

2016 media kit

theSKImag



STAY OUT FRONT

theSKImag moves to large format for 2016; a big 230mm x 297mm page size.

Same rates, but way more space for your spend.

16,000 copies = 80,000+ readers and puts you right in front of your market

- 2016 ski tests – theSKImag runs the only serious ski tests in the land with highly-anticipated awards including ski of the year, chix ski of the year and best value buys
- Buyer's guide – boots, skiwear, helmets, goggles and accessories
- Action cams tried and tested – we reveal the better bet than GoPro
- Out there – the best runs in Aus, NZ, the US, Canada, Japan and beyond
- The snow biz – industry insights

theSKImail

Over 8000 eager SKImail readers and growing.

Weekly during the season and fortnightly to monthly outside that, theSKImail delivers skiing news, tips and information in an insightful and entertaining way.

www.theskimag.com

- buyer's guide content
- destination guides
- news and events
- industry insights

Print, digital, online and on the mountain

theSKImag is the most active brand in the market, in print, online and with our in-market and on-mountain events program.

We give you way more reach. Our schedule includes:

- 20,000+ visitors to Warren Miller Shows nationally
- travel show visitors
- theSKImag on-mountain activities
- www.theskimag.com
- theSKImail e-newsletter

rates

the SKImag rates	Size (WxH)	x2	x1
Inside Cover Spread	460 x 297mm	\$5040	\$4030
Outside Back Cover	230 x 297mm	\$2688	\$2240
Double Page Spread	460 x 297mm	\$3790	\$4030
Full Page	230 x 297mm	\$2100	\$2240
1/2 Page vertical	115 x 277mm	\$1260	\$1345
1/2 Page horizontal	230 x 146mm	\$1260	\$1345
1/3 Page vertical	66.5 x 277mm	\$945	\$1010
1/3 Page horizontal	230 x 89mm	\$945	\$1010

print ad specifications

Preferred File format: Hi Resolution PDF (Adobe Portable Document Format).

Other formats: InDesign, Photoshop and Illustrator. Make sure all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. We do not accept ads in: Word, PowerPoint, Publisher or any Microsoft software.

Images

Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

Fonts

PDF files are to have fonts embedded. Fonts should not be stylized. If in doubt, please outline the fonts.

Bleeds

All ads must have at least 5mm bleed all round.

Colour Proofs - print-outs

No responsibility accepted unless a colour printout is sent with the files as a frame of reference for the printer and all files saved as specified above. We will not accept responsibility for the printed result if a proof is not supplied.

Print ad supply:

upload to www.theskimag.com/filemanager
Username: client
Password: clientad

By Mail:

Please mail your CD/DVD and proof to:
Mud Group, PO Box 188, Winchelsea, Vic, 3241

All prices quoted exclude artwork costs and GST which is applicable @ 10%.

Position is per run of mag, RHS or positional placement plus 20%. Payment terms are 50% on booking, balance on publication.

online ad specifications

All advertisements have live links to the url supplied by the client.

Click through and other metrics reports are available to advertisers on request.

All standard advertisements are booked as run of site.

All theskimag.com advertising is booked for a minimum of 1 month

Web files jpg, gif or swf.

theSKImail files: jpg or gif.

All Flash ads must be supplied with a backup GIF file. Flash format advertisements cannot be accepted for email newsletters. All flash formats and animated GIF files must not be longer than 15 seconds. For Intermedia to track clicks in your Flash creative, a specific ActionScript needs to be implemented into your file.

theSKImail files: jpg or gif.

contacts

For all your ad queries, get in touch with

Joanna Wettenhall

0438 622 321

jo.wettenhall@theskimag.com

For editorial and admin, contact

Jim Darby

0417 538 149

jim.darby@theskimag.com

www.theskimag.com		x5	monthly
Leaderboard Banner	728x90px <small>(gif/jpg 20k, flash 40k)</small>	\$1170	\$1470
Leaderboard Box	300x250px <small>(gif/jpg 20k, flash 40k)</small>	\$1170	\$1470
Skyscraper	120x600px <small>(gif/jpg 20k, flash 40k)</small>	\$560	\$700
Button	120x60px <small>(gif/jpg 10k, flash 40k)</small>	\$320	\$400
SKImail		x5	weekly
Banner Ad	540x200px <small>(gif/jpg 20k, flash 40k)</small>	\$240	\$300
Advertorial feature - copy, image, weblink		\$280	\$350

Small print: All Prices quoted exclude artwork costs and GST which is applicable @ 10%. Position is per run of mag, RHS or positional placement plus 20%. Payment terms are 50% on booking, balance on publication.