

FREESKIER

2023-2024 MEDIA KIT



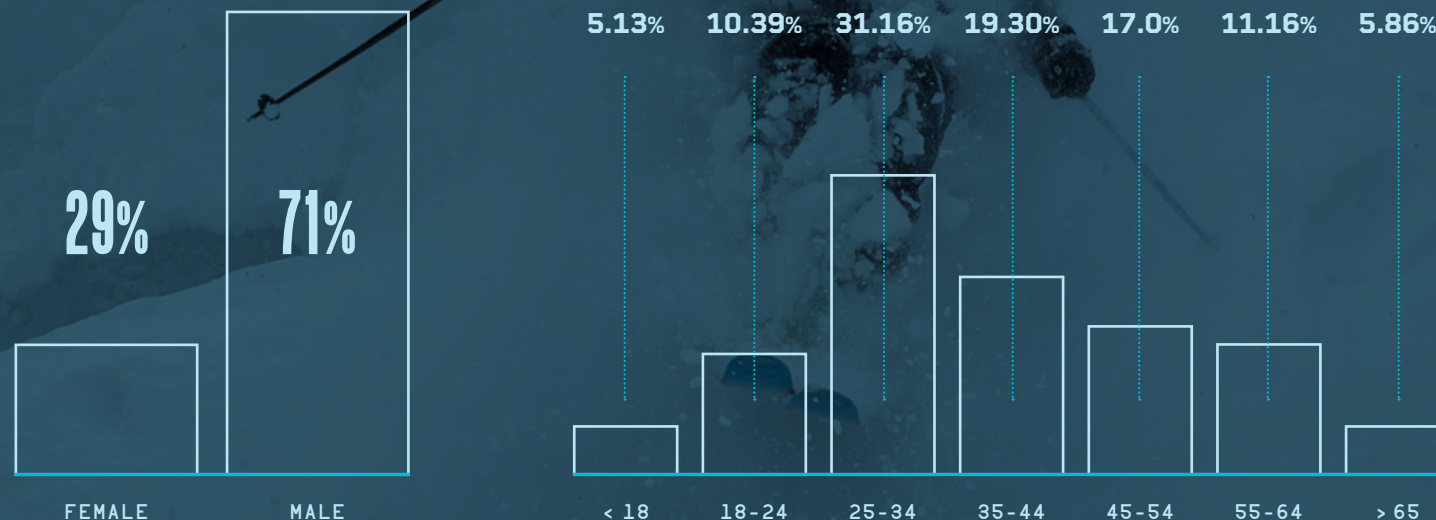
THE MOST TRUSTED VOICE IN SKIING

Over the past 25 years, FREESKIER has grown a massive, organic following that includes the most passionate skiers on the planet. Now, more than ever, FREESKIER is the clear leader in ski media, reaching millions of enthusiastic skiers through it's dynamic network of print and digital channels. If you're looking for the perfect cross-section of gear-savvy and travel-hungry skiers, you've come to the right place.

2 MILLION+ UNIQUE USERS PER YEAR

According to Snowsports Industries America (SIA), 72% of active skiers are under the age 44. No other ski media aligns with this demographic as well as FREESKIER.

AUDIENCE DEMOGRAPHICS



THE MOST QUALIFIED
AUDIENCE IN SKIING

\$110k

AVERAGE
HOUSEHOLD INCOME

70%

OF READERS SKI
16+ DAYS PER YEAR

66%

BACKCOUNTRY USERS

SENT TO 500+ SPECIALTY
RETAILERS AROUND THE US

THE MAGAZINE

Our readers' love for print is as strong as ever and FREESKIER will again produce two beautiful print issues. These magazines will dive into everything our readers love about the sport: in-depth reviews of the best gear, stories about the most exciting ski destinations, comprehensive event coverage, athlete profiles and more. Along with rich editorial content, each issue will feature premium custom content that we create with our partners and present in FREESKIER's authentic voice.

ISSUE #1 - SEPTEMBER // BUYER'S GUIDE

The FREESKIER Buyer's Guide is by far and away the industry's leading gear guide. All the best skis are ranked and reviewed as a result of FREESKIER's annual ski tests, and appear alongside throngs of outerwear, goggles, helmets, and accessories, all deemed the best of the best by our team of experts. In addition to the editorial inclusions, FREESKIER's partners are invited to participate in a premium advertorial section of the book. See below for details.

