



# SNOW

LIFE | LIFTS | LUXURY

## 2021 - 22 MEDIA KIT





# SNOW SOUL



## BARBARA SANDERS PUBLISHER

Barbara Sanders holds a Bachelor's Degree in Political Science from U.C. Irvine. She graduated Magna Cum Laude and Phi Beta Kappa. She is the owner and publisher of SNOW Magazine. SNOW was founded in 2007 with the Bonnier Corporation of Sweden. In 2013, Barb obtained full ownership and is now the sole-owner of SNOW Magazine and SNOW – The Alps.

She produces 3 issues each winter and SNOW – The Alps is published in both English and French. Barbara oversees, directs, and creates content for both the magazines and the website. Barb also worked with NBC, ESPN, and Echo Entertainment on Olympic Alpine and World Cup Skiing coverage in the US and Europe from 2000 to 2010. She has been a lifelong ski instructor teaching in Aspen, Mammoth, Chile, New Zealand, and Austria. She was a two-time member of the PSIA Western Demo Team and an examiner and trainer.

She currently lives in Aspen, CO with her 14-year-old son Micah and their dog, Sally. Barbara is a passionate world traveler, so when not skiing around the world, or enjoying life in Aspen, she can be found immersed in a new country, getting to know the people, their culture and cuisine.



## JULIUS M. YODER III ART DIRECTOR

A visual artist and musician, Julius hails from the Charlotte, NC area and began his career in broadcast design creating motion graphics and production music for the motorsports industry.

Learning web design in his off time and applying his skills in sound and motion, he was an early pioneer in the emerging Flash website niche of the mid 2000's and soon left television to freelance for a few boutique and high profile creative agencies in California as lead designer for many of the Las Vegas casino websites and Bally gaming machines.

With a need for crisp air and alpine adventure, Julius made his way to Aspen, CO to market luxury real estate in the emerging internet video spectrum.

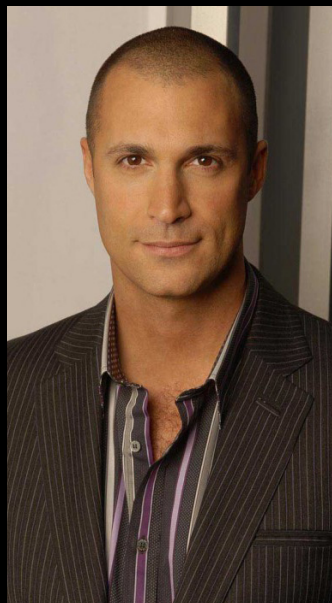
Julius began working with SNOW Magazine in 2014.

# SNOW TALENT

## NIGEL BARKER

SNOW PHOTOGRAPHER

Nigel Barker was born on April 27, 1972 in London, England. He is a producer and director, known for America's Next Top Model (2003), The Face (2013) and Miss Universe 2012 (2012). He has been married to Crissy Barker since October 16, 1999. They have two children.



## JOHN MARTINEZ

FASHION EDITOR

John was the first and only American to win the Bronze Award at Jeunes Createurs de Mode in Paris. John has over 15 years of experience as a stylist, campaign director, and fashion show producer worldwide. Clients include: Oscar de la Renta, Stella McCartney, Michael Kors, Badgely Mischka Swim, Roberto Cavalli, Saks, Neiman Markus, etc.



## LESLIE WOIT

EUROPEAN EDITOR / WRITER



Leslie Woit is European Editor at SNOW. She is also a freelance travel, food, adventure and luxury contributor to international outlets including The Daily Telegraph, The Independent, The Observer, The Guardian, The Globe and Mail, United Airlines Hemispheres, Ski Canada, AAA Magazine, Air Canada En Route, Norwegian Air, Brussels Air, Eurostar Metropolitan. Leslie worked on staff as Assistant Editor at Encounter Magazine in London, Associate Editor at Canadian Airlines Inflight, and Editor of Fall Line Skiing. She has also created a number of blogs: one on behalf of Switzerland

Tourism and The Sherlock Holmes Society of London in the guise of Lady Hilda Trelawney-Hope; another in conjunction with Austrian National Tourist Office when she spent the summer as a milkmaid in an Alpine high-mountain hut. Yodel-eh.

