

**SKITRAX IS NORTH AMERICA'S LEADING NORDIC SKI PUBLICATION WITH SOME OF THE BEST NAMES IN THE BUSINESS**

- Marty Hall**  
From controversy to straight talk!
- Peter Graves**  
World renowned race commentator.
- Jack Sasseville**  
Our venerable columnist has done it all.
- Thom Perkins**  
A ski bum for over 40 years and counting.
- Steve Threndyle**  
Backcountry sage tells it like it is.
- Keith Nicol**  
The technique guy who knows all the moves.
- Scott McGee**  
Mr. Tele dreams of carving tails in perfect corn.

**PRO SKIERS**

- Kikkan Randall**  
Three time Sprint Cup Globe Winner — a leader both on and off snow.
- Andy Newell**  
One of the fastest skiers on the planet talks shop.
- Devon Kershaw**  
One of Canada's most successful men's XC skiers.
- Simi Hamiton**  
American Hamilton is a top xc ski sprinter and video maestro.
- Emily Nishikawa**  
Insights and revelations from the front lines of the women's field
- Sophie Caldwell**  
Rising US star from the renowned Caldwell Clan continues to turn heads.
- Brian McKeever**  
The inside scoop from the golden boy of Para Nordic skiing



**HEAD OFFICE**  
260 Spadina Ave., #200  
Toronto, Ontario,  
Canada, M5T 2E4  
416.977.2100  
fx. 416.977.9200  
info@skitrax.com  
skitrax.com

SkiTrax is a member of



NORTH AMERICA'S NORDIC SKI MAG

2016/2017 Rate Card

# SKI TRAX



TOP RATED  
**skitrax.com**  
rates/info inside

#1 XC SKI MAG  
**BEST COVERAGE OF EVERYTHING NORDIC**

PLUS

**NEWELL  
RANDALL  
KERSHAW  
HAMILTON  
CALDWELL  
MCKEEVER  
NISHIKAWA**

Nordic Focus

Official Magazine of  
United States Ski Association



Cross Country Canada





## North America's Most Influential XC Ski Magazine



**MORE KICK  
MORE GLIDE**

With the broadest reach across the U.S.A. and Canada, *SkiTrax* continues to offer the most comprehensive coverage of the sport both local and international. As the leading North American magazine it is the most widely read and distributed Nordic ski publication in the U.S.A. and Canada.

Renowned for its spectacular photography *SkiTrax* presents the best mix of in-depth coverage by experienced and prestigious writers including some of the sport's top skiers such as Kikkan Randall, Andy Newell, Devon Kershaw and Emily Nishikawa.

Reaching avid skiers across North America, *SkiTrax* offers extensive added-value exposure via many partnerships and sponsorships with top XC ski events along with grassroots initiatives. From major races to local recreational loppets and xc ski events we've got you covered.

- ▶ FIS Fantasy Contests
- ▶ APPs for Mac and Google platforms
- ▶ Flip Page editions for subscribers, readers and advertisers
- ▶ Training RAP with Sophie Caldwell and Simi Hamilton
- ▶ Scando Column

**RATES UNCHANGED  
FOR 2016/17 SEASON**

Official Magazine of



Cross Country  
Canada





## DISTRIBUTION AND CIRCULATION

The **BEST** direct-market penetration to Nordic skiers across North America!

CIRCULATION: 30,000 copies per issue  
DISTRIBUTION: Canada, U.S.

### Official Magazine

United States Ski Association (1,500 members)  
Cross Country Canada (800 members)

- ▶ Subscribers
- ▶ Newsstands
- ▶ Ski Retailers
- ▶ Ski Resorts
- ▶ Ski Events
- ▶ Ski Shows

### Shows/Events

Some of the many 2015/16 shows/events where SkiTrax was distributed.

