

SKIMAGAZINE

The magazine for each real ski enthusiast!

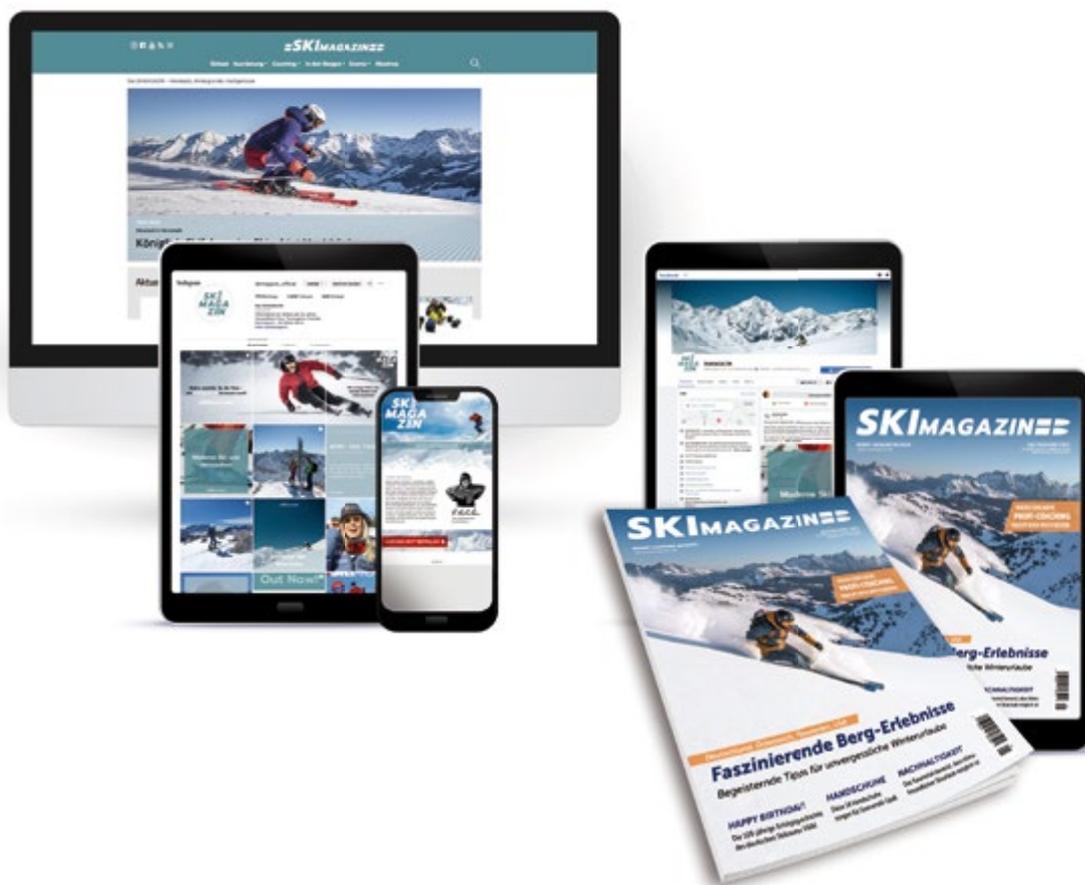
Media information

Advertising Price List No. 55
valid from March 2023



**EBNER
MEDIA
GROUP**

EBNER MEDIA GROUP



Media information

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SKIMAGAZIN

We ski

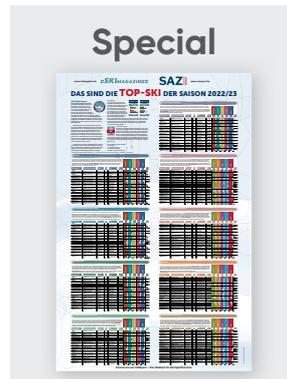
SkiMAGAZIN's marketing channels.



Magazine (plus ePaper)

Magazine:

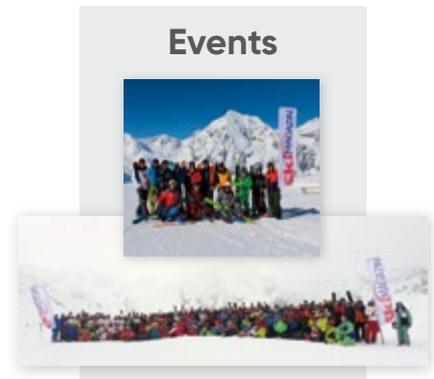
Reach real ski enthusiasts whose hobby is a way of life.