## DANIELA FEDERICI

SNOW PHOTOGRAPHER

Her work is regularly seen internationally in various Vogue's, Harper's Bazaar's, Interview, Elle, GQ, Esquire, Conde Nast Traveler and many other magazines. Her client list reads like a who's who from the international prestige world—La Perla, Guess, De Beers, J Brand, Samsung, BMW, Bulgari, Nike, Wolford, L'oreal, Bobbi Brown, Virgin Airlines, Dior, Gucci, Nike, Ray-Ban, and many more. She wrote and directed video projects for Conde Nast Traveler on art and design at the Venice Biennale, Vogue / Guggi & Bulgari collaborations, St Regis, The Taj Palace Campaign and content, and more recently for SM Aura with Sarah Jessica Parker and the John Legend Experience, as well as her most recent fashion film 'Storm' for Badgely Mischka.



## CHRISTIAN ALEXANDER

SNOW PHOTOGRAPHER

Miami based photographer and fashion illustrator. Christian is also a talent finder for a number of major marketing brands and has worked closely with Todd Oldham and Bruce Weber through the years.



# SNOW GALAXY

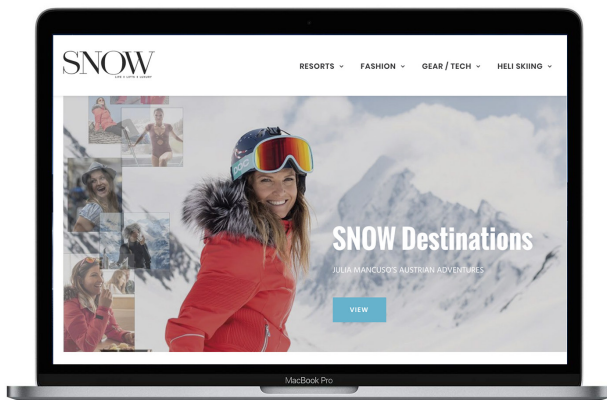
NORTH AMERICA



EUROPE



THE MAGAZINE



THESNOWMAG.COM



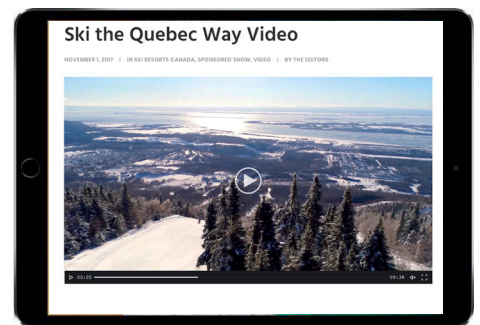
DIGITAL MAGAZINE



iPAD



iPHONE



SNOW VIDEO

SNOW  
LIFE | LIPS | LUXURY



# LIFE. LIFTS. LUXURY.

## AN EXCLUSIVE EYE ON THE HIGH LIFE AT ALTITUDE

SNOW targets world travellers and ski enthusiasts alike, bringing the amazing brands, resorts and people that make the ski world so unique to more than 1 million dedicated followers, and providing an insider's guide to the most extraordinary retreats and must-ski destinations, elegant après-ski, cutting-edge fashion and latest high-performance ski equipment.

SNOW's audience is 60% Female, has HHIs of \$200k + and travels 2+ times per winter to ski. They are interested in what's new and what's best, and in addition to SNOW Magazine subscribe to Vogue, Porter, Town and Country, and Vanity Fair.

SO see es ete eces te families, responsible for organising 80% of ski travel plans, from choice of destination and hotels, to dining and shopping. They e et, et ee, ecte te este te etee eece s te est es ts est properties, all day private ski lessons, exceptional dining both on t, s eet e s wear brands and gear, to luxury goods and art.

