

# SKI CLUB OF GREAT BRITAIN

**MEDIA PACK 2023/24**

THE UK'S MOST ESTABLISHED  
WINTER SPORTS PORTFOLIO

**skiclub**<sup>®</sup>  
great britain

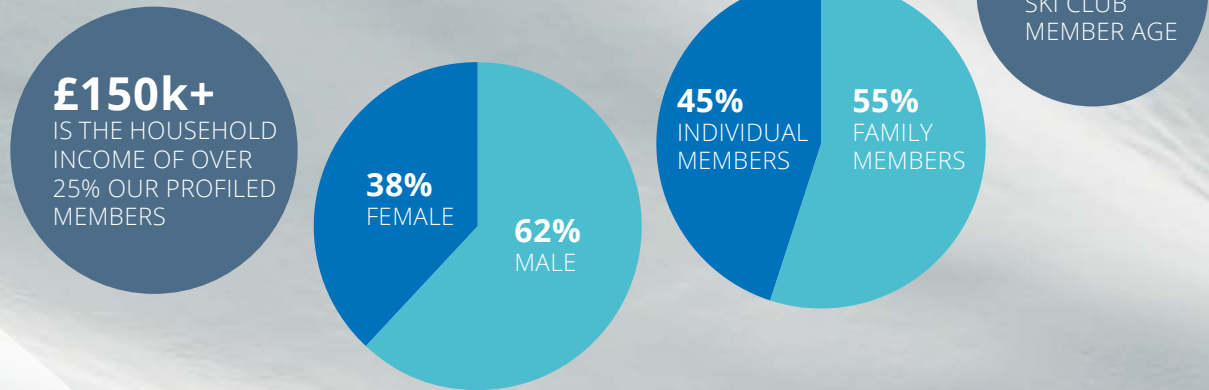
**MEDIA CONTACT**

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# SKI CLUB OF GREAT BRITAIN AUDIENCE

Reach and engage 950,000+ passionate skiers and snowboarders during winter 2023/24, working with the UK's most experienced ski media team.

## SKI CLUB MEMBERSHIP STATS



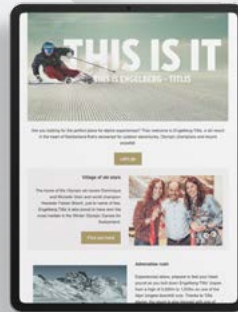
### PRINT

- 4 A4 issues per year
- 17,000 membership and 20,000 average print circulation per issue
- 50,000 readership per issue



### ONLINE

- 1,000,000+ unique visitors
- 2,000,000+ visitor sessions
- 3,250,000+ website page views annually



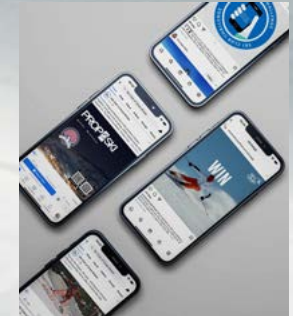
### SOLUS EMAIL

- 60,000+ database
- Average open rate 35.9%
- Average CTR 4.75%



### NEWSLETTER

- 60,000+ database
- Average open rate 29.05%
- Average CTR 3.09%



### SOCIAL MEDIA

- Facebook: 20k+ followers
- Instagram: 10k+ followers



# HIGHLIGHTS FROM OUR CONSUMER RESEARCH - SKI CLUB MEMBERS

Here are some interesting stats from our members, based on winter 2022/23.

