

Winter Sports

TECHNOLOGY INTERNATIONAL

2017

MEDIA SCHEDULE AND ADVERTISING RATES



winter sports
TECHNOLOGY INTERNATIONAL
NOVEMBER 2016

BOARD-ALARM

Wird sich die Talfahrt beim Snowboarden auf Resorts auswirken, die groß investiert haben?

Schweizer Tourismus
Schweizer Ferien auf internationalen Märkten - hoch und in den kommenden Jahren

Beschneit
Die Investitionen sind verfallende Wachstum der Beschneitungsbranche

Leihhausleistungen
Fehlende Spezies sind die Trends und Investitionen, die sich auf die Leihhausleistungen auswirken

FALLSTUDIE: DIE LANG ERWARTETE VEREINIGUNG DER ABLÖSER DER SKIGEBIETE

Trade shows
Where to go and what to see at some of this year's most important industry exhibitions

Slope testing
How resorts ensure that their newly constructed ski runs are safe for guests to use

New destinations
What effect could emerging resort locations have on the industry's heavy hitters?

INNOVATION: BEHIND THE RESORT'S HUGE CAPITAL INVESTMENT PROGRAM

THE INTERNATIONAL REVIEW OF SKI AREA MANAGEMENT AND MOUNTAIN RESORT TECHNOLOGY

Winter sports

TECHNOLOGY INTERNATIONAL

Winter Sports Technology International is the definitive International publication for ski resort design and technology. From access control, ski lifts, safety systems, and timing technologies to architecture, maintenance technologies, snow grooming and snow-making systems, Winter Sports Technology International features interviews with the industry's key figures, plus in-depth case studies on the latest venues and technologies.

frequency

- Winter Sports Technology International is published bi-annually in April and October. The April 2017 edition will also benefit from extra distribution at the InterAlpin 2017 Show in Innsbruck and at the NSAA National Convention in Scottsdale, Arizona.. The October edition will be distributed at the Ski Build Expo in Moscow. **Winter Sports Technology International is also available in German!**

content

- Content includes in-depth case studies that examine the latest technological breakthroughs; interviews with the owners of the world's most significant ski resorts; countries in focus; and news on latest industry trends and requirements.

New for
2017!!

Every edition of the
magazine will also be
available in German!



circulation

8000*

Winter Sports Technology International is circulated globally to a hand built circulation of over 8,000 key decision makers and specifiers within all of the world's ski resorts. Winter Sports Technology International is sent to named individuals and each and every copy has been either individually requested or company requested. Global circulation is split 50% Europe, 30% North America, and 20% rest of the world.

publishing schedule



ISSUE 1 April 2017 edition

Features:

- Snowmaking
- Safety and avalanche protection
- Summer activities
- Design and architecture
- Lifts and cable cars
- Slope maintenance/marketing
- Interview Q&A feature
- Interlpin/NSAA preview



ISSUE 2 October 2017 edition

- Snowmaking
- Weather systems
- Sustainability and green initiatives
- Ticketing and access control
- Groomers and snow distribution
- Interview Q&A feature
- Innovations showcase

ALSO AVAILABLE IN GERMAN!

Media information

RATE CARD

MAGAZINE ADVERTISING DIMENSIONS

Media: advertising and editorial material should be supplied in an electronic format

Full page (trim size): 215mm (width) x 275mm (height)

Safe text area: 200mm (width) x 260mm (height)

Half page: 183mm (width) x 115mm (height)

Half page vertical: 90mm (width) x 250mm (height)

NOTE: When supplying a full page or double page spread advert, please add 3mm (0.1181 inches) of bleed on all sides of the artwork

MAGAZINE ADVERTISING RATES

Full page.....	£3,950
Half page.....	£2,750
Double page spread.....	£5,950
Outside Back.....	£5,750
Inside Front.....	£4,950
Inside Back.....	£4,650

Series discounts:

2 issues.....	5%
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Magazine carrier sheet sponsorship:

1 issue.....	£4,350
2 issues.....	£5,650



contact us

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Visit our website and see a fully interactive edition of Winter Sports Technology International at: www.ukipme.com/mag_winter.htm