- American Birkebeiner
- Mora Vasa Loppet
- Canadian Ski Marathon
- Canadian Birkebeiner
- Gatineau Loppet
- City of Lakes Loppet
- Saskaloppet
- NENSA Events
- CXC Events
- Nipika Loppet
- Winter Trails
- Craftsbury Marathon
- Fischer Loppet Festival
- Catamount Trail Events
- U.S. and Canadian XC Nats
- NSIA Show
- OR Show
- SIA Show
- Silver Star XC Camps
- Yellowstone XC Festival

## READER PROFILE

- ▶ predominantly male – 70% male, 30% female
- ▶ over the age of 36
- ▶ married
- ▶ university-educated
- ▶ professional career
- ▶ household income of \$100,000+
- ▶ 52% live in towns of less than 50,000 or in rural locations, 25% live in cities with a population of 50,000 to 500,000, 22% live in cities of 500,000+
- ▶ 71% own vehicles
- ▶ owns four or more pairs of skis, boots, and poles (performance & recreation)
- ▶ will likely buy skis within the next 6 months
- ▶ plans on buying ski clothing
- ▶ belongs to a cross-country ski club
- ▶ skis an average of four or more times per week
- ▶ participates in other sports, including hiking (74%), running (70%), camping (60%), road (57%) and mountain biking (57%)
- ▶ a majority get ski information from magazines
- ▶ 80% buy products advertised in *SkiTrax*!

(Based on subscriber surveys)



## LOPPETS '17

SkiTrax offers the most comprehensive overview of the top loppets across North America as a preview to the season to whet skiers appetite for great skiing.



Top XC skier columns by  
Randall, Newell,  
Kershaw, Nishikawa



## 2016/2017

### PUBLISHING SCHEDULE

*SkiTrax* offers the most comprehensive Nordic ski coverage across North America

### ANNUAL BUYER'S GUIDE 2016

**Space Close:** Sept. 23/16

**Material Due:** Sept. 30/16

- » **North American Nordic Buyer's Guide** *Skis, Poles, Boots, Bindings US-CAN.*
- » **Gear Test Review** - in-depth test report on what's new for the 2016/17 season
- » **Junior Programs** - a look at junior programs and initiatives across the U.S.A. and Canada that will spawn future stars and Olympians.
- » **FIS World Cups** - a behind the scenes look at what it takes to present the FIS World Cup race series to fans worldwide.
- » **Competition 2017** - complete race season preview both domestic and international. Who's hot and who's not

### DECEMBER/HOLIDAY 2016

**Space Close:** Oct. 21/16

**Material Due:** Oct. 28/16

- » **Snowshoe Racing** - Season Preview
- » **Loppets 2017** - the best mix of loppet races across North America
- » **Rick Kapala** - Program Director, Head Coach Sun Valley Ski Academy and three-time US Coach of the Year
- » **Presidential Ridge Traverse** - first-ever landmark xc ski adventure as told by our resident ski bum

### FEBRUARY/MARCH 2017

**Space Close:** Jan. 6/17

**Material Due:** Jan. 13/17

- » **Romantic Inns** - popular feature of four fabulous get-aways in U.S.-Can.
- » **Competition Round Up** - NorAm, US Nationals, Tour de Ski, World Cup, SuperTour...
- » **Bieg Piastow** - Poland's Worldloppet race with a big heart, trails and culture for an amazing experience.

### SPRING 2017

**Space Close:** Mar. 17/17

**Material Due:** Mar. 24/17

- » **Spring Skiing** - top spots
- » **Gear 2018 Scoop** - sneak peak
- » **Season Wrap** - coverage of all top Nordic ski races FIS World Cup, SuperTour, NorAm
- » **Roller Skiing** - hot new gear plus training tips

## BLACK AND WHITE

SIZE	4X	3X	2X	1X
1/12	\$360	\$370	\$390	\$410
1/8	\$400	\$420	\$440	\$470
1/6	\$510	\$540	\$580	\$600
1/4	\$660	\$700	\$740	\$780
1/3	\$880	\$930	\$990	\$1,030
1/2	\$1,090	\$1,170	\$1,220	\$1,280
2/3	\$1,410	\$1,480	\$1,560	\$1,660
FULL	\$1,790	\$1,890	\$2,000	\$2,100
DPS	\$3,130	\$3,310	\$3,500	\$3,680
HPS	\$1,890	\$2,000	\$2,110	\$2,220
CENTRE SPREAD	\$3,370	\$3,560	\$3,770	\$3,960

## TWO/THREE COLOUR

Add 15% to black & white rates for each process colour. Process colours: cyan, magenta, yellow. PMS colour matches available. Prices on request.

