



TECHNOLOGY INTERNATIONAL

# 2018

MEDIA SCHEDULE AND  
ADVERTISING RATES

ALSO  
AVAILABLE  
IN GERMAN  
& FRENCH!

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 annually as a Showcase Review of all the latest technologies and systems available in the world's ski resorts. Benefitting from extensive distribution at the InterAlpin (Innsbruck), NSAA North America and Mountain Planet (Grenoble) exhibitions, the magazine is published in early April every year to arrive at these major International events. The magazine will also feature previews of these major events, highlighting some of the new technologies on show!

**Winter Sports Technology International is also available in French/German according to the relevant European show!**

## 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  
2018!!**

This issue will also be available in French!



## Media information

### 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



**THE 2018 ANNUAL SHOWCASE EDITION OF WINTER SPORTS TECHNOLOGY INTERNATIONAL** will cover major features on all aspects of ski resort design and development including the following:

*Snowmaking, Groomers and snow distribution, Architecture and design, Lift and cable car systems, Safety and avalanche protection, Summer activities, Slope maintenance/marketing, Weather systems, Ticketing and access control, Timing systems, Sustainability and green initiatives*

*PLUS! Major previews of Mountain Planet, Grenoble and the NSAA National Convention, Marco Island, FL.*

**ALSO AVAILABLE IN GERMAN & FRENCH!**

# 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
<b>Magazine carrier sheet sponsorship:</b> .....	<b>£4,350</b>

## Editorial opportunities

All advertisers are invited to submit a fully-illustrated feature article of 1 to 3 pages within our dedicated products and services section. Working with the editorial team, your contribution is presented to Winter Sport Technology International's readership in the best possible format – as an editorial feature within Winter Sport Technology International!

Our Reader Inquiry Service has sales leads processed on a weekly basis and sent with full contact details direct to you by email



## contact us

**For further information please contact:**

Damien de Roche, UKIP Media & Events, Abinger House, Church Street, Dorking, Surrey RH4 1DF, UK.

Tel: +44 (0)1306 743744 Fax: +44 (0)1306 742525

email: damien.deroche@ukimediaevents.com

**Visit our website and see a fully interactive edition of Winter Sports Technology International at:**  
[www.ukimediaevents.com/mag\\_winter.htm](http://www.ukimediaevents.com/mag_winter.htm)