**MANY**  
ARE REALLY  
INTERESTED IN  
SKI TECHNIQUE  
AND KEEPING FIT

**MANY**  
ARE LIKELY  
TO TRAVEL  
OUTSIDE OF  
PEAK DATES

BOOKED  
2 OR MORE  
SKI HOLIDAYS

**66%**

SPENT  
OVER £1250  
ON A HOLIDAY

**70%**

OWN  
THEIR OWN  
SKI BOOTS

**95%**

OWN  
THEIR OWN  
SKIS

**75%**

SPENT  
OVER £2000  
ON A HOLIDAY

**35%**

STAY IN  
4\* HOTELS  
(MOST POPULAR  
ACCOMMODATION  
CHOICE)

**40%**

USE THE  
SKI CLUB  
WEBSITE

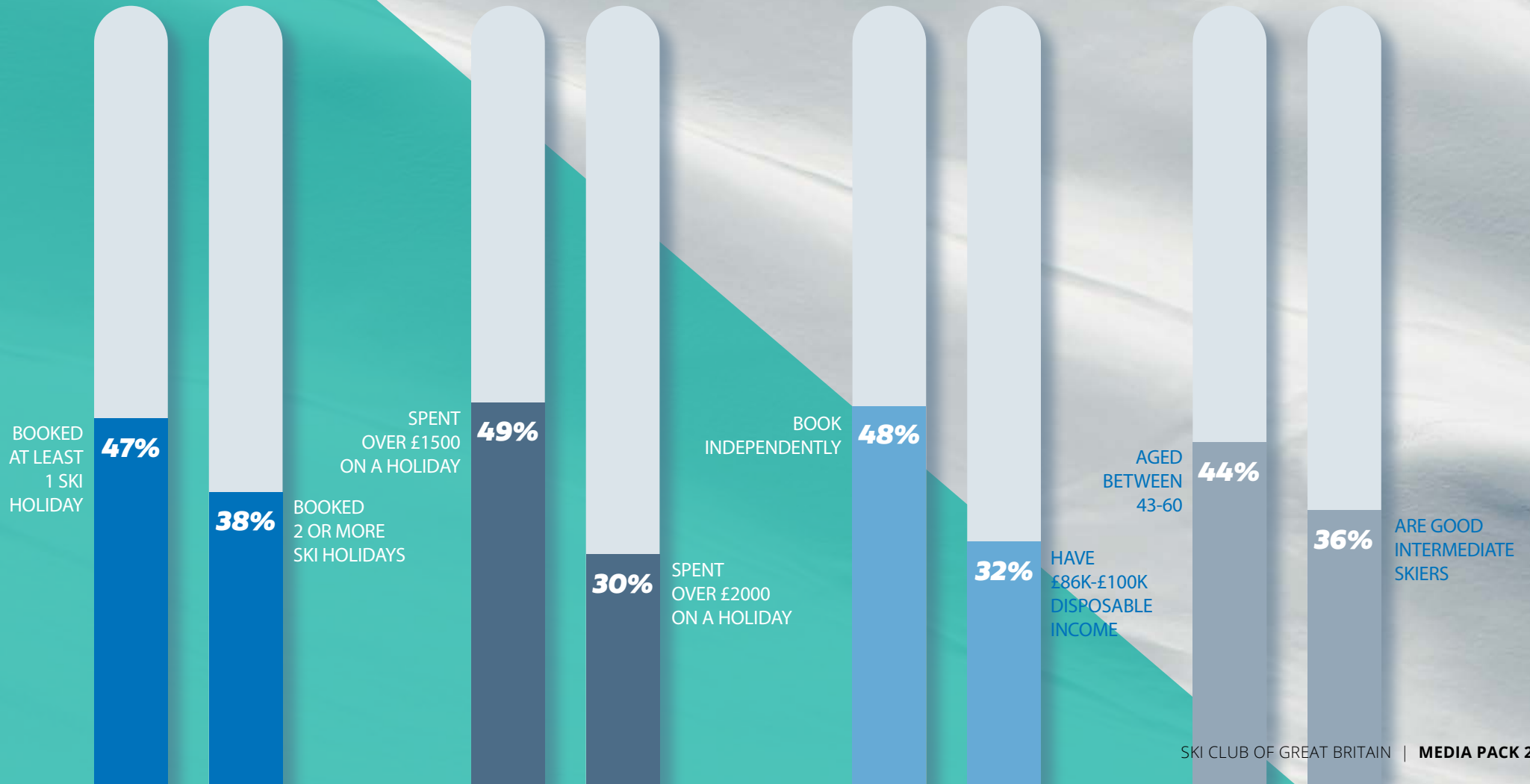
**85%**

**16%**

BOOKED  
4 OR MORE  
SKI HOLIDAYS

# HIGHLIGHTS FROM OUR CONSUMER RESEARCH - UK SKI MARKET & BEYOND

These stats go beyond Ski Club members to reflect the overall UK ski market and wider audience.





