

=SKI MAGAZINE=

The magazine for each real ski enthusiast!

Media information

Advertising Price List No. 57
valid from March 2025



EBNER
MEDIA
GROUP



Media information

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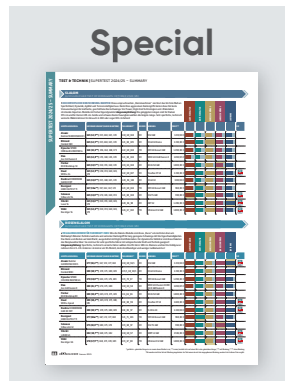
=SKI MAGAZIN=

We ski

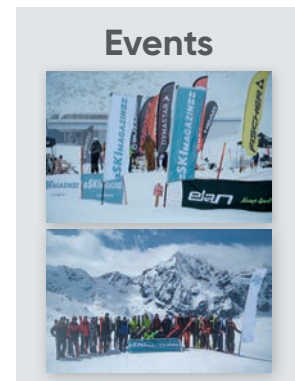
SkiMAGAZIN's marketing channels.



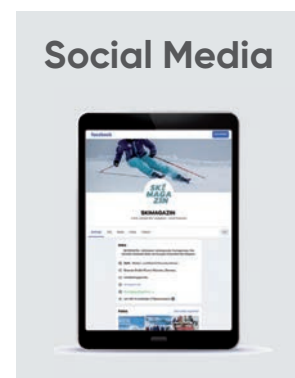
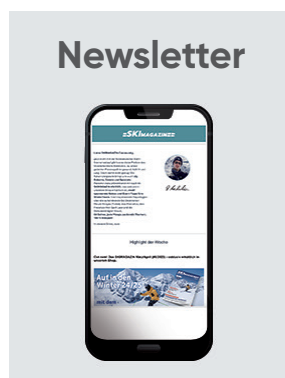
Magazine:
Reach real ski enthusiasts whose hobby is a way of life.



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:
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.



Web, newsletter, social media:
Know what's going on at all times – keep our readers informed about your events or offers throughout the year.

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in detail & dates

The magazine

Regular print run: 75,000
Circulation sold: 59,344
Subscribers: 35,129

skimagazin.de

skimagazin.de
Ø Impression: 27,990
Ø Session: 14,524
Ø User: 10,887

Period: September 2024 -
February 2025

Newsletter

3,437 subscribers
(Ø opening rate: 43%)

Social Media

Follower: 12,933 (March 2025)
Instagram: 9,313
Facebook: 3,620

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 1/26	14.10.2025	08.09.2025	15.09.2025
December 2/26	18.11.2025	13.10.2025	20.10.2025
Special #1	18.11.2025		
January 3/26	09.12.2025	05.11.2025	12.11.2025
Special #2	09.12.2025		
February 4/26	03.02.2026	02.01.2026	09.01.2026
March/April 5/26	03.03.2026	27.01.2026	06.02.2026





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

Advertisements Special

Format	Type area width x height in mm	Bleed* width x height in mm	Price
2/1 page tall	370 x 270	400 x 300	€ 11,210.-
1/1 page tall	170 x 270	200 x 300	€ 5,900.-
1/2 page tall page diagonal	82 x 270 170 x 130	97 x 300 200 x 148	€ 3,500.-
1/3 page tall page diagonal	48 x 270 170 x 79	63 x 300 200 x 97	€ 2,000.-

*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 differently fixed inserts are available on
 request.

Please note: When ordering inserts, bound inserts and fi
 xed 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 %	

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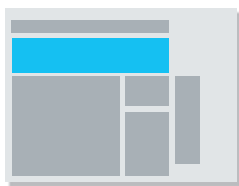
Digital: Banner

