

# The Telegraph **SKI AND SNOW BOARD**

REACH THE  
UK'S LARGEST  
WINTER-SPORTS  
AUDIENCE

MEDIA PACK 2015



# The Telegraph SKI AND SNOWBOARD

**Imagine...**bringing your brand to life across the largest ski portfolio in the UK.



**Imagine...**a clear message delivered throughout the winter season. A message which, will reach every skier and snowboarder in the UK 8 times across digital, print, e-marketing and mobile.

**Imagine...**transcending traditional platforms at The Telegraph Ski and Snowboard Shows and bringing your brand face-to-face with 50,000 winter-sports enthusiasts.

## THE COMPLETE SOLUTION



### **Telegraph.co.uk/ski**

10.8 million views globally  
143,000 active database



### **Print + Tablet**

54,000 readers per month  
10,000 digital downloads



### **London**

35,500 visitors

### **North**

8,500 visitors



### **Combined social reach**

55,790

## OUR AUDIENCE

**The Telegraph Ski and Snowboard** gives your brand the chance to reach affluent, high-spending winter sports enthusiasts.

- 58% male/42% female
- Average age 42
- Average household income £72,000
- 41% holiday for at least 2 weeks each season
- 19% more likely to spend £2500+ on a holiday than the average adult
- 82% own their equipment



# The Telegraph SKI AND SNOWBOARD

## PRINT + TABLET

### The UK's best-selling winter sports magazine

- Available in WHSmith, Tesco, Waitrose, on iPad and Android.
- 54,000 readers per month
- 10,000 tablet downloads
- Bespoke interactive advertisements



## EMAIL MARKETING

Reach a database of **143,000**  
**19.8%** average open rate  
(16% industry average)  
**11%** open to click through rate

### **E-NEWSLETTER**

Premium Text Link £900  
Standard Text Link £400  
Banner £1000  
Solus Email £86cpm

**SKI AND SNOWBOARD**  
HENRY DRUCE  
SKI TRAVEL EDITOR

YOUR WEEKLY SKI TRAVEL UPDATE Follow @TelegraphSki

**THE HEIGHT OF FINE DINING**

**WORLD'S 10 BEST MOUNTAIN RESTAURANTS**

**BRITAIN'S TELEMARX MEDALLIST**

*"I love everything about telemarking – it's a challenge in every way, and it asks you to be the best you can. I really enjoy the way it feels, how fast-paced it is, and how technical"*

**JASMIN TAYLOR ON WHY HER SPORT DESERVES TO GROW**

**ADVERTISING**

**Obertauern - Spring-Skiing at it's best!**

While everywhere else snow is already gone, Obertauern still offers high quality conditions for spring-skiing especially for families. Check out the Bobby's Snow Adventure week from 4th to 11th april for only 195 Euro for the little skiers.



## EXPERIENTIAL

**Watch our North Highlights**



**Watch our London Highlights**



Bring your brand to life at **The Telegraph Ski and Snowboard Shows**

## RATES

### **DIGITAL**

Takeover £82 cpm  
MPU £28.50 cpm  
Leaderboard £26 cpm  
Banner £26 cpm  
E-NEWSLETTER  
Premium Text Link £900  
Standard Text Link £450  
Banner £1000  
Solus Email £86 cpm

### **MAGAZINE**

Front DPS £7,650  
Outside Back Cover £4,500  
Inside Back Cover £3,500  
DPS £5,950  
Full Colour Page £3,150  
Half Page £1,750  
Quarter Page £925

### **DIGI MAG**

Full page £1200  
Bespoke advertising options  
available on request



## CONTACT

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