BUYER'S GUIDE ADVERTORIAL

This advertorial section offers advertisers a 2-page platform to highlight up to 6 new and exciting products through compelling words and imagery. Each product gets a 50-word write-up in addition to visual call outs of new and/or technical features that make the products stand out. We'll work with your team so that the tone and verbiage perfectly represents your brand and when the Buyer's Guide hits newsstands, the content will also hit our website and social channels.

ISSUE #2 - DECEMBER // THE ANNUAL

Through breathtaking visuals and engaging narratives, readers are inspired to get back on the snow. With an emphasis on unveiling the premier destinations and most coveted gear, the best of skiing lives in our annual issue.

PRINT PRODUCTION CALENDAR:

Issue	Space Closed	Materials Due	On Sale
BUYER'S GUIDE	7/28/2023	8/4/2023	9/26/2023
THE ANNUAL	10/6/2023	10/23/2023	11/28/2023



THE DIGITAL LANDSCAPE

Over more than a decade, FREESKIER has amassed a digital audience of unparalleled quality. The organically-built FREESKIER fanbase is active, engaged and genuinely interested in the latest news, best products and most exciting destinations. If you want to get your message in front of high-intent users, look no further than these channels.

WEBSITE, DISPLAY ADVERTISING AND PRE-ROLL VIDEO

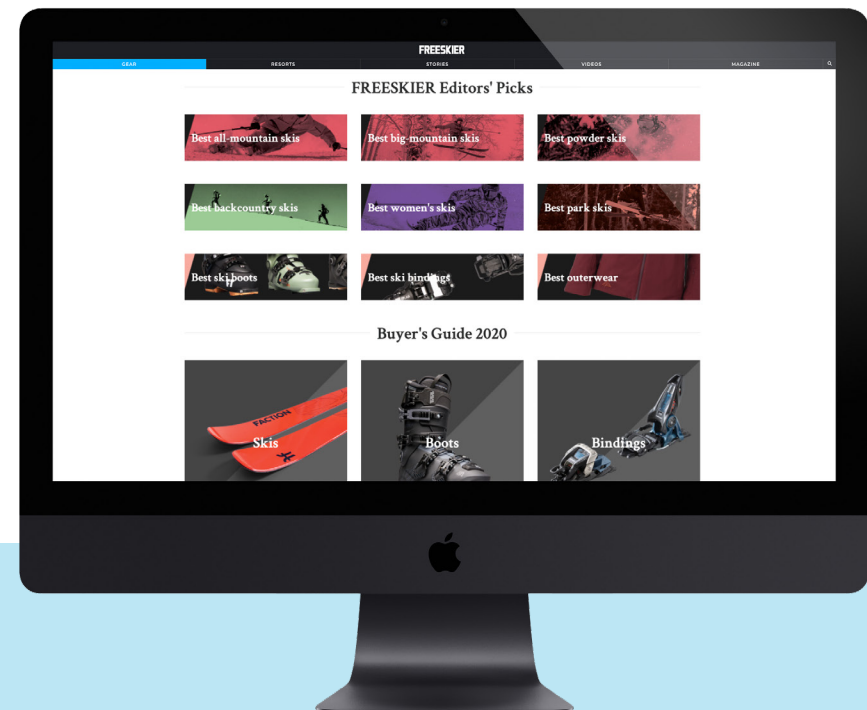
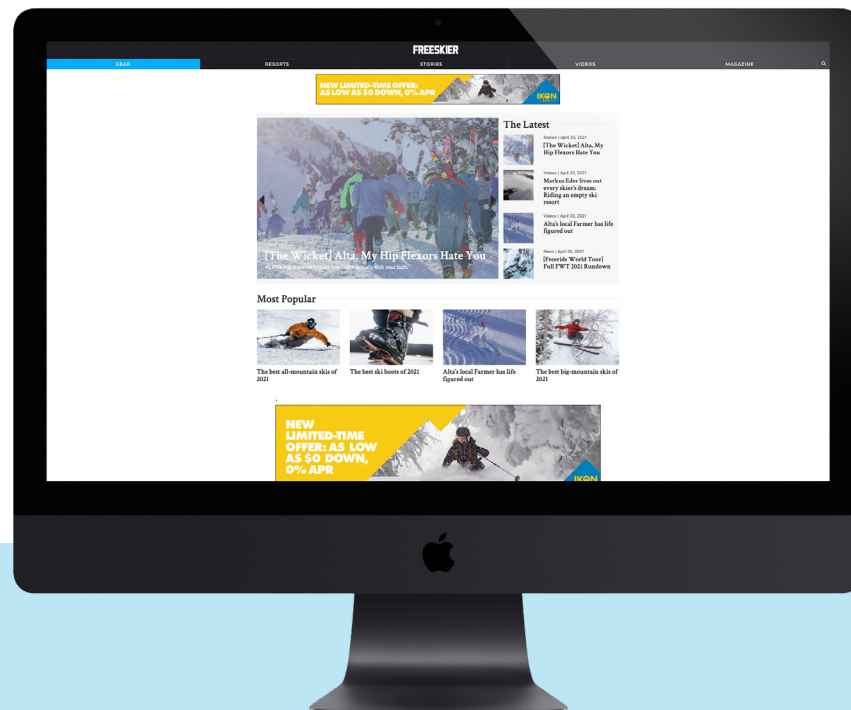
FREESKIER.com is a hub of up-to-the-minute content that transcends everything from gear reviews and travel stories to exciting videos and the latest happenings around the ski industry. The responsive website design offers a great user experience on any device and delivers equally responsive display ads and video pre roll to readers.

