYK (Euro-Scale)

Supplements

price per thousand + postage:	
up tp 20 g	80.- €
each 5 g more	6.- €
no discounts	
max format	195 x 270 mm
min format	105 x 148 mm

Supplements in part of circulation (minimum 40.000 copies)

price per thousand + postage:	
up tp 20 g	92.- €
each 5 g more	7.- €

Inserts

4 p.	90.-	€ 12 p.	150.- €
8 p.	124.-	€ 16 p.	171.- €
up to 115 g/qm paper weight, no discounts.			
max format			210 x 285 mm
min format			105 x 148 mm

(10 mm bleed at the top, lateral and at the bottom. 10 mm fold behind flank with a saddle-stitch)

Fixed Inserts

Minimum size for carrier ad is 1/1 page. The cost for glued postcards are € 39.- per 1000 (plus postage) for machine processing. Other prices for different fixed inserts are available on request.

Please note: When ordering inserts, bound inserts and fixed inserts, the submission of a sample of suitable quality is required for the machine processing. The order deadline is the same as the advertising deadline

Discounts

(for advertisements taken within one year)

	Quantity discount	Frequency discount
2 pages	5 %	3 x 5 %
3 pages	7 %	6 x 10 %
4 pages	10 %	9 x 15 %
6 pages	15 %	12 x 20 %
8 pages	17,5 %	24 x 25 %
12 pages	20 %	

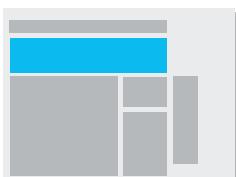
Digital: Banner

Prices/Technical Details

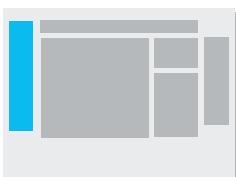
Banner format	Submission	Submission format	Price per month
Billboard Top	1120 x 250 Pixel (Top Center Desktop) 640 x 300 Pixel (Top Center Mobile)	max. 800 kB	€ 850,-
Skyscraper links	300 x 800 Pixel (Top Left Desktop) 300 x 600 Pixel (Mobile)	max. 800 kB	€ 660,-
Skyscraper rechts	300 x 800 Pixel (Top Right Desktop) 300 x 600 Pixel (Mobile)	max. 800 kB	€ 660,-
Billboard Content	1120 x 250 Pixel (Center 1 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 750,-
Billboard Content	1120 x 250 Pixel (Center 2 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 700,-
Billboard Content	1120 x 250 Pixel (Center 3 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 650,-
Billboard Content	1120 x 250 Pixel (Center 4 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 600,-
FloorAd	1120 x 250 Pixel (Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 690,-

Just contact us about the latest advertising formats. We will be happy to help and advise you.

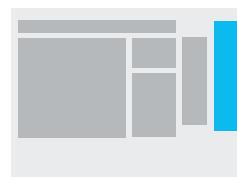
Overview website advertising formats



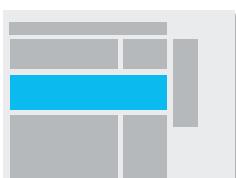
Billboard Top –
1120 x 250 Pixel
640 x 300 Pixel



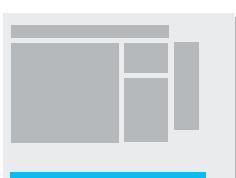
Skyscraper Left –
300 x 800 Pixel
300 x 600 Pixel



Skyscraper Right –
300 x 800 Pixel
300 x 600 Pixel



Billboard Center –
1120 x 250 Pixel
640 x 300 Pixel



Floor Ad –
1120 x 250 Pixel
640 x 300 Pixel

Digital: Content

Online-Advertisorial

The advertorial is placed as a news item on the respective home page. Offer our users comprehensive information about products and offers in a perfect editorial environment and present in detail topics, solutions or backgrounds in need of explanation.

We need the following data for the integration of the advertorial from you:

- **Teaser text:** 100 to max. 200 characters incl. spaces
- **Article text:** max. 4,500 characters incl. spaces
- **Images:** max. 6 photos in jpg or png format (max. size 1 MB per image)
If you wish, we can create your article according to your ideas.
- **Video:** The integration of video content is possible at any time within the sponsored post (max. 1 video).
- **Running time:** four weeks on the start page

The articles and teasers will always be marked with the word „Advertisement“ or „Sponsored Post“.

Magazine	Price*
SkiMAGAZIN	€ 3,990.-

* All prices are 15% AE commissionable.

The screenshot shows the SKIMAGAZIN homepage with three news items about magazine issues:

- SKIMAGAZIN Januar (#3/2026)** - jetzt im Handel! - 172 Seiten purer Skispaß! (Published: 12. Dec 2025)
- SKIMAGAZIN Dezember (#2/2026)** - out now! - Winter, Skileidenschaft, Fahrspaß. Und tolle Gewinne! (Published: 14. Nov 2025)
- SKIMAGAZIN November (#1/2026)** - out now! - Bestens vorbereitet in die Skisaison 2025/26. (Published: 16. Oct 2025)

Each news item features a thumbnail image of the magazine cover, the title, a short description, and the publication date.

Digital: Newsletter

Newsletter

Newsletter subscribers:

SKIMAGAZIN 3,967 (January 2026) | Opening rate: 52%

To know what's going on - the SkiMAGAZIN newsletter makes sure of that. Right on time for the publication date of each issue, the newsletter gives a quick overview of the topics and contents of the issue.