Prices/Technical Details

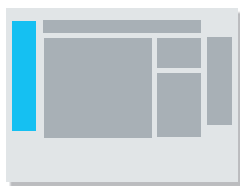
Banner format	Submission format	Submission	Price per month
Billboard Top	1120 x 250 Pixel (Top Center Desktop) 320 x 150 Pixel, Retina resolution possible: 640 x 300 Pixel (Top Center Mobile)	max. 800 kB	€ 850.-
Skyscraper links	300 x 900 Pixel (Top Left Desktop) 160 x 600 Pixel (Laptop)	max. 800 kB	€ 660.-
Skyscraper rechts	300 x 900 Pixel (Top Right Desktop) 160 x 600 Pixel (Laptop)	max. 800 kB	€ 660.-
Billboard Content	1120 x 250 Pixel (Center 1 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 750.-
Billboard Content	1120 x 250 Pixel (Center 2 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 700.-
Billboard Content	1120 x 250 Pixel (Center 3 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 650.-
Billboard Content	1120 x 250 Pixel (Center 4 Desktop) 980(?) x 800 Pixel, 300 x 600, 300 x 250 (Laptop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 600.-
FloorAd	720 x 90 Pixel (Desktop/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



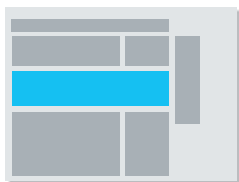
Billboard Top –
1120 x 250 / 320 x 150 /
640 x 300 Pixel



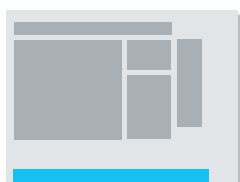
Skyscraper left –
300 x 900 / 160 x 600 Pixel



Skyscraper right –
300 x 900 / 160 x 600 Pixel



Billboard Center –
1120 x 250 / 300 x 250 /
300 x 600 / 320 x 150 Pixel



Floor Ad –
720 x 90 Pixel

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Digital: Content

Online-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.

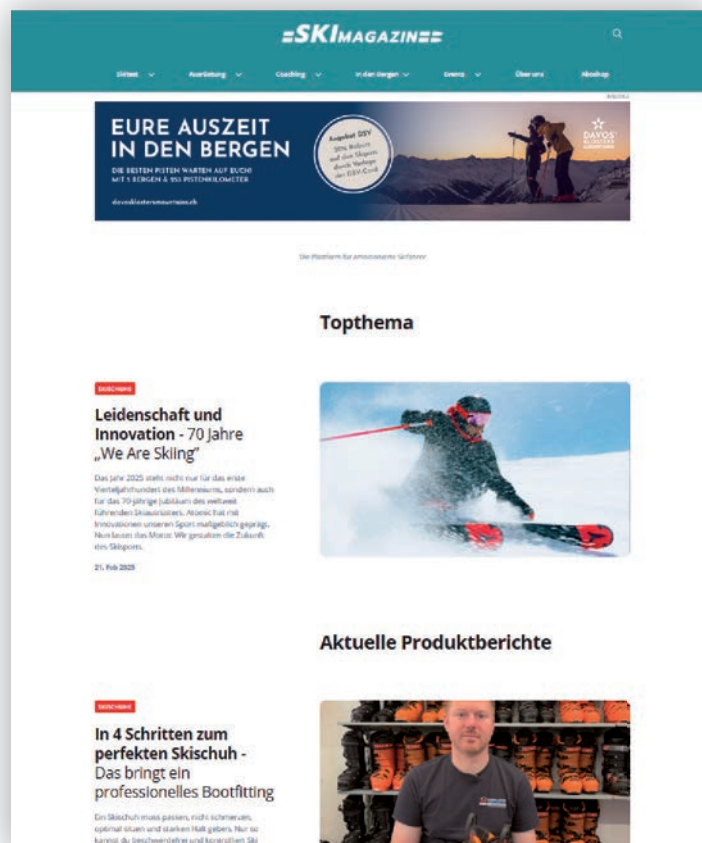
We need the following data for the integration of the advertorial from you:

- **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.



=SKI MAGAZIN=

Digital: Newsletter

Newsletter

Newsletter subscribers:

SKIMAGAZIN 3,437 (March 2025)

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.