## THE MAGAZINE

**\$2,000,000**

Median Net Worth

**2x**

Frequency

**30,000**

Circulation

**\$250,000**

Median HHI

**2007**

YEAR

Established



*Travel a minimum of 2 times per year to ski at a destination ski resort*



*Are the top 8% of world travel spenders in both hotel and ski retail*



*Are savvy in the world of ski products & interested in the best brands in the business*

**SNOW**  
LIFE | LIFTS | LUXURY



# SNOW

LIFE | LIFTS | LUXURY

## DIGITAL.

### THE WEBSITE

THE **SNOW**MAG.COM

Brands that advertise on theSNOWmag.com access an audience of active, affluent influencers who are passionate about the luxury alpine lifestyle and everything it has to offer. Through creative ad solutions that offer engagement beyond the simple click-through, SNOW can deliver this audience to advertisers for increased brand awareness, increased bookings or qualified leads.

**3.1 MILLION**

Average Pageviews

**2.4**

Average Time  
On Site

**67%**

Average New  
Users

**1.4 MILLION**

Average Unique  
Pageviews

**4.5**

Average Pages  
Per Visit

**69%**

Market/Reach:  
Travel/Hotels &  
Accommodations

### SOCIAL CHANNELS



**14.5K**  
Instagram



**12.5k**  
Facebook



**58.1k**  
Pinterest

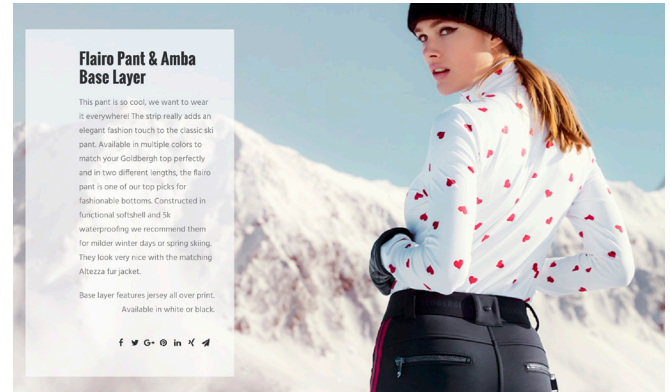
SNOW  
LIFE | LIFTS | LUXURY



## CONTENT CREATION

A winning content strategy is extremely important to online success. Search engines index new and unique content, which means there is a lot of SEO value to optimize your Web copy. However, the final product needs to be more than just content for search engines.

Good copywriting will not only help to increase your rankings, but aids in converting your visitors to paying customers. Our writers produce professional, unique content that delivers a clear and optimized marketing message to both search engines and users.



### JULIA MANCUSO SHARES INNSBRUCK AUSTRIA

The ultimate #AlpineUrban experience. Julia takes you on a personal tour through Innsbruck and shows you the best of both worlds in a winter destination: a glittering, historic city and a world-class ski resort. Watch Julia try to fly on the Nordkette, high above the city, exploring the old city, skiing the Kühtai and dining in a 13th-century hunting lodge. Shopping for a dirndl, standing at the top of the ski jump and dancing in a castle were more highlights for Julia.

CONNECT



## V.I.P. INFLUENCER CONTENT

Key industry V.I.P. influencers help shine a spotlight on your brand. An influencer's fan reach, combined with SNOW's expert team of writers, photographers and videographers, takes multi-media brand content to the next level. This hyper-targeted, evergreen content lives well beyond the typical single blog post or news article, resulting in far superior brand awareness and ROI.

## PRO PHOTO SHOOTS

### FASHION+LIFESTYLE+DESTINATION

Professional product / advertisement photography and video. SNOW can help! We have the models, photographers, and sets ready! With over 15 years experience producing stunning fashion editorials and stellar model runway productions, we know how to make products, apparel, and ski destinations look amazing.



## DIGITAL MARKETING

Multi-channel digital marketing can improve lead generation, brand awareness, and customer conversions. Detailed analytics based on your business goals provide benchmarks for successful online advertising and social media strategies.

## WEBSITE FACELIFTS

Gone are the days when web design created a mere online brochure. You can now easily offer your clients so much more by building your website to be an interactive marketing tool that informs, delights and leaves visitors with a memorable impression of your company on all devices.