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.



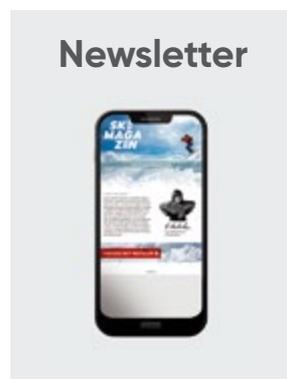
Events

Events:

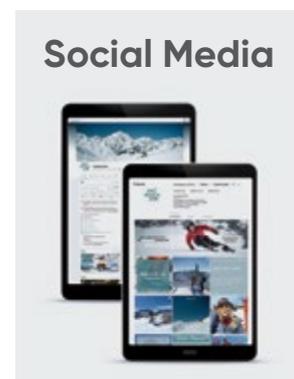
Every year in April, the renowned **SkiMAGAZIN SuperTest** takes place together with the ski industry. Our test team scrutinizes the models of the coming winter. In November, the popular **ski test week** for end users takes place in Sölden. The participants test the latest models of the winter.



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.

SKIMAGAZIN

im Detail & Termine

The magazine

Regular print run: 105.000
Circulation sold: 95.076
Subscribers: 44.123

skimagazin.de

Impression: 46.645
Users: 28.308

Newsletter

7.738 subscribers
(Ø opening rate: 23%)

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
October 1/24	29.09.2023	28.08.2023	31.08.2023
November 2/24	20.10.2023	18.09.2023	25.09.2023
December 3/24	17.11.2023	16.10.2023	23.10.2023
January 4/24	15.12.2023	13.11.2023	20.11.2023
February 5/24	02.02.2024	03.01.2024	08.01.2024
March/April 6/24	01.03.2024	29.01.2024	05.02.2024





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	€ 12.033,-
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	€ 4.069,-
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	€ 3.178,-
1/8 page diagonal	87 x 58	-	€ 1.538,-
Special Placements			
Inside Front Cover	180 x 250	210 x 285	€ 13.837,-
Back Cover	180 x 250	210 x 285	€ 14.439,-

*plus 3 mm bleed on all sides

Classifieds ads

Format	Ad size	Additional information	mm-prices
1 colum	41 mm	price per mm high min. height: 10 mm chiff re-due : 10,- €	€ 9,28,-
2 colum	87 mm		€ 18,56,-
3 colum	134 mm		€ 27,84,-
4 colum	180 mm		€ 37,12,-

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-Scala)

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 differently 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 %		

SKIMAGAZINE

Digital: Banner

Prices/Technical Details

Banner format	Submission format	Submission	Price per month
Leaderboard	728x90 or 940x90 Pixel	max. 50 kB	€ 750,-
Skyscraper	120x600 or 160x600 Pixel	max. 50 kB	€ 660,-
Hockeystick	728x90 or 950x90 + 120x600 or 160x600 Pixel	max. 50 kB	€ 895,-
Fireplace	960x90 + 120x600 or 160x600 Pixel per page	max. 50 kB	€ 990,-
Billboard	940x250 Pixel	max. 50 kB	€ 850,-
Floor Ad	940x50 Pixel	max. 50 kB	€ 690,-
Content Ad	580x200 to 250 Pixel	max. 50 kB	€ 690,-
Medium Rectangle	300x250 Pixel	max. 50 kB	€ 590,-
Half Page Ad	300x600 Pixel	max. 50 kB	€ 690,-
Mobile formats			
Content Ad 2:1	320x150 Pixel		€ 260,-
Content Ad 4:1	320x75 Pixel		€ 220,-
Content Ad 6:1	320x50 Pixel		€ 180,-
Interstitial	300x400 Pixel		€ 480,-

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

Overview website advertising formats



Leaderboard –
728x90 / 940x90 Pixel



Skyscraper –
120x600 / 160x600 Pixel



Hockeystick –
728x90 / 950x90 +
120x600 / 160x600 Pixel



Fireplace –
960 x 90 + left and right:
120x600 / 160 x 600 Pixel



Billboard –
940x250 Pixel



Floor Ad –
940x50 Pixel



Content Ad –
580x200 to 250 Pixel



Medium Rectangle –
300x250 Pixel



Half Page Ad –
300x600 Pixel



Content Ad –
320x75 Pixel



Interstitial –
300x400 Pixel

SKIMAGAZIN

Digital: Content

Advertorial

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 advertorial (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.