## FOUR COLOUR

SIZE	4X	3X	2X	1X
1/12	\$640	\$680	\$720	\$760
1/8	\$750	\$790	\$830	\$880
1/6	\$890	\$930	\$990	\$1,040
1/4	\$1,060	\$1,120	\$1,190	\$1,240
1/3	\$1,380	\$1,460	\$1,540	\$1,630
1/2	\$1,690	\$1,790	\$1,890	\$1,980
2/3	\$2,100	\$2,230	\$2,340	\$2,450
FULL	\$2,580	\$2,720	\$2,880	\$3,010
DPS	\$4,520	\$4,770	\$5,040	\$5,300
HPS	\$2,880	\$3,030	\$3,210	\$3,380
CENTRE SPREAD	\$4,750	\$5,040	\$5,300	\$5,600

## COVER POSITIONS (on 80lb Coated Stock)

Position	4X	3X	2X	1X
Back Cover	\$3,080	\$3,260	\$3,430	\$3,600
Inside Front Cover	\$2,790	\$2,950	\$3,130	\$3,290
Inside Back Cover	\$2,670	\$2,820	\$2,970	\$3,130

## MARKETPLACE

**Business Display Ads** are available at \$150/column-inch for the first column-inch and \$75 for each additional column-inch. Column width 2-1/4". Assembly available at competitive rates.  
**Business Classified Ads** \$75 for the first 25 words and \$0.50 for each additional word. Please submit payment with ad copy.  
**All Marketplace ads** must be prepaid. Mastercard/Visa.



**RATES  
UNCHANGED  
FOR 2016/17**

## Reach Your Target Audience...

Skitrax.com continues to deliver the best mix of racing and industry news in the business. We're excited to welcome back top U.S. XC skiers Simi Hamilton and teammate Sophie Caldwell for our unique behind the scenes Training Rap column. Back by popular demand are our one-of-a-kind FIS Fantasy Contests, plus Marty Hall's The Way I See It, feature interviews and much more. We project further increases this coming year.

**TOP COVERAGE** - Skitrax.com covers all aspects of the sport including XC skiing, Nordic Combined, Biathlon, Ski Jumping with top news stories and breaking news, including new products, ski tests, event calendars, adventure skiing, annual awards, interviews, commentaries, club profiles, best places to ski across Canada, USA.

**HOT FEATURES** - For 2016/17 get the inside scoop from two of the sports hottest stars Sophie Caldwell and Simi Hamilton in our popular Training Rap in addition to gear and ski tests, Gift Guide, great xc skiing destinations, skier blogs, plus nutrition, technique, humour, wax tips and much more.

**BEST VALUE** - With an average monthly customer audience of 235,750 visitors and more than 2.385 million page views per month skitrax.com continues to grow and offers the best value to reach new customers, and increase your market share.

### Content

- Breaking News
- Race Reports
- Skier BLOGS
- New Products
- Fantasy Contests
- International News
- Adventure Skiing
- Top Skier Interviews
- GEAR Tests and Sneak Peeks
- Training RAP
- Best XC Ski Resorts
- Photo Galleries
- Video Galleries
- Event Calendars
- Newsletter

### Readership

Skitrax.com has seen steady increases each year and we anticipate continued growth through 2017 fueled by a targeted audience of avid xc skiers from racers, to loppet and recreational skiers, along with weekend warriors - we cover all aspects of market. With reliable and timely daily news, Fantasy Contests, and extensive coverage we're seeing expansion in all areas of the web site as xc skiing continues to gain in popularity across the USA and Canada. World-class events like last year's Ski Tour Canada and this year's FIS Junior/U23 World Championships 2017 in Utah add to the excitement, putting xc skiing front and centre while creating new opportunities to grow the sport at home.