# Ski+board PRINT MAGAZINE

Advertise in the UK's most established ski magazine alongside key editorial content, and reach our relevant audience of skiing and snowboarding enthusiasts

## MAGAZINE STATS

- 4 A4 issues per year (Sept, Nov, Jan, March)
- Average readership 50k per issue



## ADVERT SPECIFICATIONS

### DPS ADVERT

420mm(w) x 297mm(h) + 3mm bleed  
300dpi resolution  
CMYK colour code  
Meet PDF-X1a standard

### FULL PAGE ADVERT

210mm(w) x 297mm(h) + 3mm bleed  
300dpi resolution  
CMYK colour code  
Meet PDF-X1a standard

## RATE CARD

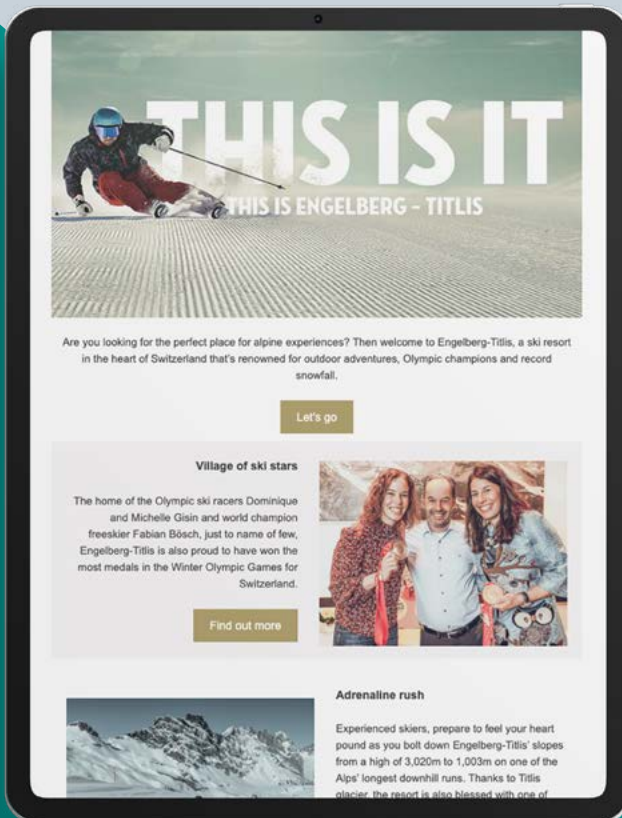
Full page advert	>> £1500
DPS	>> £2500
Advertorial	>> £3000
Back Cover Page	>> £3000





# SOLUS EMAIL & NEWSLETTER

We help you reach an affluent database of passionate skiers and snowboarders by placing a premium or standard feature box in our monthly e-newsletter, or convey key messages by creating an exclusive solus email sponsorship.



## MONTHLY NEWSLETTER

Database: 60k+  
Average open rate 29.05%  
Average CTR 3.09%  
Industry average Open Rate: 22,7%  
Industry average CTR: 2.2%

## RATE CARD

**£1000 for feature box:**

660px x 400px  
4 words title  
30 words main copy  
1x URL link

## SOLUS EMAIL SPONSORSHIP

Database: 60k+  
Average open rate 35.9%  
Average CTR 4.75%  
Industry average Open Rate: 22,7%  
Industry average CTR: 2.2%

## SPECIFICATIONS

1x Header Image: 660px x 400px  
50 to 70 words introduction  
4x images: 660px x 495px each  
50 words main copy for each image  
1x call to action (e.g. find out more)  
1x URL link  
1x PNG logo with transparent background