500,000+

UNIQUE MONTHLY VISITORS

3.18

PAGES PER SESSION



THE DIGITAL LANDSCAPE (CONTINUED)

EMAIL NEWSLETTERS

Direct email communication remains one of today's most effective forms of digital marketing. FREESKIER's email newsletter subscriber list is full of passionate skiers who want content sent directly to their inbox. We offer a variety of different newsletter options to deliver your messaging, including placement in our editorial newsletters, exclusive newsletters built just for your brand and season-long sponsorships.

In addition to delivering your message to the masses, newsletters can be utilized to drive traffic directly to sweepstakes on Freeski.com. By offering prizes such as gear and travel you can get the word out about your product while also capturing valuable email addresses to start or continue building your own database.



140,000+

SUBSCRIBERS

- NATIVE PLACEMENTS
- SEASON-LONG SPONSORSHIPS
- EXCLUSIVE NEWSLETTERS WITH 100% SHARE-OF-VOICE

COMMUNITY

FREESKIER is more than just a website or a magazine, it's a community of interactive skiers. Through its social channels, FREESKIER connects with hundreds of thousands of skiers and you can too.



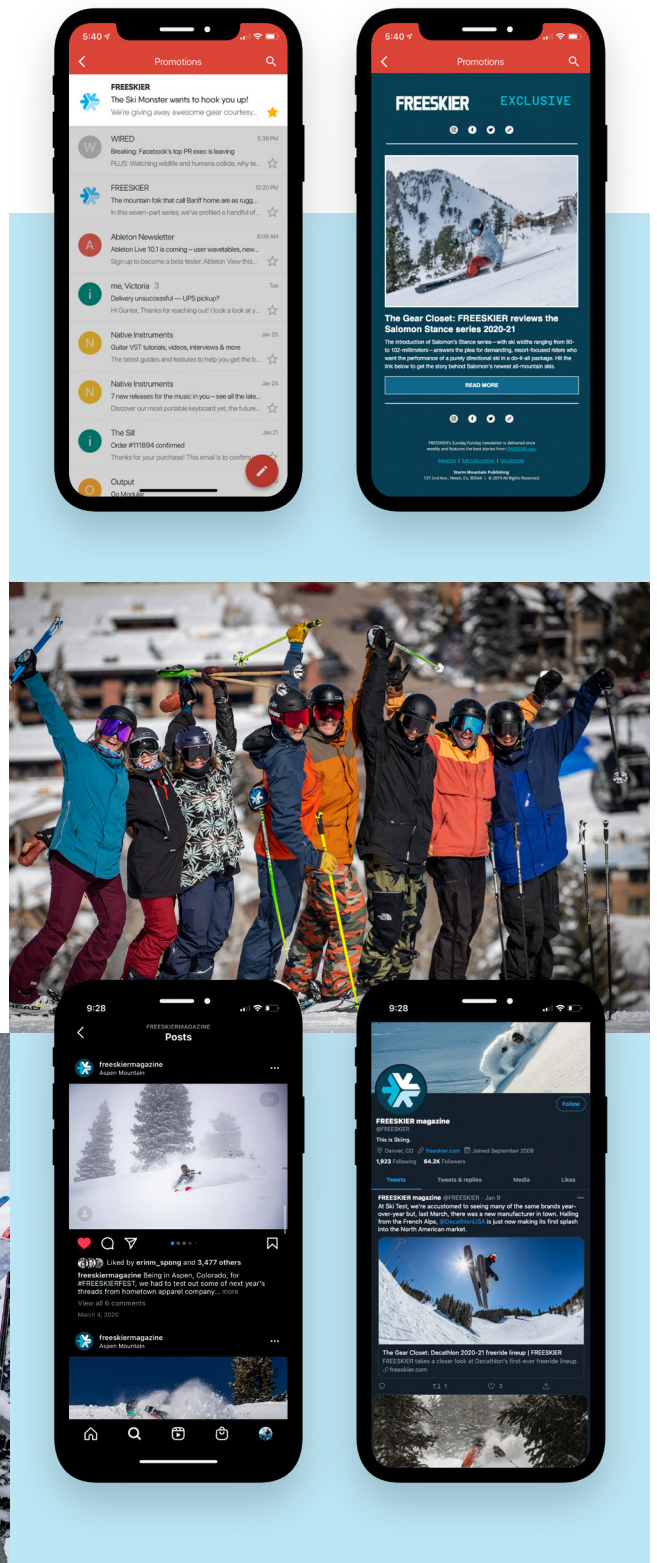
365,000+



315,000+



65,000+



THE DIGITAL SPECS

DISPLAY ADVERTISING

ASSET	DEVICE	ACCEPTED FORMATS	FILE SIZE	ANIMATION
Leaderboard 970x250	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops
Leaderboard 728x90	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops
Half page 300x600	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops
Medium Box 300x250	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops
Mobile Leaderboard 320x50	Mobile	jpg, .gif, 3rd party tags	60 KB max	:15 animation or 3 loops

PRE-ROLL VIDEO

ACCEPTED FORMAT	ASPECT RATIO	DIMENSIONS	LENGTH
.mov or .mp4	16:9 or 4:3	640x80	:15 or :30

NEWSLETTER

ASSET	DEVICE	ACCEPTED FORMATS	FILE SIZE	ANIMATION
Leaderboard 970x250	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops
Leaderboard 728x90	Desktop, Tablet	jpg, .gif, 3rd party tags	150 KB max	:15 animation or 3 loops

EXCLUSIVE EMAILS—PLEASE PROVIDE:

- 1140x760 image file
- Click-thru URL
- Suggested Subject line subject line (may be edited to align with FREESKIER voice)