### Monthly Traffic

- Number of Visits: 235,750
- Unique Visitors: 125,520
- Page Views: 2.385 million

### Fantasy Contests

- FIS World Cup
- FIS World Championships
- FIS Tour de Ski



USA's Bryan and Taylor Fletcher

US Ski Team - Tom Kelly



Canadian Taylor Heinrich

U.S. Ski Team



American Sean Doherty

NordicFocus



Canada's Brittany Hudak

Angus Cockney

James Netz

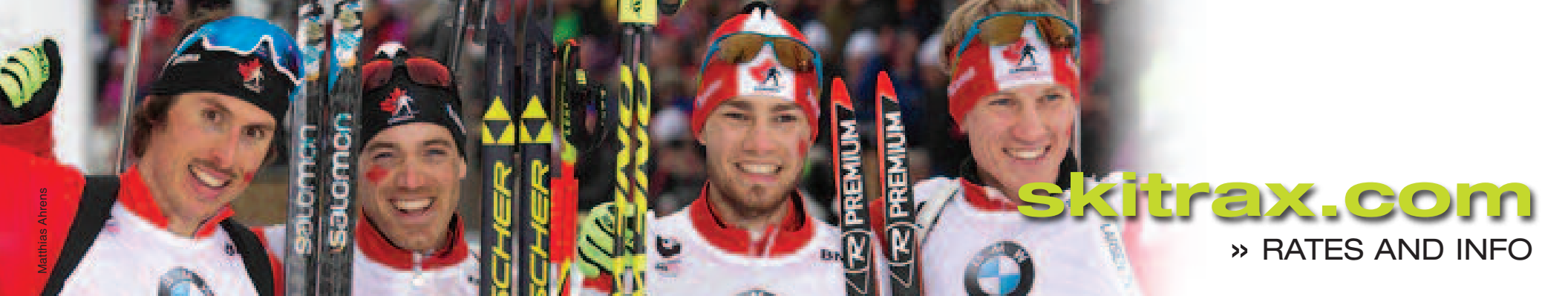
**NORDIC COMBINED**

**SKI JUMPING**

**BIATHLON**

**PARA NORDIC**





**skitrax.com**

» RATES AND INFO

**WEB BUTTON**



► SIZE: 160 x 60 PIXELS, 40K MAX

**WEB BOX**



► SIZE: 160 x 120 PIXELS, 40K MAX

**INCREASE your market share!**

**WEB BANNERS**



► SIZE: 468 x 60 PIXELS, 40K MAX

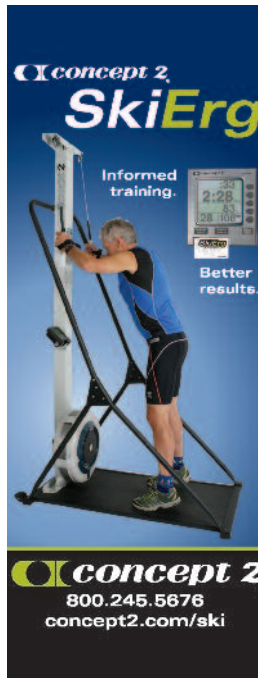


► SIZE: 728 x 90 PIXELS, 40K MAX

• ALL WEB ADS MAY BE SUBJECT TO EXCLUSIVITY IN SOME SECTIONS OF THE SITE.

**ALTERNATIVE WEB AD SIZES ARE AVAILABLE AND WILL BE PRICED ACCORDINGLY**

**WEB SKYSCRAPER**



► SIZE: 160 x 468 PIXELS, 40K MAX

**FIS Fantasy Contests**

**Training Rap with Sophie Caldwell & Simi Hamilton**

**Marty Hall's The Way I See It**

**Ask About our Web-Print Media Packages**

**Increase Your Market Share...**

Skitrax.com is the best place for timely and reliable daily Nordic news, race coverage, resort and travel info, gear reports, and much more. We cover it all - XC skiing, Biathlon, Nordic Combined, Ski Jumping - plus many of the best sections from the print version appear on-line.