Sponsored Post

The Sponsored Post is placed as a news item on the respective homepage placed.

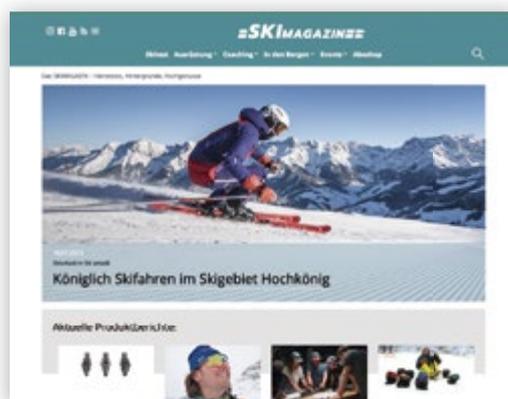
We need the following data for the integration of the Sponsored Post from you:

- **Teaser text:** 100 to max. 200 characters incl. spaces
- **Article text:** max. 1,500 characters incl. spaces
- **Images:** max. 3 photos in jpg or png format (max. size 1 MB per image)
- **Running time:** one week on the start page

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

Magazine	Price*
SkiMAGAZIN	€ 1.990,-

* All prices are 15% AE commissionable.



SKIMAGAZIN

Digital: Newsletter

Newsletter

Newsletter subscribers:

SkiMAGAZIN **7,738**

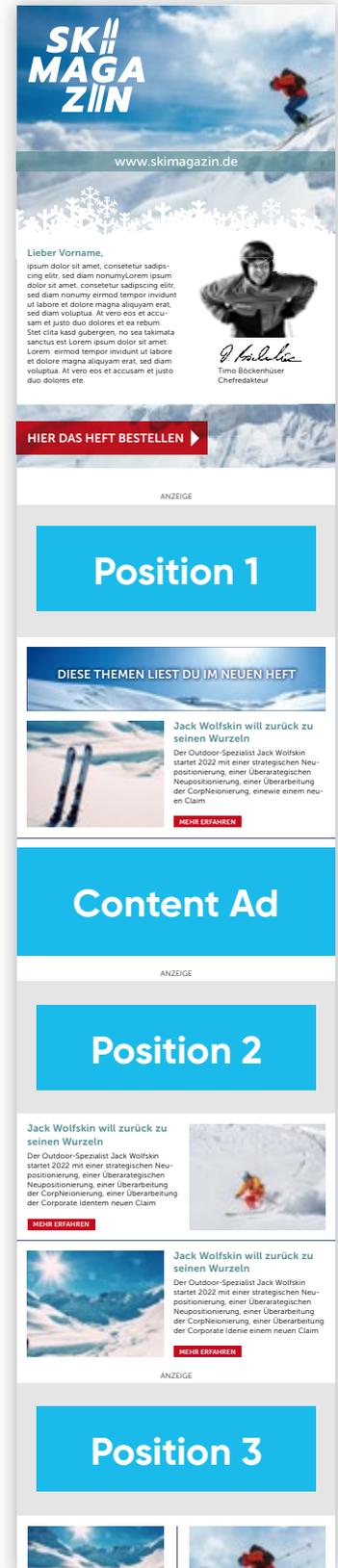
To know what's going on - the SkiMAGAZIN newsletter makes sure of that. Right on time for the publication date of each issue, the newsletter gives a quick overview of the topics and contents of the issue.

We offer you various possibilities to place your advertising in our newsletter.

Prices/Technical details

Technical details	Prices*
Position 1: 450 x 180 px (max. 50KB)	€ 590,-
Position 2: 450 x 180 px (max. 50KB)	€ 550,-
Position 3: 450 x 180 px (max. 50KB)	€ 490,-
Content Ad 1 picture + teaser	€ 990,-

*All prices are 15% AE commissionable.



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 20% additional discount.