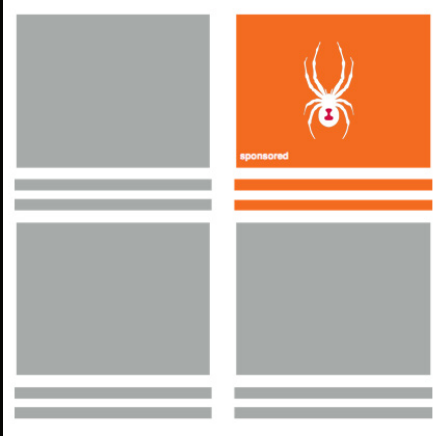
## OTHER SERVICES

- Newsletters
- Infographics
- Branded Video Production
- Social Media Marketing
- Copywriting
- Graphic Design



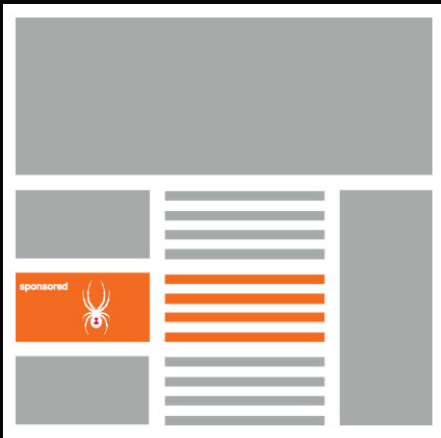
# NATIVE ADVERTISING

Related content placment & subtle exposure



Location

Located in article grid



Location

Located in article feed



Location

Located in article body





# E-Mail Marketing

Electronic marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

## 12-17%

Open Rate

## 2.5%

CTRs Last Season

## 100,000

Current List Size

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**Custom E Blast**      \$6000

100% Share of Voice, can include video, image galleries, native content,

**Sponsored E Blast**    \$4000

Sole Ad Unit on Editorial E Newsletter



SNOW  
LIFE IS BETTER IN THE SNOW

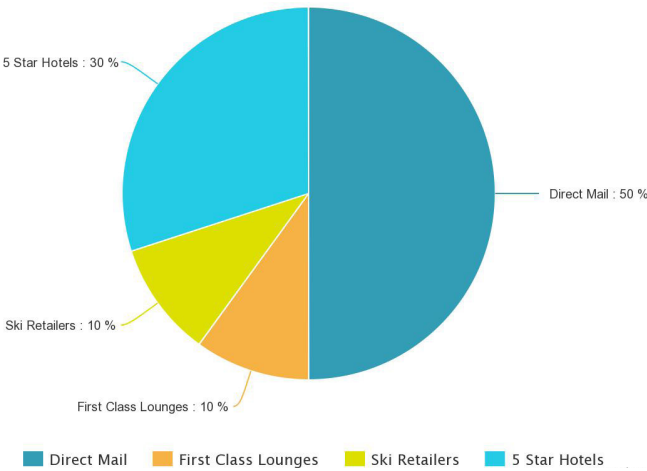


SNOW has a unique distribution strategy that reaches the affluent readers where they're enjoying, or planning their next alpine adventure.

SNOW targets affluent snowsports enthusiasts through a blend of:

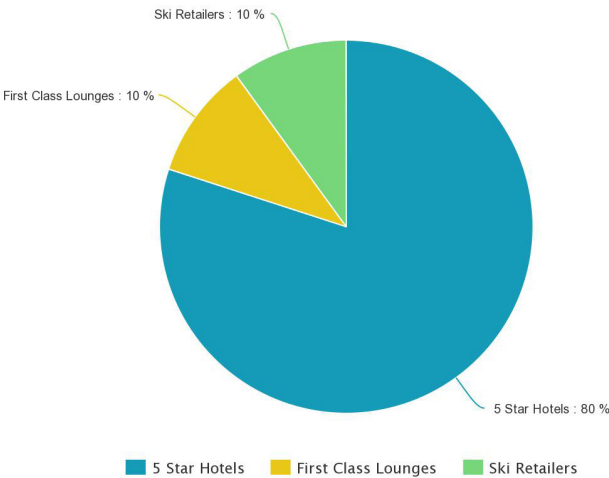
WINTER

- Direct mail to HHI's across the country living in NY, Chicago, Dallas, Houston, LA, SFO, etc that travel twice a year to ski.
- Direct mail to second homeowners in Aspen and Vail with home values from 2M to 83M.
- First Class Airport Lounges around the country
- Specialty Ski Retailers
- 5 Star hotels in top ski towns