Deadlines:

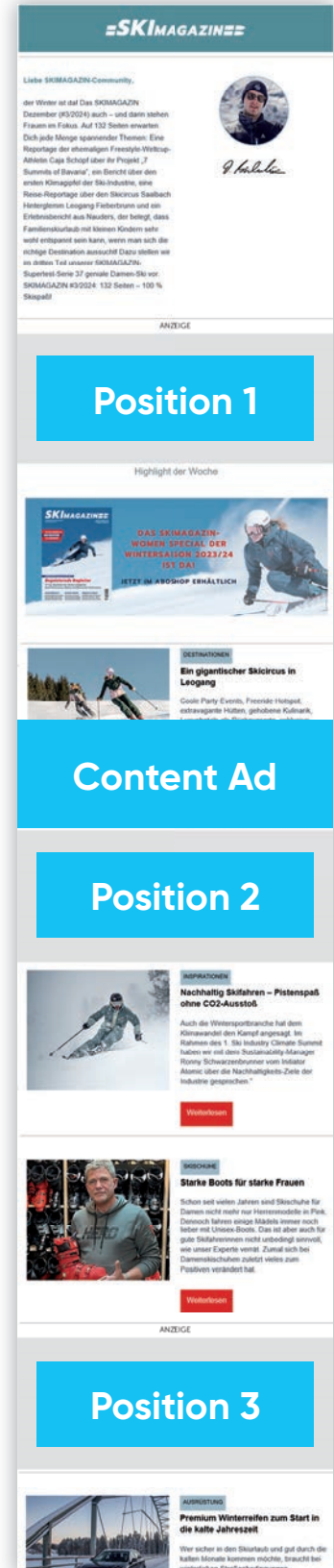
Issue No.	Publication date	Deadline print material	Issue No.	Publication date	Deadline print material
1	21.01.25	07.01.25	9	18.09.25	11.09.25
2	04.02.25	23.01.25	10	30.09.25	23.09.25
3	20.02.25	13.02.25	11	14.10.25	07.10.25
4	04.03.25	25.02.25	12	06.11.25	30.10.25
5	18.03.25	11.03.25	13	18.11.25	11.11.25
6	01.04.25	21.03.25	14	28.11.25	21.11.25
7	15.04.25	08.04.25	15	09.12.25	02.12.25
8	26.08.25	19.08.25	16	23.12.25	16.12.25

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.-



=SKI MAGAZIN=

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 Pack relevant information that end consumers like to consume. We want to communicate authentically at eye level.

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)

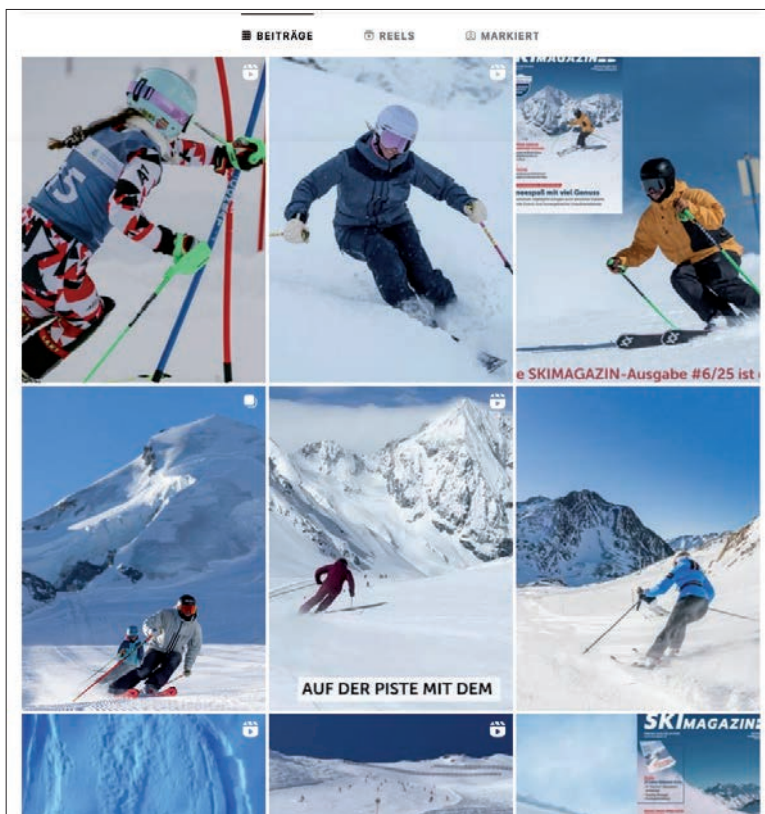
Option: raf e/competition

- 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.-



SKIMAGAZIN-
Instagram-channel



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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publishing company**