**Top Names in the Ski World**

Skitrax.com features the best mix of Nordic ski coverage from some of the top names in Nordic skiing:

- Peter Graves
- Thom Perkins
- Jean Arthur
- Bob Woodward
- Brian McKeever
- Marty Hall
- Jack Sasseville
- Steve Threndyle
- Sue Wemyss
- J.D. Downing
- Kikkan Randall
- Emily Nishikawa
- Sophie Caldwell
- Andy Newell
- Simi Hamilton

Official Magazine of



	BUTTON	BOX 1	SKYSCRAPER	BOX 2	BANNERS			
	160 x 60	160 x 120	160 x 468	300 x 250 Big Box	468 x 60	468 x 60 Premium 2	468 x 60 Premium 1	728 x 90
1 Month	\$200	\$250	\$400	\$675	\$350	\$500	\$600	\$700
2 Months	\$350	\$450	\$650	\$1,250	\$650	\$900	\$1,100	\$1,300
3 Months	\$450	\$600	\$850	\$1,750	\$900	\$1,250	\$1,550	\$1,800
4 Months	\$500	\$700	\$1,000	\$2,150	\$1,100	\$1,525	\$1,900	\$2,200
5 Months	\$550	\$800	\$1,150	\$2,350	\$1,200	\$1,700	\$2,200	\$2,500
6 Months	\$600	\$900	\$1,250	\$2,550	\$1,300	\$1,850	\$2,400	\$2,700
7 Months	\$650	\$975	\$1,325	\$2,800	\$1,375	\$1,975	\$2,550	\$2,950
8 Months	\$700	\$1,050	\$1,400	\$3,000	\$1,450	\$2,100	\$2,700	\$3,200
9 Months	\$750	\$1,125	\$1,475	\$3,150	\$1,525	\$2,200	\$2,850	\$3,350
10 Months	\$800	\$1,200	\$1,550	\$3,250	\$1,600	\$2,300	\$3,000	\$3,500
11 Months	\$850	\$1,275	\$1,625	\$3,350	\$1,675	\$2,375	\$3,150	\$3,650
12 Months	\$900	\$1,325	\$1,700	\$3,500	\$1,750	\$2,450	\$3,250	\$3,750

**Best Daily Coverage at skitrax.com...**

SkiTrax.com reaches avid xc skiers across North America with \$100,000+ household income, are university-educated and are active in many sports. With an average customer audience of 235,750 visitors each month you can optimize your exposure, reach new customers, and increase your market share.

**skitrax.com**

All web banner ads appear at the top or upper editorial banner section in random rotation with every new page view. Premium 468x60 banners always display on home page. All 468x60 web banner ads may receive additional exposure at the bottom of selected pages at n/c. Approximately 30,000 impressions per month for all ads. Alternative sizes and additional web ad statistics available on request.