HIGH SEASON

- 5 Star Hotels in top ski towns.
- First Class Airport Lounges around the country
- Specialty Ski Retailers



SNOW is distributed in the most recognized luxury winter retreats including but not limited to:

NORTH AMERICA

Aspen/Snowmass	Jackson Hole	Heavenly
Vail	Sun Valley	Northstar
Beaver Creek	Estes Park	Crested Butte
Park City	Telluride	Mammoth
Deer Valley	Squaw/Alpine	Steamboat
The Canyons	Heavenly	Whistler

SNOW  
LIFE | LIFTS | LUXURY

INTERNATIONAL  
DEMOGRAPHICS

60%/40%  
Female/Male

46  
Median Age

93%  
Married

92%  
College Graduates

\$632,000  
Median Home Value

\$600  
Average Hotel  
Cost (nightly)



# 2021 - 22 PRINT **RATE** CARD

## 2021/22 NET RATES

### FOUR-COLOR

2-Page Spread \$23,000

Full-Page \$12,000

1/3 Page \$6,000

### PREMIUM POSITIONS 1x

Inside Front Cover / Page 1 \$27,500

Back Cover \$14,500

### Additional 10% Premium Positions

- Inside Back Cover
- Table of Contents



\*SNOW is viewable online in digital full magazine format.  
\*All website addresses are live links.

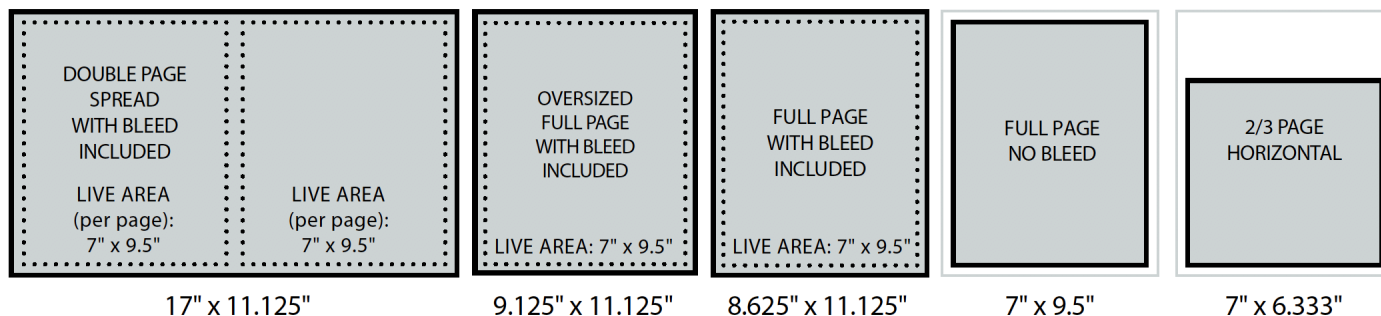
Issue	Space Close	MATERIALS DUE	In Market	DIGITAL ISSUE
WINTER	Aug. 12, 2021	Aug. 13, 2021	Oct. 04, 2021	Oct. 04, 2021
HIGH SEASON	Nov 11, 2021	Nov 12, 2021	Dec. 18, 2021	Dec. 17, 2021

## NORTH AMERICA CONTACT

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barb@thesnowmag.com



Standard publication format: 8.375" x 10.875"



Double Page Spread with bleed:  
 – Trim size: 17" x 11.125"  
 – Live area (per page): 16.75" x 10.875"  
 – Gutter: 0.333" / 0p4 7" x 9.5" per page

Double Page Spread no bleed:  
 – Live area (per page): 15.417" x 9.5"  
 7" x 9.5" per page

Full Page with bleed:  
 – Live area: 8.625" x 11.125"  
 – Gutter: 0.333" / 0p4: 7" x 9.5"

Full Page no bleed: 7" x 9.5"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

## Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

# SNOW

SNOW charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.