The image displays a variety of sports magazines from Ebner Media Group. A central blue circle with the text 'B2C' is positioned over the top row of magazines. A red circle with the text 'B2B' is positioned over the bottom row of magazines. The magazines shown include:

- SKI MAGAZIN
- SKI EXCLUSIV
- SNOW
- nordic sports
- wanderlust
- SAZ
- SPORTS FASHION by SAZ

2 titles = 7 %

3 titles = 10 %

4 titles = 12 %

5 titles = 15 %

6 titles = 20 %



Editorial details

Publishing House:	<p>Ebner Media Group GmbH & Co. KG Munich Office Bayerstraße 16a 80335 München Phone: +49 (731) 880058-100 eMail: info@saz.de Web: www.saz.de</p> <p>Limited Partnership, Ulm Seat and register court: Ulm, HRA 1900. VAT-Id No.: DE 147041097</p> <p>Personally liable partner: Ebner Ulm MGv GmbH seat and register court: Ulm, HRB 576</p>
Postal address:	<p>PO box 20 15 52 80015 Munich</p>
Managing Director:	<p>Marco Parrillo</p>
Head of Sports & Bike:	<p>Alexander Schwer Phone: +49 (731) 880058-608 eMail: alexander.schwer@ebnermedia.de</p>
Editor-in-chief:	<p>Timo Böckenhüser Phone: +49 (731) 880058-627 eMail: timo.boeckenhueser@ebnermedia.de</p>
Sales/production:	<p>Thomas Heydn Phone: +49 (731) 880058-111 eMail: th@ebnermedia.de</p>
Circulation:	<p>105.000</p>
Customer service:	<p>Hotline: +49 (731) 880058-205 eMail: kundenservice@ebnermedia.de</p>
Publication frequency:	<p>6 issues per year</p>
Payment terms:	<p>Payable within 30 days of invoice date net.</p>
Bank:	<p>Deutsche Bank AGIBAN: DE08 7007 0010 0826 416000 BIC: DEUTDEMMXX</p>

SKIMAGAZINE

Kontakt



Senior Sales Manager (Chief):
Erik Hornung
+49 (731) 88 00 58 - 625
erik.hornung@ebnermedia.de



Head of Sales Sport B2B/B2C:
Ulrich Onnasch (Management)
+49 (731) 88 00 58 - 624
ulrich.onnasch@ebnermedia.de



Clientsuccess/Dispositon
Sibylle Bayer
+49 (731) 88 00 58 - 611
clientsuccess@ebnermedia.de

Your contact person:

Nielsen I
Dirk Struwe Medien Vermarktung
AP: Dirk Struwe, Bettina Gebhard
Mühlenkamp 21a · 22303 Hamburg
Phone: +49 (40) 28 05 80 - 80
Fax: +49 (40) 28 05 80 - 89
eMail: b.gebhard@struwe-media.de

Nielsen II
medienservice + beratung Nicole Haubner
AP: Nicole Haubner
Vereinsstraße 20 · D-41472 Neuss
Phone: +49 (21 31) 40 637 - 0
Fax: +49 (21 31) 40 637 - 10
eMail: nhaubner@medienservice-und-beratung.de

Nielsen IIIa
MD Medien Dienste GmbH
AP: Rainer Karpenfeld
Uhlandstr. 58 · D-60314 Frankfurt am Main
Phone: +49 (69) 94 33 31 - 0
eMail: karpenfeld@mdmedien.de

Nielsen IIIB + IV + V + VI + VII
Ebner Media Group GmbH & Co. KG
Büro München
Bayerstraße 16a · 80335 München
Phone: +49 (731) 88 00 58 - 625
eMail: erik.hornung@ebnermedia.de

Italien (außer Touristik)

Media & Service International S.r.l.
AP: Meike Belloni
Via Giotto 32, 5 · I-20145 Milano MI
Phone: +39 (02) 48 00 61 93
Fax: +39 (02) 48 19 32 74
eMail: info@it-mediaservice.com

Österreich

G+S Medienservice oHG
AP: Dirk Struwe, Bettina Gebhard
Mühlenkamp 21a · 22303 Hamburg
Phone: +49 (40) 280 580 - 70
Fax: +49 (40) 280 580 - 89
eMail: info@gs-medienservice.de

**EUROPE + WORLD directly about
publishing company**