## RATE CARD

**£2250 to reach 60k+ database**

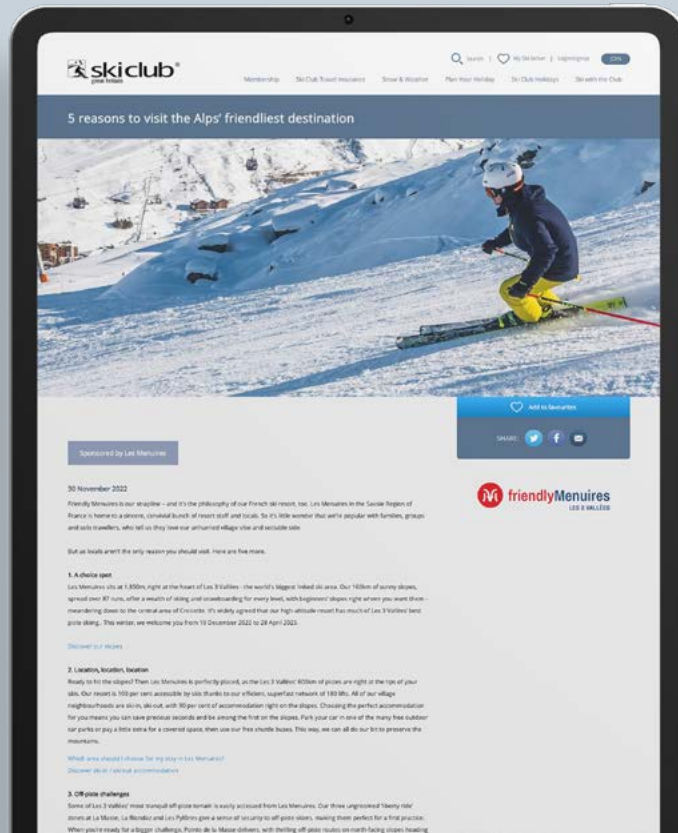




# SPONSORED CONTENT

Reach an audience of committed ski and board enthusiasts through our Ski News landing page [skiclub.co.uk/news](https://www.skiclub.co.uk/news) and receive additional exposure in our email newsletters and social media channels.

This section generates over 200,000 page views per year.



## SPONSORED ARTICLE x 1

### UNIQUE VISITS BASIS

£1500 build and traffic management  
+ £1 per unique user e.g. reaching  
1000 unique visits would cost £1000

## MICROSITE: min. 2 ARTICLE

### UNIQUE VISITS BASIS

£2000 build and traffic management  
+ £1 per unique user e.g. reaching  
2,000 unique visits would cost £2000