# SPECIFICATIONS

## MEASUREMENTS (IN INCHES)

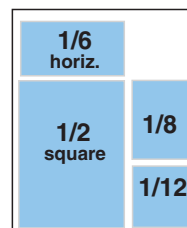
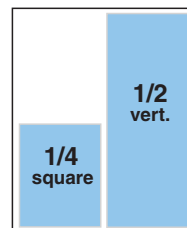
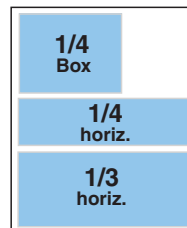
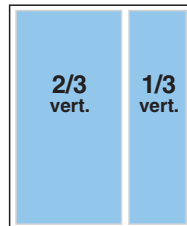
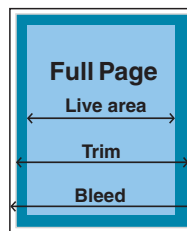
SIZE		WIDTH	DEPTH
1/12 page		2-1/4"	2-1/4"
1/8 page		2-1/4"	3-3/8"
1/6 page	v	2-1/4"	4-7/8"
	h	4-3/4"	2-1/8"
	sq	3-9/16"	2-7/8"
1/4 page	sq	3-9/16"	4-7/8"
	h	7-1/4"	2-1/8"
1/3 page	v	2-1/4"	10"
	sq	4-3/4"	4-7/8"
	h	7-1/4"	3-1/8"
1/2 page	v	3-9/16"	10"
	sq	4-3/4"	7-3/8"
	h	7-1/4"	4-7/8"
2/3 page		4-3/4"	10"
		7-1/4"	6-3/8"
Full page Live Area		7-1/4"	10"
Full page Trim		8-1/8"	10-3/4"
Full page Bleed		8-3/8"	11"
DPS Live Area		15-3/8"	10"
DPS Trim		16-1/4"	10-3/4"
DPS Bleed		16-1/2"	11"
HPS Live Area		15-3/8"	4-7/8"
HPS Trim		16-1/4"	5-1/4"
HPS Bleed		16-1/2"	5-3/8"

**ALTERNATIVELY SIZED ADS WILL BE PRICED ACCORDINGLY**

## ADVERTISING WORKS!

**SKITRAX MAGAZINE  
PEDAL MAGAZINE  
BIKE TRADE CANADA**

For more information on any of our publications please contact us at  
416.977.2100 • 866.754.8729 • info@skitrax.com



## Inserts and Stitch-ins

Samples or facsimiles must be supplied before a quote can be provided.

## Ad Assembly/Production Charges

Bleeds at no extra charge. Complete print and web ad assembly, including animation for web ads provided at competitive prices.

- Hi-res PDFs preferred
- Quark 8
- InDesign CS6
- Illustrator CS6
- Photoshop CS6
- 300 dpi for all images and logos
- indicate software programs used
- no Quark clipping paths
- CMYK (not RGB)
- provide name of file, laser/colour proof

## Digital Ads

Digital ads preferred in Mac format. Please include ALL fonts and linked graphic files.

- FTP available
- Email files in high resolution PDF (preferred), jpeg or eps format
- Compression programs preferred — sit, sea.
- Modifications if required will be charged accordingly.

## FTP

- FTP client required
- address skitrax.com
- no password required
- drop files into SkiTrax\_incoming folder
- folders must be zipped and then dropped

## Mechanical Page Measurements

Magazine: 3-column page

Column Width: 2-1/4"

Live Image Area: 7-1/4" x 10"

Trim: 8-1/8" x 10-3/4"

Bleed: 8-3/8" x 11"

## Terms and Conditions

- Prepayment required unless credit established.
- Terms are 30 days with approved credit. Production charges are not discountable.
- Service charges of 1% per month (12% per annum) will apply on overdue accounts along with collection charges and appropriate legal fees as required.
- All prices NET.
- Add 10% for guaranteed positioning in any issue (excluding cover positions).
- Contracts must be completed within the publishing schedule.
- All race event ads at maximum discount (4X rate) regardless of number of insertions.
- Publisher reserves the right to refuse any advertisement deemed unsuitable.
- Conditions appearing on order, copy, or contract that conflict with the publisher's policies will not be binding.
- The publisher's liability will not exceed the value of the space for any errors.
- Positioning of advertisements, except for covers, is at the discretion of the publisher.
- Cancellations are NOT acceptable after the space close date.
- Advertising materials that need to be adjusted to meet our specifications are at the advertiser's expense.
- Advertiser and/or its advertising agency shall be jointly responsible to the publisher for all charges due and assume all liability for the content of such advertising submitted and published, and indemnify the publisher against any and all claims, expenses, or loss suffered arising therefrom, including but not limited to reasonable legal fees.
- "Publisher" refers to *SkiTrax Magazine*, division of #1198189 Ontario Inc.



**SKITRAX MAGAZINE**  
260 Spadina Ave., #200  
Toronto, Ontario M5T 2E4  
phone 416.977.2100  
fax 416.977.9200  
info@skitrax.com  
www.skitrax.com