Content Ad:

- **Headline:** max. 60 Characters including spaces
- **Text:** max. 240 Characters including spaces
- **Picture:** 600 x 450 px in JPG or PNG format (max. size: 1 MB per picture)
incl. correct Copyright, CTA-Button (optional)

Prices**
€ 990.-

Banner:

Technical details	Prices**
Position 1: 600 x 250 px (max. 50KB)	€ 690.-
Position 2: 600 x 250 px (max. 50KB)	€ 650.-
Position 3: 600 x 250 px (max. 50KB)	€ 590.-
Content Ad: 1 picture + Teaser	€ 990.-

*JPG or PNG or not-animated GIF / ** All prices are 15% AE commissionable

Termine:

Issue No.	Publication date	Deadline print material
1	20/01/26	13/01/26
2	27/01/26	20/01/26
3	03/02/26	27/01/26
4	10/02/26	03/02/26
5	17/02/26	10/02/26
6	24/02/26	17/02/26
7	03/03/26	24/02/26
8	10/03/26	03/03/26
9	17/03/26	10/03/26
10	24/03/26	17/03/26
11	31/03/26	24/03/26
12	14/04/26	07/04/26
13	12/05/26	05/05/26
14	16/06/26	09/06/26
15	14/07/26	07/07/26

Issue No.	Publication date	Deadline print material
16	11/08/26	04/08/26
17	15/09/26	08/09/26
18	06/10/26	29/09/26
19	20/10/26	13/10/26
20	03/11/26	27/10/26
21	10/11/26	03/11/26
22	17/11/26	10/11/26
23	24/11/26	17/11/26
24	01/12/26	24/11/26
25	08/12/26	01/12/26
26	15/12/26	08/12/26
27	22/12/26	15/12/26
28	19/01/26	12/01/26
29	26/01/26	19/01/26

Stand alone Newsletter

Use our stand-alone mailing to present your products or offers exclusively to our SKIMAGAZIN newsletter subscribers:

- Individual mailing to the SKIMAGAZIN newsletter distribution list
- Content freely customizable
- Dates by arrangement

Price: € 2.790,-

Digital: Social Media

Since June 2023, SKIMAGAZIN has been pursuing a new social media strategy to optimally adapt to the needs of the users. We only want to place content with added value and advertise as much relevant information that end consumers like to consume. We want to communicate authentically at eye level.



SKIMAGAZIN-
Instagram-channel

Our services:

- Communicate messages with relevance
- Conveying the information within the framework of our formats to a receptive person & interested audience
- Personal advice and individual coordination of topics – Possible topics: product tips, events, promotions, facts

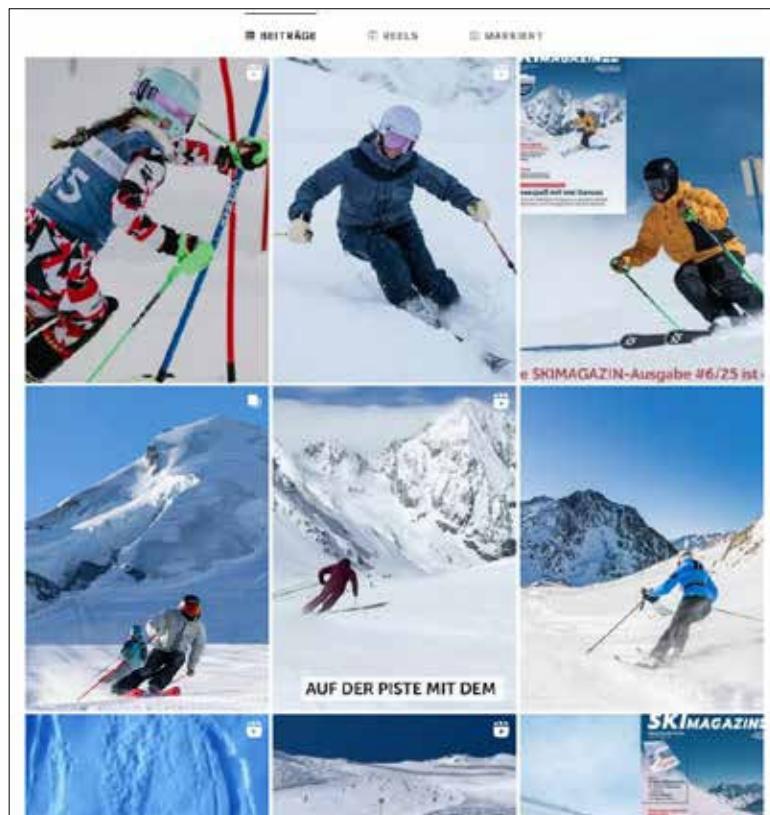
Simple social media package:

1x feed post + 3-4x story (with a focus on Instagram, simultaneous publication on Facebook)

Option: race/competition

- Implementation via the wanderlust Instagram channel
- Individual coordination of the conditions of participation
- There is also the option of implementing the post as a co-author contribution

Price: € 2,000.-



SPORTkombi

BY EBNER MEDIA GROUP

SPORTkombi by Ebner Media Group offers the unique opportunity to combine special interest magazines and the leading B2B platform for the sports industry – tailored to your communication goals. Use the precisely coordinated trendsetter magazines to optimize your marketing activities. All the magazines shown can be combined – so you can take advantage of up to 12% additional discount.



2 titles = 7 %

3 titles = 10 %

4 titles = 12 %

Editorial details

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Payment terms:	Payable within 14 days of invoice date net.
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=SKI MAGAZIN=

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publishing company**