## TENANCY BASIS

£1000 build  
£1250/month



## SPECIFICATIONS (PER ARTICLE)

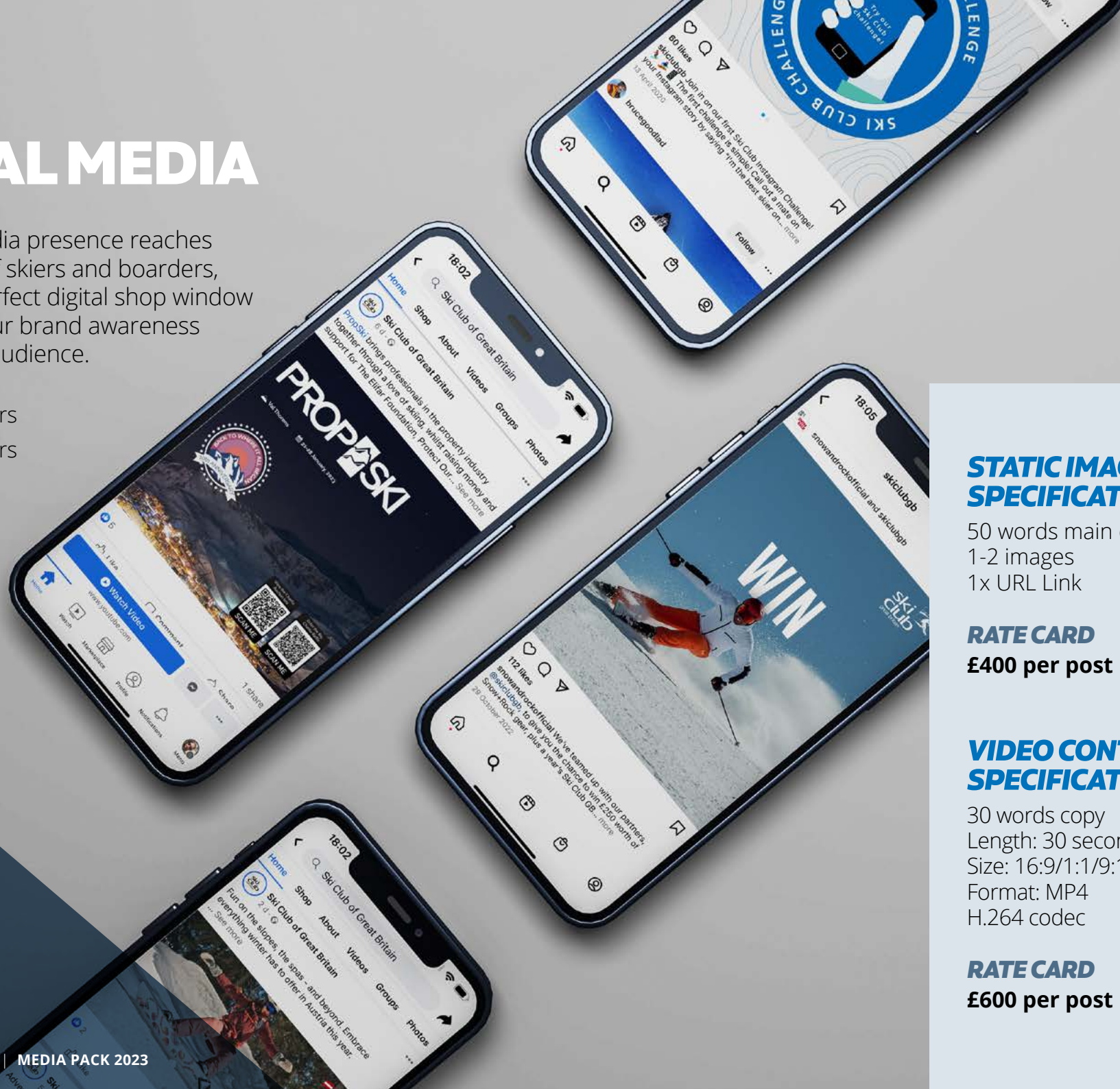
Up to 1000 words  
3-4 images  
2x URL links



# SOCIAL MEDIA

Our social media presence reaches a wide variety of skiers and boarders, providing a perfect digital shop window to increase your brand awareness with the right audience.

-  20k+ followers
-  10k+ followers



## STATIC IMAGE SPECIFICATIONS

50 words main copy  
1-2 images  
1x URL Link

**RATE CARD**  
**£400 per post**

## VIDEO CONTENT SPECIFICATIONS

30 words copy  
Length: 30 second video  
Size: 16:9/1:1/9:16  
Format: MP4  
H.264 codec

**RATE CARD**  
**£600 per post**





# ONLINE DISPLAY ADVERTISING

We help partners reach and engage with the right audience through online display advertising and sponsored content.

## WEBSITE STATS

- 1,000,000+ unique visitors
- 2,000,000+ visitor sessions
- 3,250,000+ website page views annually
- 02:20 average time on site per session

## MPU ADVERT SPECIFICATIONS

300px x 250px  
GIF or JPEG  
Up to 100kb file size

**RATE CARD**  
**£15 CPM**

## LEADERBOARD ADVERT SPECIFICATIONS

Desktop: 728px x 90px  
Mobile: 320px x 50px  
GIF or JPEG  
Up to 100kb file size

**RATE CARD**  
**£15 CPM**

# THANK YOU

**ski club**<sup>®</sup>  
great britain

**PLEASE CONTACT DAN TAYLOR  
TO PLACE YOUR NEXT CAMPAIGN**

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