SNOW

Germany's big ski touring magazine

# Media information

Advertising Price List No. 54
valid from März 2022

EBNER MEDIA GROUP

# SNOW in detail & dates

**The magazine**
Regular print run: 56.000
Number of copies sold: 41.681

Enjoying nature alone in the snow, away from the hustle and bustle of the slopes and huts, conquering a mountain under your own steam, skiing down an untracked powder slope in wide arcs - these are just a few of the many reasons why more and more winter sports enthusiasts are drawn to the untouched snow landscape. Ski touring is all the rage, and with **SNOW**, all friends of it will find a magazine that is perfectly tailored to them. Exciting reports on selected ski tours to try out are just as much a part of SNOW as reports on adventurous trips with spectacular pictures of the snowy peaks of our planet. Tests and presentations of the new material and innovative novelties around the topic of ski touring with all its facets may not be missing.

## Market

Variety and experience have always played a decisive role in winter sports. The driving force behind adventure in the snow is fascination and emotion. The number of people looking for these attributes has risen steadily in recent years.

## Target group

Young to middle-aged. Individualistic and product-savvy. Opinion leader in the ski scene, with a keen interest in other individual sports.

## Dates

| Issue No. | Publication date | Advertisement closing date | Deadline print material |
|---|---|---|---|
| **November 2024 (#1)** | 27.10.2023 | 25.09.2023 | 02.10.2023 |
| **December/January 2024 (#2)** | 08.12.2023 | 06.11.2023 | 13.11.2023 |
| **February/March 2024 (#3)** | 26.01.2024 | 15.12.2023 | 22.12.2023 |

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# Print: advertisements & 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 | € 5.300,- |
| 1/2 page tall 2 col.<br>page diagonal<br>4 col. | 87 x 250<br>180 x 122 | 102 x 285<br>210 x 140 | € 3.290,- |
| 1/3 page tall<br>page diagonal<br>4 col. | 56 x 250<br>180 x 79 | 71 x 285<br>210 x 94 | € 2.300,- |
| 1/4 page tall 1 col.<br>page tall 2 col.<br>page tall 4 col. | 41 x 250<br>87 x 122<br>180 x 58 | 55 x 285<br>102 x 140<br>210 x 78 | € 1.900,- |
| 1/8 page diagonal | 87 x 58 | – | € 850,- |
| Special Placements | | | |
| Inside Front Cover | 180 x 250 | 210 x 285 | € 6.095,- |
| Back Cover | 180 x 250 | 210 x 285 | € 6.360,- |

*plus 3 mm bleed on all sides

## Classified ads

| Format | Ad size | Additional information | mm-prices |
|---|---|---|---|
| 1 colum | 41 mm | price per mm high<br>min. height: 10 mm<br>chiff re-due : 10,– € | € 4,00,- |
| 2 colum | 87 mm | | € 8,00,- |
| 3 colum | 134 mm | | € 12,00,- |
| 4 colum | 180 mm | | € 16,00,- |

## Technical specifications

Magazine format: 210 mm wide x 285 mm high
Bleed: 3 mm on all sides
Printing material: PDF 1.4 only
Profile: ISO Coated-V2 300 (Fogra 39).
Delivery of a proof or press proof is required
Printing: Web Offset
Color sequence: CMYK (European scale)

## Inserts

Price per thousand plus postal charges:
up to 20 g 89,- €
each additional 5 g or part thereof 7,- €
Not discountable.
Maximum format 195 mm x 270 mm
Minimum format 105 mm x 148 mm

## Partial inserts (minimum order 15,000)

Price per thousand plus postal charges:
up to 20 g 94,- €
each additional 5 g or part thereof 6,- €

## Bound inserts

4 p. 94,– € 12 p. 152,– €
8 p. 126,– € 16 p. 172,– €
Up to 115 g/qm paper weight, not discountable.
Maximum format 210 mm x 285 mm
Minimum format 105 mm x 148 mm
(10 mm head trim, side and foot trim at least 5 mm trim.
For saddle stitching, 10 mm gripper fold on the back leg).

## Glued insert

Minimum format for the carrier ad is the 1/1 page. The costs for glued-on postcards for machine processing amount to 39,- € per 1.000 (plus postage). Further prices for other types of inserts on request.

Please note: When placing orders for inserts, inserts, bound-in inserts and tip-ons, a sample must be submitted sample that must be suitable for machine processing. suitable for machine processing. Order deadline for advertising

## Discounts

(for advertisements taken within one year)

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

# 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 - tailor-made for your communication goals. Use the precisely coordinated trendsetter magazines to optimize your marketing activities. All magazines shown can be combined - so you can take advantage of up to 20% additional discount.

## B2C

## B2B

**2 titles = 7 %**

**3 titles = 10 %**

**4 titles = 12 %**

**5 titles = 15 %**

**6 titles = 20 %**

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# Editorial details

**Publishing House:**

Ebner Media Group
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**Circulation:**

56.000

**Customer service:**

Hotline: +49 (731) 880058-205
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**Publication frequency:**

3 issues per year

**Payment terms:**

Payable within 30 days of invoice date net.

**Bank:**

Deutsche Bank AGIBAN:
DE08 7007 0010 0826 416000
BIC: DEUTDEMMXX

– The General Terms and Conditions (www.ebnermedia.de/ebvm/agb). –

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