- Suggested body copy – 250 characters or less (may be edited to align with FREESKIER voice)

All site- served ads require a GIF/JPG and a click-through URL.

Any HTML5 or rich media MUST be served by a third party.

All third-party tags (creative serving AND tracking-only) and accompanying technologies being served by tags must be SSL-compliant

Pre-Roll Video – Can be site-served and can accept VAST (4.1) Tags for 3rd party serving.

THE GATHERINGS

FREESKIER events and parties are where the community comes together and memorable moments are made. From the largest annual ski test in the snow space to après parties, product launches, demos, and more. We activate our extensive network to engage our audience, creating multiple touch points for our brand partners throughout the process.

- FREESKIER SKI TEST
- FREESKIER APPAREL REVIEW
- BUYER'S GUIDE LIVE SKI DEMO
- APRÈS PARTY TOURS
- FILM PREMIERES
- PHOTO GALLERIES
- PRODUCT LAUNCHES
- CUSTOM EXPERIENCES
- AND MORE!



THE CUSTOM EXPERIENCE

In today's crowded media landscape, readers are smart enough to see through phony advertisements and gimmicky click-bait. The Storm Mountain team is well versed in creating rich content that puts your messaging in front of readers through captivating storytelling, exciting video content, fully custom websites and everything in between.

- RICH STORYTELLING
- EXCLUSIVE CONTENT SERIES'
- PRO VIDEO AND PHOTO PRODUCTION
- CUSTOM WEBSITE PLATFORMS
- AND MORE!



THE RATE CARD

ISSUE	INSIDE COVER	2-PAGE SPREAD	BACK COVER	FULL PAGE
SEPTEMBER / BUYER'S GUIDE	\$25,450	\$21,175	\$18,550	\$12,950
NOVEMBER / TRAVEL ISSUE	\$24,050	\$19,150	\$17,150	\$10,750
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BUYER'S GUIDE ADVERTORIAL		\$22,750		\$13,850
GEAR SPOTLIGHT (BOTH ISSUES)		\$20,750		\$11,525
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EMAIL NEWSLETTERS	1X EDITORIAL INCLUSION	1X EXCLUSIVE	3-MONTH SPONSORSHIP	6-MONTH SPONSORSHIP
	\$3,500	\$7,500	\$38,250	\$58,500
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DISPLAY ADVERTISING	\$5,000 MIN.		\$10,000 MIN.	\$20,000 MIN.
	\$20 CPM	\$15 CPM	\$10 CPM	
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SWEEPSTAKES PACKAGE	\$11,675			

